

## The Experience Economy and Marketing Approach in Rural Tourism that Creates Memorable Experience (A Study in Cikolelet Tourism Village)

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**ABSTRACT:** The approach and use of the experience economy has transformed a tourist village with new added value. The presence of ecotourism-based tourism villages and examines the use of community-based tourism models in the development of tourism villages. Through the CBT model, the development of tourist villages has an impact on reducing unemployment, being able to maintain local wisdom and encouraging village independence. The research objective is to examine the use of the experience economy and the use of the CBT model in the development of the Cikolelet tourism village. The research method uses qualitative research methods. Informants in the study were the head of the tourism village Pokdarwis and member of Pokdarwis of the Cikolelet tourism village who understood tourism villages. Data collection techniques were carried out through observations, interviews, and direct documentation of the research object. The results of the study can be concluded that The experience economy concept can be applied to Cikolelet tourism village to enhance the tourist experience and create a unique and memorable destination. The experience economy is based on the idea that people are increasingly seeking experiences over material goods, and that businesses can create value by designing and delivering unique and memorable experiences

**Keywords:** Experience Economy, Memorable Experiences, Cikolelet Tourism Village, Marketing, Business



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### INTRODUCTION

Tourism development has significant economic impacts on both related and unrelated economic activities ranging from agriculture, food processing, trade/crafts, transportation, construction, information and communication technology (ICT), general and vocational training and industrial production ([Jucan, C.N. and Jucan, 2013](#)). Rural tourism is frequently perceived as an environmentally and socially sustainable form of rural tourism that generates economic and social benefits for local communities ([Pröbstl-haider et al., 2014](#)). Rural tourism has the potential to stimulate local economic growth and social change, according to the United Nations World

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Tourism Organization (UNWTO) (<https://www.unwto.org/rural-tourism>). Villages that have tourism potential and where tourism activities take place are called tourist villages. In carrying out tourism activities, both the administration and the government are responsible and the Tourism Awareness Group (Pokdarwis), need to develop a strategy to attract many tourists ([Fitriana et al., 2022](#)).

Tourism is a creative economic sector which is one of Indonesia's advantages. Every year, local and foreign tourists come to visit. These tourist visits generate economic activity both micro and macro. Tourism villages are one of the biggest potentials in the field of tourism in Indonesia. The management and development of tourist villages in Indonesia continues to improve in order to restore national economic conditions through the tourism sector and the creative economy also create and develop new destinations, product, services, new models for development and taking up opportunities by growing market and prosperous ([Gonz, 2020](#)). The development of tourism is also approaching the village. Almost every village in Indonesia has tourism potential that can be developed starting from culture to tourism nature that can be used as a promising business concept. Currently there are more tourists choose a tour that has a rural nature that is still natural and beautiful. By doing tourist trips to the village, tourists can interact directly with the village community and can see directly the socio-cultural activities of the local community. This causes Tourism in rural areas has developed quite rapidly. Saturation of tourism modern nuances are the main reason tourists choose to travel to the village. From This is where the term tourist village appears. The tourist village is a rural area has unique and special characteristics to become a tourist destination, including environment with natural nuances, traditions and culture are still held by the community, special food, agricultural system and kinship system ([Budiyah, 2020](#)).

Tourism village is a tourism product developed based on its potential village, both in the form of society, nature, and culture as an identity that has appeal tour ([Sudibya, 2018](#)). Villages have uniqueness and diversity so that the development of tourist villages can be used as a strategy to increase Indonesian tourism attractions ([Atmoko, 2014](#)). In this case, one of the tourist villages that has the potential to become a village tourist attraction is Cikolelet Village.

Cikolelet Village has the potential for natural tourism objects which are one of the village's attractions, even in that village there are cultural customs that continue to be preserved. The sustainability of the Cikolelet tourism village program and its operations, which are a form of village government program implementation in village development, cannot be separated from the full support of the village government, community, and local resources in Cikolelet village ([Permadi et al., 2022](#)). Cikolelet Tourism Village, Cinangka District, Serang Regency is located to the west of the district capital (42 distances from the district capital) consisting of 11 RWs and 21 RTs with a population of 5106 people/1328 households and Cikolelet Village is included in the Anyer area of the tourist area zone, Cikolelet village stands since 1937 and has been held by several village heads/Jaro including Jaro Asiban, Jaro Bani, H. Abdul Rozak, Wirnata, HM. Sutarya. Masja Sumarta, H. sariman and finally Ojat Darojat. Cikolelet has natural charm and an extraordinary diversity of cultural traditions and creative economy. Cikolelet Entered the Hope Nomination for 3 National Level Tourism Villages and Overall Champion (2019-2021) Clean and Safe Village Competition at the Banten and Serang Police Level, and various other awards.

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Rural tourism provides a much-needed boost to such rural revitalization and has attracted the interest of both scholars and practitioners, particularly in the last two decades. However, there are many challenges such as the need to protect rural cultural heritage and rural identity ([Al-Ansi, 2021](#)) and preserving the pristine environment ([Simo-Kengne, 2022](#)) which can have long-term negative consequences. Consequently, the issue of tourism development models does not only focus on immediate economic recovery but also on societal concerns, such as the preservation and enrichment of the ecological and socio-cultural structures of rural communities. In this case, one of the economic recovery for rural communities is an economy that sells experience. Among service industries, tourism depends on providing tourists with the experiences that tourists seek in travel destinations.

The theory of experiential economics provide rich content in explaining the creation of experiential phenomena because tourist experience in a destination will influence tourist behavior towards that destination ([Lin & Kuo, 2016](#)). According to [Pine and Gilmore \(1998\)](#) experiential economics has made the biggest economic strides since agriculture, industry and service economics. Experiential economics is something in which people participate to varying degrees and in ways in business operations. In this case, in terms of packaging the experience of the tourism village economy still needs to be developed. [Pine and Gilmore \(1998\)](#) classify experiences into four main types, namely "experiences of entertainment," "experiences of instruction," "experiences of escapism," and "experiences of aesthetics."

As research conducted by ([Juliana et al., 2022](#)) stated that in terms of packaging the experience of the tourism village economy still needs to be developed. Among them, an educational experience for tourists is given experience in the production of food processing, starting from harvesting cassava, peeling, steaming, pounding to forming opaque chips. The results of this experience review will be included in the tourism product development strategy. The same thing was also researched by ([Juliana, 2022](#)) showing that unforgettable travel experience, intention to revisit, destination image, unforgettable travel experience, satisfaction, travel experience, coffee tourism, heritage tourism, memory, and behavioral intention. This research is in accordance with research conducted by ([Kastenholz et al., 2018](#)) The results show that rural tourism experiencing educational and aesthetic dimensions positively predicts rural tourist arousal, while escapism and aesthetics determine memory retention. As research conducted by ([Dagustani et al., 2018](#)) The results show that travel motivation and travel experience have a significant effect on the image of a tourist destination. Managers of tourist areas need to design strategies to improve the image of the area by providing tourist stimulation in the form of interesting information and offering ecotourism-themed products for tourists with a memorable travel experience approach.

From the study of the literature on the experience of traveling in a rural environment, the contribution in supporting the economic experience is still lacking in research ([Saxena, 2022](#)), so researchers want to do further research on the concept of experience economy in the Cikolelet tourist village. Research gap according to ([Chai et al., 2022](#)) states that there has been no research on the relationship between experience economy and tourist behavioral intentions. The research

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objective is to examine the use of the experience economy and the use of the CBT model in the development of the Cikolelet tourism village.

### Experience Economy Concept

The experience economy concept is a relatively new field of study that focuses on the production of experiences and the ways in which businesses can create and deliver memorable and valuable experiences to their customers ([Pine, 2022](#); [Pine & Gilmore, 2011](#); [Pine & Gilmore, 2013](#)). According to the study ([Chang, 2020](#)), cultural differences in ideal affective states and preventive (risk aversion) and promotional (risk taking) behaviors are reflected in the experience economy.

The 'experience economy' paradigm is proposed to be transversal across many industries ([Dotto et al., 2019](#); [Pine & Gilmore, 2013](#)). However, tourism is one of the business activities where the experience framework makes the most sense, with the destination experience serving as the core product ([Stamboulis & Skayannis, 2003](#)). According to ([Yeoman & McMahon-Beattie, 2019](#)) the experience economy dominates tourism philosophy because it pervades how we engage with and consume tourism. Destinations are complex in that they combine a variety of tangible and intangible assets, goods, and services. Furthermore, while the tourism experience can be interpreted as the entire destination experience, it is made up of everything tourists do at the destination (different experiences), such as visiting, seeing, learning, and enjoying themselves ([Oh et al., 2007](#))

The concept and models of the so-called experience economy ([Pine and Gilmore, 1998](#); [Schmitt, 2011](#)) have evoked much resonance, particularly in the tourism field, because here, more than in other consumption contexts, consumers seek appealing, sensory-rich, emotionally engaging, unique, and memorable experiences. These are influenced not only by expectations, but also by the destination itself, with all of its nuances ([Kastenholz et al., 2020](#); [Stamboulis & Skayannis, 2003](#))

The study ([Maslova, 2017](#)) provides extensive theoretical implications by offering a unique perspective on the field of experience economics, viewed from a psychological and sociological perspective, to create a more holistic picture of what constitutes the nature of experience. If consumers had a positive experience with education and escapism, they would want to be associated with the location where they had such a positive experience. Consumers were more likely to feel positive emotions if they had positive experiences with entertainment, escapism, and aesthetics ([You & Jeon, 2016](#))

In the experience economy sparked first time in literature ([Pine & Gilmore, 1999](#)) who introduced the concept about The Experience of Economy: Past, Present and Future. Long before that, the study of behavior consumers have long developed and become wrong a strategic study discussion for identify the state of deep social phenomena economics (especially in its use through market segmentation in management). In economics experience, focused on individuals who is a social being who will explore an experience and will deliver economic sacrifice of the resources they have for a given experience, that's perspective economics used in this paper. The experience economy

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has an economic focus that the service sector does not only provide position economic expenditure in meeting needs services, but provides deep polarization the sustainability of the services used, it is affected including by behavior, rational choice and psychology of an individual. There are economic elements on the experience economy understood as basic perspectives in this writing are supported about the concept of sociology (social interaction, socialization, internalization of values and norms as well social groups) as well as the concept of consumer behavior (limited as the carrying capacity of the internal variable determination of qualitative research in the discussion furthermore.

Experience economics is a study interdisciplinary approach to individual analysis intrapersonal in meeting spiritual needs and bodily in the form of merit, with hope to get the maximum satisfaction in Procurement of services that have elements experience of use ([Firmansyah, 2020](#)). Experiences have always been central to the entertainment industry. Experience is more than just providing a service; it is about creating a memorable and one-of-a-kind event, known as a staged experience, in which the buyer is the guest and the seller is the provider ([Pine & Gilmore, 1998](#))

Customers seek experiences from products and services, according to the concept of experience economy. Tourism is at the forefront of the experience economy because tourists want staged experiences that encompass all four realms (entertainment, educational, esthetic and escapism) ([Lai et al., 2019](#)). According to the research ([Lee et al., 2021](#)) show that the four realms significantly influenced functional value. According to the research ([Lee et al., 2021](#); [tom Dieck et al., 2018](#)) show that the four realms significantly influenced satisfaction and memory, and, ultimately, the intention of science festival visitors to engage with science research. Study ([Juliana et al., 2022](#)) show that the four realms significantly influenced arousal. In the context of cultural tourism, experience quality and satisfaction mediate the relationship between involvement and recommendation intention ([Cevdet Altunel & Erkurt, 2015](#))

Applying the experience economy to destination marketing, tourism destinations are far from including the emotional experiences that are sold to create sensations, feelings and the resulting psychological benefits. Visiting tourist destinations, tourists expect personal and meaningful experiences that will encourage personal growth and self-actualization. While the tourist experience itself is intangible, it is grounded in tangible dimensions of service delivery that allow consumers to experience the emotions and benefits of product experiences. Supports the difference between experience and destination, that it is the quality of the experience and not the quality of the goods or services that makes a memorable travel experience ([Juliana, 2022](#)) .

### Memorable Experience

Memorable tourism experience according to ([Proverbs, 2017](#)) is a tourism experience that is remembered and remembered positively after the incident has occurred. According to ([Retno Widiana, 2022](#)) the study of memory must be included in the study of tourist experiences because tourist experiences tend to occur at certain times, such as during school holidays, so that this makes the tourism experience an experience that is stored in a long-term memory that will provide memories, feelings of pleasure, and will be reflected repeatedly by the individual. A pleasant memory of a tourism experience has a significant impact on a consumer. Pleasant memories



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provide a positive mood and feelings of happiness that play an important role in one's life (Ye, 2021).

In the marketing literature, memory influences consumer behavior which affects a person's process of choosing an item/service, and will affect future transaction activities, including the reuse of goods/services (Ye, 2021). From this explanation, it can be concluded that a memorable experience or memorable tourism experience plays an important role in building a tourist destination.

## METHODS

This research uses descriptive qualitative method. Sekaran and Bougie (2016) state that qualitative research methods are used to examine the condition of natural objects, and data in the form of words. Data was collected using interview techniques through open questions about experience economics studies as well as field observations. Where Each interview lasted approximately 2 hours and was recorded audio and video. This study uses a qualitative method (Creswell, 2016) This research was conducted in the tourist village of Cikolelet with expert informants.

This method allows researchers to gain insight into the emotional, sensory, and cognitive aspects of the consumer experience, which can be used to develop and refine strategies to create and deliver memorable experiences. The insights gained from these research methods can be used to develop and refine strategies for creating and delivering memorable and valuable customer experiences.

## RESULT AND DISCUSSION

In order to analyze and show phenomena in the field in a systematic narrative format for the purpose of drawing scientific conclusions, the study methodology employs descriptive analysis of qualitative analysis, locations with the development of phenomena, and phenomena in the field. (Yusanto, 2020) To accomplish research goals, use an integrative qualitative research methodology with a spatial cooperation component. (Thunberg & Arnell, 2022) This study's integrative review is exploratory in nature because it uses a variety of empirical, theoretical, and qualitative methods. (Teixeira et al., 2012) Based on the results of interviews conducted in the Cikolelet tourism village.

**Table 1** *The experience Realms* which is applied to the Cikolelet tourism village

<i>Experience Realms</i>	<b>The Potential of Cikolelet Tourism Village</b>	<b>Description</b>
<i>Escapism</i>	Staying at a homestay, enjoying the natural scenery, enjoying the arts stage	There are many homestays that are classified as adequate, tourists are welcome to play musical instruments, singing competitions

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<b><i>Education</i></b>	Plowing rice fields, river and visiting E-Kraf how to make sweet potatoes, fragrant lemongrass oil processes, how to catch fish, how to tandur, rice, meliwet, how to make chips, introduce culture	Students, school students, employees who want to see education about tourist villages
<b><i>Entertainment</i></b>	Rudat art, Kosidah art, Rampak Kosidah Group, Marawis Art, Kendang Pencak Art, Calung 1 Art	Tourists ask for art performances, entertainment at night. There is outbound in Cikolelet Tourism Village
<b><i>Esthetics</i></b>	Has the natural charm of mountains and exsotic waterfalls	Curug Lawang, Curug Kembar, Peak Cibaja, Puncak Pillar

Source: Data Processed (2022)

**Table 2. Mapping the Potential of Cikolelet Tourism Village**

<b>Variable</b>	<b>The Potential of Cikolelet Tourism Village</b>
<b>Nature</b>	Cikolelet Tourism Village has the opportunity to cross -nature in the form of tracking, rafting, rainfall is relatively low
<b>Physical environment</b>	The physical environment that is still natural, has a dominant rice field, there is a map of the village that accurately describes local potential, has cocoa cultivation, catfish cultivation, low natural disaster risk
<b>Culture</b>	There are myths or village legends of the tombs, there are no typical rituals, there are traditional egrang games, congklak, latte-latto, there are kokol dances that are not so sacred in welcoming the minister, the opening of the cikolelet tourism festival , typical culinary there is a parade/carnival of the Republic of Indonesia Anniversary, Ngiring Panganten/Open the door, Ngagurah Dano, Marhabaan/Ngayun
<b>Amenities</b>	Houses are used as homestays 12 houses, large parking lots but still red land, adequate and feasible toilets, safe village roads, village management systems are classified as advanced

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<b>Accessibility</b>	Good connection road, distance to the district city center 42 km, passed by busy cross-provincial roads, has no local modes of transportation, (only base motorcycle taxis) private car ownership is classified as moderate
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Source: Data Processed (2022)



**Figure 1 Documentation**

Cikolelet Tourism Village is classified as educational tourism, providing a different experience to tourists in terms of education, entertainment, esthetics, a feeling of escapism in feeling different things where tourists are given the freedom to play musical instruments, have singing competitions, can get to know culture, and have natural charm. exotic mountains and waterfalls ([Pine, 2022](#); [Pine & Gilmore, 2011](#); [Pine & Gilmore, 2013](#)). Cikolelet is bounded by two large rivers to the north of the Cigede water and to the south of the Cidanau river, the two rivers supply water for agricultural and plantation irrigation, natural charms as well as community and plantation forests, rice fields, animal husbandry and fisheries.

The area of paddy fields in Cikolelet village is around 25% and land or plantation land and community forests are around 60% and residential land is 15%. The livelihoods of villagers are 80% farmers, planters, ranchers, farm laborers from the Cikolelet rice field agriculture sector producing rice and paddy crops agricultural products from the plantation and community forest sectors in the form of fruits such as durian, head, rambutan, mango, vegetables such as jengkol, petay, chili. The livestock sector includes buffalo breeding centers, boiler chicken farms, Etawa goat farms, freshwater fish farming, catfish and tilapia farming, citronella oil cultivation. In UKM products there are craftsmen and makers of melinjo chips, water hyacinth and pottery, mushroom cultivation, tempe, tofu makers, kulang kaling, pottery, welit and booths, fishing pond rentals, In the field of art, there are rudat arts in three areas, namely Jalan Baru Village, Kadu Kadu Village, Ciraab Village, Kosidah and Rampak Kosidah arts are found throughout the Cikolelet village area, Marawis arts are found in Baru Jalan Village, Pamatang Buah Village and Cibunut Village. There are pencak drum arts in Cihayam village, Amis famous village, coffee village, Calung 1 art in Cisirih village. Nature tourism owned by the Cikolelet tourism village in the form of natural tourism at the top of a pillar is located in the village GG land area with an altitude of 460mPL with a view of the expanse of the Dano swamp, in Kmp Cibunut by absorbing local workforce as managers of around 25 people, there are 15 food stalls, 2 guides and 13 tourist taxi drivers. Cibaja peak nature tourism is located in plots of 32 Perhutani areas, has a height of 360mPL, with views of the expanse



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of the Dano swamp and the Sunda Strait sea by creating jobs for around 30 managers from youth and the local community, 10 warungan, 4 guides and 15 motorbike taxis with rate of visits of 500 people per week with a ticket price of IDR 10,000 / person

### CONCLUSION

The experience economy concept can be applied to Cikolelet rural tourism to enhance the tourist experience and create a unique and memorable destination. The experience economy is based on the idea that people are increasingly seeking experiences over material goods, and that businesses can create value by designing and delivering unique and memorable experiences. Here are some ways that Cikolelet rural tourism can apply the experience economy concept consist of focus on immersive experiences, offer customizable experiences, emphasize local culture and heritage, embrace technology. By applying the experience economy concept, Cikolelet rural tourism can differentiate itself from other destinations and offer tourists a unique and memorable experience. This will help attract and retain tourists, as well as enhance the overall sustainability of the area's tourism industry. Cikolelet Tourism Village have plans and hopes in the Development of Cikolelet Tourism Village that included Availability of parking lots and stalls by/Tourism Market (Mengkol Coffee Village) Construction of Culinary Tours and Hot Springs and the availability of land belonging to the Serang Regency Government for the annual nggurah dano cultural activities. (Ciraab Village), Establishment of a Joint Secretariat Office for BUMDEs and Pokdarwis as a center for activities and a Tourism information center in the Cikolelet Tourism Village. (Mengkol Coffee Village) , Cikolelet Tourism Village Arts Workshop/Building, Nature-based Recreation and Lodging Procurement of Glamping and Camping Tents. (Cisirih Camp). However, there are still several aspects outlined in the experience economy concept in overcoming the obstacles faced by tourism village managers. Further research can be carried out to develop further activities that can be undertaken to enhance tourist attractiveness and tourist experience. Research based on visitor interviews will provide more valuable knowledge about what visitors value from the Cikolelet tourist village experience and will provide input for product development planning. The implications of this research reveal a specific set of nuanced social practices that need to occur for authentic local experiences and values to be co-created among guests, hosts.

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