

# Creating Tourism Experience- Orchestra Model Approach

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## ABSTRACT

Creating the tourism experience is an important part of a series of tourism activities. A good experience will create a good memory in the mind of tourists. To produce a tourist experience, the tourism destination manager should pay attention to what components can shape the experience itself. Thus, this study aims at finding out how the destination manager can develop components that can build the tourism experience. The methodology used is qualitative using orchestral model analysis introduced by Pearce (2011). The data collection process was carried out using observation, interviews, and literature review. As the results of research, it was found that the use of an orchestral model in building experiences in Ciburial Tourism Village was not fully available since there are some factors influences including tourism destination managerial skill and the limit of knowledge regarding how to create the tourism experience. Thus, it is necessary to understand and develop further strategies from the destination manager on creating an optimal tourism experience from a management perspective as part of tourism marketing goals.

**Keywords:** *Tourism Experience, Tourism Village, Orchestra Model, Tourism Marketing.*

## 1. INTRODUCTION

Tourism Experience is an important part of a series of tours. Creating experiences is an inseparable part of managing a destination. So far, there have been many studies to find out and analyze how tourists obtain experiences, but very few studies have examined from the point of view of destination managers how to create experiences that are impactful future management. The construction in building the tourist experience is vital for destination managers to provide services as well as long-term impacts, for example, the intention to visit again or recommend to other parties.

Indonesia has a variety of tourism potentials spread throughout the province. Each province is spread over several villages, which are unique and cannot be found in other villages. This encourages the government to optimize the development of tourist villages. This is in line with the objectives of tourism development, namely to make the community welfare [1].

Currently, the development of a tourist village has become a National program (Ministry of Tourism and Creative Economy). In 2018 there were 1,734 tourist

villages out of 83,931 villages in Indonesia. Even the Ministry of Villages, Development of Disadvantaged Areas, and Transmigration (Kementerian Desa, Pembangunan Daerah Tertinggal, dan Transmigrasi) targets the number of tourist villages to increase to 10,000 tourist villages by 2020 as stated in BPS [2]. The concept of a tourism village should be developed to realize sustainable tourism development [3].

This study is focused on one of the tourist villages in West Java, namely Wisata Ciburial Village, Bandung Regency, to analyze how to create tourist experiences prepared by destination managers. The experience model approach used is the orchestral model introduced by Pearce (2011) as an integration model in forming experiences.

### 1.1 Tourism

There are several concepts and definitions regarding tourism. According to [4], Tourism is a multidimensional concept and inevitably gives birth to various points of view [4]. However, several things have led to a mutual understanding that tourism has an essential element in it. Meanwhile, [4] revealed that tourism is a series of

activities and the provision of services for the needs of tourist attractions, transportation, accommodation, and other services aimed at meeting the travel needs of a person or group of people. The trip he does only temporarily leaves his residence intending to rest, do business, or for other purposes [4].

On the other side, there are four critical elements in tourism [5], which are essential to note: demand, destination, industry and government organizations, and marketing. These four elements are related to one another; thus, discussing one element will also offend others [5]. In simple terms, tourism is an activity that involves movement from one place to another that requires supporting facilities that are carried out in a temporary period.

### **1.2 Tourism Village**

A tourist village is a rural-based tourism development concept with the basic principles of rural tourism. In Indonesia, tourism village development activities are one of the government's efforts to improve welfare, reduce poverty and preserve village potential. There are several definitions and understandings of tourism villages described as follows.

According to [6] defines a tourism village as the integration of attractions, accommodation, and supporting facilities in a structure of community life as its main attraction. Tourism activities rely on rural potential as the attraction [7]. Conceptually, According to [8], a tourism village is an effort to diversify the rural economy that relies on tourism activities. The rural cultural tourism attractions offered are related to natural, historical, and cultural attractions such as a rural atmosphere with rice fields or a simple house with all life characterized by agrarianism.

On the other hand, [9] outline that a tourism village is a form of development in alternative tourism activities where the development process considers the sustainability of the village, such as traditions and culture. In developing a tourism village, the criteria need to be understood [10], including the existence of objects or destinations and attractions: the village has tourist destinations, and its location is close to well-known tourist objects to be included in the travel package; 2). There is physical access (facilities) and marketing; 3). Has partnership potential; 4). There is enthusiasm and motivation from the community, and 5). Availability of public facilities. In addition, the development of a tourism village must also pay attention to the principles of planning for other tourism villages: 1). Taking into account the characteristics of the local environment; 2). Minimizing the negative impacts that will be caused in the area; 3). The materials used are under the local environmental conditions; 4) the materials used are environmentally friendly and recyclable; 5). Involving

local or local communities either directly or indirectly [10].

The structure of village community life is strongly influenced by the physical structure of the village and the pattern of village settlements. The physical structure of the village includes climate, rainfall, topography, and others. This will affect settlement patterns and community behavior. With its natural and cultural potential, Bandung Regency has given birth to a variety of tourist villages with different characters. This gives particular interest if studied in-depth about aspects of community empowerment and management patterns [10].

### **1.3 Tourism Experience**

There are several definitions of experience from various study results. [11] explains that experience is an empirical concept and phenomenon. Experiences are not well-established like other consumer and marketing concepts, such as choices, attitudes, customer satisfaction, or brand equity. Meanwhile, [12] explain that experience is a noun and verb that "is used in a variety of ways to convey the process itself, participate in activities, influence or how an object, thought or emotion is felt through the senses or thoughts, and even the results through skill or learning".

Other insights come from other researchers, such as those expressed by Tarssanen and Kylänen [13], who define experiences as "emotional experiences that can lead to personal change" [13]. Meanwhile, Pine and Gilmore [14] defined experience as an unforgettable event, while according to Pitkänen and Tuohino [15], it is an affective event that has a substantial impact on the senses [14].

Grundey [16] adds that the definition of experience is a subjective episode in the construction of an individual, emphasizing the emotions and senses that live during immersion at the expense of the cognitive dimension. Then it was elaborated that in the experiential perspective, the consumption experience is no longer limited to pre-purchase activities or post-purchase activities, such as satisfaction assessments, but includes a series of other activities that influence consumer decisions and future actions.

The consumption experience is thus spread over a period which, according to Arnould and Price [17], can be divided into four main stages as follows:

Pre-consumption experiences, which involve seeking, planning, dreaming, predicting, or imagining experiences;

The buying experience that comes from choice, payment, packaging, encounters with services, and the environment

Core consuming experiences include sensation, satiety, contentment / dissatisfaction, irritation / flow, transformation;

Consumption experiences and nostalgic experiences enable photographs to relive past experiences, which are based on tales of stories and arguments with friends about the past, and which move towards memory classification.

Other researchers shared other insights about the experience of traveling. [18] stated that tourism activity is consuming a product from the start of departure, during the activity, and at the destination. Moreover, [19] added that travel experiences are part of the product consumed by tourists in both physical and non-physical forms. Meanwhile, [20] reviewed various definitions of travel experiences, including acts of consumption that are created, responses to problems with 'ordinary' living, the search for authenticity, and various recreational activities. Li emphasized that the travel experience is essential for every individual.

According to [21] defines tourism experience as a combination of novelty that involves the pursuit of identity and individual self-realization. However, [14] individuals experience similar activities and settings in different ways. Therefore, [22] opinioned that experience is highly subjective; it can only be interpreted by reflecting on the specific individuals involved and the specific settings in which the experience takes place.

Meanwhile, [23], focusing on on-site experiences, define tourist experiences as interactions between tourists and destinations, with destinations as a form of experience and tourists as experienced actors. Furthermore, [24] stated that tourism experiences should be defined as events related to past trips that are significant enough to be stored in long-term memory.

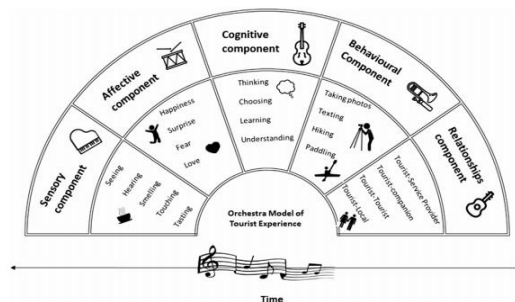
Some of the definitions of experience above emphasize when tourists are in the destination area. However, the experience of traveling has started before the trip, as the planning stage and preparation are continued when tourists return through memory and communication about all the series of events that occurred. This was disclosed by [25]. The experience value is significant for tourists to build long-term memory. This long-term memory is the basis for the following behavior of the tourist, whether to recommend it or not, to revisit, or, on the contrary, never to return. This condition is vital for destination managers in creating tourist experiences, both given and artificial.

**1.4 Tourism Experience Orchestra Model**

There have been many studies and concepts regarding tourism experiences. Several elements can build experience in traveling activities. [26] stated that experience is shaped by cognitive and affective aspects. Cognitive in this context refers to knowledge and belief.

Meanwhile, the term affective includes feelings, emotions, and moods ([27, 28,29, 30] in [31]). The orchestral model introduced by [32] is an integration of these components, which includes sensory, affective, cognitive, behavioral, and relationships. This orchestral model can also be part of the basis for teaching experiential design, such as the research results revealed by [33].

Concerning creating the experience of traveling in the Tourism Village, the manager of the Tourism Village in managing the destination refers to the components that have been stated integration so that it is hoped that the experience of tourists can be holistic. In the sensory component, the tourist experience includes the involvement of the senses (what is seen, heard, felt, touched). The affective component consists of aspects of taste and emotion; the cognitive component must offer what knowledge and learning experiences tourists get. The behavioral component includes what activities can be done during a trip, such as taking photos, hiking, etc. Meanwhile, the relationship component describes the interaction of tourists with various related parties during the tour, such as relationships with local communities, tourists with tourists, tourists, and tourism service providers. The concept of this orchestral model can be seen in figure 1



**Figure 1** The tourist experience orchestral model [32]

**2. METHODS**

The method used in this research is descriptive qualitative. The data collection process was carried out by observation, interviews, and literature review stages. Observations were made to determine to which extent the management of the tourist village preparing for tourist visits, and it was seen from the components of the orchestral model. Meanwhile, interviews were conducted with village management representatives (village administrators, *pokdarwis* (tourism community), and other related parties involved in the management of the tourism village. A literature review is used to reinforce the concepts that support the study being researched.

**3. RESULTS AND DISCUSSION**

Ciburial Tourism Village is one of the tourist villages in Bandung Regency, West Java, under the Decree of the

Regent of Bandung Number: 556.42 / Kep. 71- Dispopar / 2011[34] concerning the Designation of Tourism Villages in the Bandung Regency Area. Ciburial tourism village has natural, historical, and cultural tourism potential [34].

Referring to the development of an orchestral model tourism experience, the following table 1 shows the findings that have become part of the development in Ciburial Tourism Village in supporting the creation of tourism experiences, referring to the Orchestra model [32].

**Table 1.** Summary of the development of the orchestra model tourism experience

No	Components of the Model Orchestra	An verview	Management
1	Sensory	The experience of tourists includes the involvement of the senses (what is seen, heard, felt, touched)	<ol style="list-style-type: none"> <li>1. Availability of natural scenery with natural village nuances</li> <li>2. Karinding musical instrument appearance</li> <li>3. Local culinary presentation (Talang tea, tofu, honey)</li> </ol>
2	Affective	The process of creating experiences from the aspects of taste and emotion	<ol style="list-style-type: none"> <li>1. The combination of the natural atmosphere</li> <li>2. The atmosphere from other facilities.</li> </ol>
3	Cognitive	What knowledge and learning experiences tourists get	<ol style="list-style-type: none"> <li>1. farming education experience</li> <li>2. Experience in understanding local culture supported by arts</li> <li>3. Experience making local specialties of Ciburial</li> </ol>
4	Behavior (Attitude)	What activities can be done while traveling	<ol style="list-style-type: none"> <li>1. Introduction to organic gardening</li> <li>2. Take photos with nature</li> <li>3. Hiking</li> <li>4. Biking</li> </ol>

			<ol style="list-style-type: none"> <li>5. Local food making</li> <li>6. Manufacture of local handicraft products</li> </ol>
5	Relationship	Tourist interaction with various related parties during the tour, such as relations with local communities, tourists and tourists, tourists and tourism service providers	<ol style="list-style-type: none"> <li>1. Homestay facilities as a means of accommodation</li> <li>2. Interaction of local guides with tourists</li> <li>3. Tourist interaction of organic garden owners</li> <li>4. Fellow tourist interactions</li> </ol>

Referring to the concept of creating experiences that are very individual and subjective. In other words, by providing the same facilities in a destination, the value will be felt differently. However, the most important thing about developing this concept is not looking for a common experience from each person but how each component of the experience will be embedded in each tourist's mind. The components forming the experience of the orchestral model are conceptually constructed.

Another finding is that the orchestral model in building experiences in Ciburial Tourism Village was not fully available from the tourists' perspective. Moreover, the management made a great effort to serve the tourist with particular facilities. In reality, there are still some factors affecting tourism experience management in terms of destination managerial skill and the limit of knowledge regarding how to create the tourism experience.

**4. CONCLUSIONS**

Based on the research results, it can be concluded that the manager of the Ciburial tourism village has provided various facilities to support the tour experience. The components that have been fulfilled include aspects of sensory, affective, cognitive, behavior, and relationships (as a fulfillment of the orchestral model in creating tourist experiences). Moreover, the tourist experience is individual and subjective. Although the management has provided supporting facilities for the formation of tourist experiences with an orchestral model, this does not necessarily mean that it can fulfill the needs and build a holistic experience for every tourist. Thus, it is necessary to understand and develop further strategies from the destination manager on creating an optimal tourism

experience from a management perspective as part of tourism marketing goals.

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