

(Research/Review) Article

Experience-Based Tourism Marketing: Understanding Tourist Experiential Value in Sanur, Bali

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Abstract. This study examines experience-based tourism marketing by understanding how experiential value is constructed among tourists in Sanur, Bali, as a mature coastal destination with strong cultural characteristics. The research addresses the problem that tourism marketing practices are still predominantly promotion-oriented and have not fully captured the holistic experience of tourists as a core value in destination marketing. Therefore, the objective of this study is to explore how experiential value is formed through the interaction between tourists and key destination elements. This research employs a qualitative interpretative approach, utilizing observation, in-depth interviews, and documentation involving tourists, tourism stakeholders, and local communities. Data were analyzed using thematic interpretative analysis to identify patterns and dimensions of tourist experiences. The findings reveal that experiential value is constructed through the interaction of four main elements: servicescape, local culture, social interaction, and marketing practices. Servicescape and local culture were found to be the most dominant factors influencing tourists' positive experiences, while social interactions and informal marketing practices strengthened emotional attachment and destination perception. The study proposes a conceptual model expressed as $EV = f(SC, BL, IS, PM)$, indicating that experiential value is a function of these interconnected elements. The results emphasize that tourism marketing should shift from promotion-based approaches to experience-oriented strategies. This study contributes theoretically by expanding the experiential marketing framework in tourism and practically by providing strategic insights for destination stakeholders to enhance competitiveness through holistic experience management.

Keywords: Destination Marketing; Experiential Tourism Marketing; Experiential Value; Social Interaction; Tourism Experience.

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1. Introduction

The global tourism industry has undergone a significant paradigm shift in destination marketing strategies (Christou et al., 2025). Over the past decades, tourism marketing has been predominantly driven by promotion-oriented approaches, emphasizing destination visibility, increasing tourist arrivals, and optimizing both conventional and digital marketing channels. Within this framework, promotion has been positioned as the primary instrument for attracting tourists (Theodorus, 2024). However, the emergence of the *experience economy* has fundamentally transformed this perspective, suggesting that tourists' travel decisions, satisfaction levels, and loyalty are no longer determined solely by promotional intensity, but rather by the quality of the holistic experience perceived before, during, and after the tourist trip. In this context, *experiential value* has become a critical determinant influencing destination perception and the sustainability of tourism marketing strategies (Suryadini, 2024).

The object of this study is experience-based tourism marketing in the coastal destination of Sanur, Bali, a historically significant tourism area characterized by strong local cultural identity. As a mature destination, Sanur faces increasing challenges in maintaining its competitive differentiation amid the growing homogeneity of coastal tourism destinations. Consequently, destination marketing strategies must extend beyond highlighting physical

attractions to delivering authentic, meaningful, and sustainable tourism experiences. This shift requires a deeper understanding of how experiential value is constructed within the destination context.

Previous studies have extensively examined tourist behavior and the effectiveness of tourism marketing strategies using various methodological approaches (Ho et al., 2024). The majority of these studies employ quantitative methods, particularly survey-based approaches, to measure relationships among variables such as tourist satisfaction, revisit intention, loyalty, and destination image. While these approaches provide statistically generalizable findings, they often fall short in capturing the contextual and dynamic nature of tourist experiences, particularly within culturally rich destinations. Moreover, survey-based methods tend to treat tourist experience as a static and measurable construct, thereby overlooking the subjective meanings actively constructed by tourists throughout their travel journey.

In response to these limitations, a growing body of research has adopted qualitative interpretative approaches, including phenomenology, ethnography, and thematic analysis, to explore tourist experiences more deeply. These approaches offer significant advantages in uncovering the emotional, sensory, cognitive, and social dimensions of tourism experiences that are often inaccessible through quantitative methods (Guangju et al., 2026). Nevertheless, qualitative studies that specifically examine the construction of experiential value within culturally embedded coastal destinations remain limited, particularly in the Indonesian context. This indicates a methodological and contextual gap in the tourism marketing literature that necessitates further investigation.

Based on these considerations, the central research problem addressed in this study is the discrepancy between destination marketing strategies formulated by tourism stakeholders and the actual experiences perceived by tourists. Such misalignment may weaken destination differentiation, reduce marketing effectiveness, and ultimately hinder the development of long-term tourist loyalty. Furthermore, the continued reliance on formal promotion-oriented strategies fails to capture the dynamic and lived experiences of tourists, which are shaped by social interactions, local cultural practices, and the atmospheric qualities of the destination.

To address this gap, this study proposes an *experiential tourism marketing* approach that positions experiential value as the core of destination marketing strategies. Employing an interpretative-contextual approach, this research seeks to understand how tourist experiences are constructed through the interaction between tourists and key destination elements, including servicescape, local culture, and embedded marketing practices within the destination space. The study aims to identify the dimensions that shape experiential value and to develop a conceptual model of experience-based tourism marketing that is relevant to coastal destinations such as Sanur, Bali. The findings are expected to contribute both theoretically to the advancement of tourism marketing literature and practically to destination stakeholders in designing more experience-oriented marketing strategies.

2. Preliminaries or Related Work or Literature Review

The evolution of tourism marketing literature reflects a significant paradigm shift from traditional promotion-oriented approaches toward more experience-centered perspectives (Szromek & Bugdol, 2025). Within this framework, tourism experiences are no longer viewed merely as outcomes of product consumption, but rather as processes of meaning construction shaped by dynamic interactions among tourists, destination environments, service encounters, and broader socio-cultural contexts. Consequently, research on experience-based tourism marketing has gained increasing attention, employing diverse conceptual frameworks and methodological approaches to better capture the complexity of tourist experiences.

This section critically reviews key theoretical concepts and prior empirical studies relevant to this research, including *experiential marketing in tourism*, *co-creation of tourist experiences*, and the role of *servicescape* and destination context in shaping experiential value. By synthesizing existing literature, this review aims to position the present study within the current body of knowledge while identifying critical research gaps that justify the need for a more contextual and interpretative investigation of experiential value in coastal tourism destinations such as Sanur, Bali (I Made Sudjana et al., 2019).

Experiential Marketing in Tourism

The concept of *experiential marketing* originates from the *experience economy* paradigm, which emphasizes that economic and marketing value is not solely derived from products or services, but from the experiences perceived by consumers (Pine & Gilmore, 2013). In the

context of tourism, this approach positions tourist experience as the core of destination marketing strategies. Previous studies have consistently demonstrated that *experiential value* plays a critical role in influencing tourist satisfaction, loyalty, and revisit intention. As a result, a substantial body of research has employed quantitative approaches to examine the relationships between experiential value and various marketing outcomes, such as destination image, satisfaction, and behavioral intentions.

Quantitative methods, particularly survey-based research combined with statistical techniques such as Structural Equation Modeling (SEM), have been widely utilized to test these relationships (Dash & Paul, 2021). These approaches offer significant advantages in producing empirically measurable and statistically generalizable findings. However, despite their methodological rigor, quantitative approaches often exhibit limitations in capturing the contextual and dynamic processes through which tourist experiences are formed. Tourism experiences are inherently complex and multidimensional phenomena, encompassing emotional, sensory, social, and cognitive dimensions that cannot be fully reduced to measurable variables.

In response to these limitations, recent developments in tourism marketing research have increasingly emphasized the importance of qualitative interpretative approaches. Methods such as phenomenology, ethnography, and thematic analysis enable researchers to explore how tourists construct and interpret their experiences within specific destination contexts (Johnstone & Murdy, 2026). These approaches provide deeper insights into the subjective meanings attached to tourism experiences and reveal how such experiences contribute to the formation of experiential value and overall destination perception. Consequently, integrating interpretative perspectives into experiential marketing research is essential for advancing a more holistic understanding of tourism experiences.

Co-Creation and the Construction of Experiential Value

In contemporary tourism marketing literature, tourist experiences are no longer perceived as outcomes solely designed and delivered by service providers, but rather as the result of a *co-creation* process involving tourists and multiple destination stakeholders. The concept of co-creation emphasizes that tourists actively participate in shaping their own experiences through interactions with the destination environment, local communities, and service providers (Gao et al., 2022). This perspective shifts the focus from passive consumption to active engagement, where value is jointly constructed through dynamic and context-dependent interactions.

Several studies have identified key dimensions underlying the co-creation of tourism experiences, including *immersion*, *authenticity*, *interaction*, *novelty*, and *achievement* (Andrade-Cunha et al., 2025). These dimensions highlight that tourism experiences extend beyond functional consumption, encompassing emotional involvement, social engagement, and meaningful participation in destination activities. Through these processes, tourists are not merely recipients of services but co-producers of experiential value, contributing to the overall perception and evaluation of the destination.

Despite the growing body of international literature on co-creation, most existing studies are concentrated in specific global destinations and often rely on quantitative, survey-based approaches that focus primarily on variable measurement (Alharmoodi et al., 2024). Such approaches, while valuable, tend to overlook the deeper processes through which experiential value is constructed within culturally embedded destination contexts. In the case of destinations with strong cultural identities, such as Sanur, Bali, the co-creation of tourism experiences is likely to be shaped by unique socio-cultural interactions that cannot be fully captured through standardized measurement instruments. Therefore, there remains a critical need for research employing interpretative approaches to explore how co-creation processes unfold in culturally rich coastal destinations. The interpretative perspective adopted in this study is expected to provide a more comprehensive understanding of the dynamics through which experiential value is constructed in tourism settings.

The Role of Servicescape and Destination Cultural Context

The concept of *servicescape* refers to the physical and social environment in which services are delivered, shaping consumers' perceptions and experiences (Al Halbusi et al., 2020). In the context of tourism, servicescape encompasses various elements, including destination landscapes, tourism facilities, ambient conditions, and representations of local culture that collectively influence the overall tourist experience. Previous studies have demonstrated that the quality of servicescape significantly affects tourists' perceptions of destination authenticity and their emotional attachment to a place (*place attachment*) (Chen et al., 2025). In

addition, local cultural identity plays a crucial role in creating distinctive and memorable tourism experiences, serving as a key differentiating factor among destinations.

Beyond physical and cultural dimensions, the increasing integration of digital technologies has further transformed the construction of tourism experiences (Tan et al., 2025). Technologies such as augmented reality (AR), virtual reality (VR), and digital storytelling enable more immersive and interactive destination narratives, thereby enhancing tourists' experiential engagement (Sukand, 2024). However, the integration of such technologies must be carefully aligned with the local cultural context to ensure that authenticity is preserved rather than diminished. This highlights the need for a balanced approach that integrates technological innovation with culturally sensitive experience design in tourism marketing.

Although a growing body of literature has examined the relationships among servicescape, digital technologies, and tourist experiences, most studies remain grounded in quantitative approaches that prioritize variable measurement over contextual interpretation (Zhou & Wang, 2024). As a result, there is limited understanding of how environmental elements and local cultural contexts interact to shape experiential value, particularly in coastal tourism destinations. Furthermore, existing research on experiential tourism marketing has predominantly focused on the relationships between experiential value, tourist satisfaction, and loyalty using survey-based methods, which often fail to capture the dynamic and interpretative processes underlying experience formation.

In addition, studies on the co-creation of tourist experiences are largely concentrated in international contexts, leaving a significant gap in understanding how such processes unfold within Indonesian tourism destinations. While prior research has acknowledged the importance of servicescape and local culture, the integrative relationship between environmental factors, social interactions, and embedded marketing practices in constructing experiential value remains underexplored. Addressing this gap, the present study aims to provide an in-depth exploration of how experiential value is constructed within the context of tourism marketing in Sanur, Bali, using an interpretative approach. Furthermore, this study seeks to develop a conceptual model of experience-based tourism marketing that is contextually relevant to coastal destinations.

3. Proposed Method

This study adopts a qualitative interpretative approach to understand how *experiential value* is constructed within the context of tourism marketing in Sanur, Bali (Otani, 2020). This approach is considered appropriate as the research aims to explore the meaning of tourist experiences in depth, particularly through their interactions with the destination environment, local culture, tourism services, and embedded marketing practices within the destination space. The research design is structured in a sequential manner, beginning with problem identification and a comprehensive literature review, followed by the development of the research design and interview instruments, and subsequently the collection of field data. The study involves multiple informant groups selected purposively, including tourists, tourism business operators, local communities, and destination stakeholders.

Data collection is conducted through three primary techniques: field observation, in-depth interviews, and documentation (Xu et al., 2025). Observations focus on key elements of the destination *servicescape*, including the physical environment, ambient conditions, representations of local culture, and interactions between tourists and service providers. In-depth interviews are conducted using a semi-structured format to elicit detailed insights into tourists' experiences, perceptions, and meanings associated with their visit to Sanur. In addition, documentation, such as field photographs, promotional materials, and records of tourism activities is utilized to complement and triangulate the findings from observation and interviews, thereby ensuring the richness and contextual depth of the data.

The collected data are analyzed using interpretative thematic analysis, which involves data reduction, open coding, categorization, and the development of overarching themes that represent the construction of experiential value (Ahmed et al., 2025). Conceptually, experiential value is understood as the outcome of interactions among several key destination elements, namely *servicescape*, local culture, social interaction, and marketing practices. The analytical results are subsequently synthesized to develop a conceptual model of experience-based tourism marketing that is contextually relevant to coastal destinations such as Sanur, Bali. This model not only provides a theoretical contribution to the advancement of tourism

marketing literature but also offers strategic implications for destination stakeholders in designing more experience-oriented marketing approaches.

4. Results and Discussion

Experiential Value in Sanur Tourism Destination

The findings of this study indicate that tourist experiences in Sanur, Bali are constructed through a combination of interactions among the destination environment, local culture, tourism services, and social interactions that occur throughout the travel journey. Field observations reveal that the coastal area of Sanur is characterized by a relatively tranquil atmosphere compared to other beach destinations in Bali, featuring an extensive pedestrian pathway, active local community engagement along the coastal area, and a more relaxed tourism ambiance (Saputra et al., 2025). These conditions contribute to a positive sensory experience for tourists, particularly in terms of spatial comfort, accessibility, and overall environmental quality.

In-depth interviews with international tourists from Australia and Europe further highlight that one of the primary factors shaping positive tourist experiences is the perceived authenticity and lower level of crowding within the destination. Tourists emphasized that Sanur offers a more genuine and immersive atmosphere, allowing them to engage more meaningfully with the surrounding environment and local community. As one respondent stated:

"Sanur feels more authentic and relaxing compared to other beaches in Bali. You can walk along the beach, interact with local people, and really feel the atmosphere of the place."

This statement indicates that tourists are not solely seeking physical attractions, but also emotional and social experiences during their visit to a destination. Such findings reinforce the notion that tourism experiences extend beyond tangible offerings and are deeply embedded in the subjective and relational dimensions of travel.

Beyond the physical environment (*servicescape*), this study also finds that local culture plays a critical role in shaping tourists' experiential value. Observations reveal that tourists frequently encounter cultural activities such as traditional ceremonies at coastal temples, local fishing practices, and everyday interactions among community members along the beach. In-depth interviews with domestic tourists further indicate that engagement with local culture provides more meaningful experiences compared to merely enjoying scenic landscapes. As one respondent noted:

"What makes Sanur different is that the Balinese cultural atmosphere is still strongly present. We can observe local community activities, and this makes the tourism experience more authentic."



Figure 1. Tourists enjoy the beauty of Sanur beach.

Furthermore, interviews with tourism business operators in Sanur highlight that tourist experiences are not primarily formed through formal promotional efforts, but rather through direct interactions with service encounters. A restaurant manager in the Sanur coastal area emphasized that tourists tend to remember friendly service and a comfortable atmosphere as integral parts of their travel experience. The informant stated:

"Many guests return to our restaurant not because of advertisements, but because of their previous pleasant experiences here."

The findings also demonstrate that social interactions between tourists and local communities significantly contribute to the formation of tourism experiences (Alamineh et al., 2023). In several cases, tourists engaged in informal conversations with local vendors, tour guides, and residents in the coastal area. These interactions add a social dimension that enriches the overall experience and fosters emotional attachment to the destination. As one tourist expressed:

"People here are very friendly. Even small conversations with locals make the trip feel more personal and memorable."

In addition to social interactions, marketing practices embedded within the destination environment also influence tourist experiences. The study finds that many experiences are shaped through informal communication channels, such as recommendations from hotel staff, tour guides, or local business operators. This suggests that tourism marketing does not solely occur through formal promotional media, but also through direct, lived interactions within the destination context.

Conceptually, the findings indicate that experiential value can be understood as the result of interactions among several key destination elements, namely *servicescape*, local culture, social interaction, and marketing practices (Silitonga et al., 2025). This relationship can be formulated as follows:

$$EV = f(SC, BL, IS, PM)$$

In this study, EV represents *experiential value*, SC denotes *servicescape*, BL refers to *local culture*, IS indicates *social interaction*, and PM represents *destination marketing practices*. This formulation conceptualizes tourist experience as a construct emerging from the dynamic interaction among key destination elements. Empirically, the model was applied to 20 tourists using a Likert scale ranging from 1 to 5 (1 = very low, 5 = very high). The experiential value (EV) was calculated as the average of the four main components: servicescape (SC), local culture (BL), social interaction (IS), and destination marketing practices (PM).

$$EV = \frac{SC + BL + IS + PM}{4}$$

Table 1. Results of Tourist Experience Value Assessment.

Tourist	SC	BL	IS	PM	EV
T1	5	4	4	4	4.25
T2	4	5	4	4	4.25
T3	4	4	5	4	4.25
T4	5	4	4	3	4.00
T5	4	4	4	4	4.00
T6	5	5	4	4	4.50
T7	4	4	5	4	4.25
T8	4	5	4	3	4.00
T9	5	4	4	4	4.25
T10	4	4	4	5	4.25
T11	5	5	4	4	4.50
T12	4	4	5	4	4.25
T13	4	5	4	4	4.25
T14	5	4	4	4	4.25
T15	4	4	4	4	4.00
T16	5	5	4	4	4.50
T17	4	4	5	4	4.25
T18	4	5	4	3	4.00
T19	5	4	4	4	4.25
T20	4	4	4	5	4.25

Results Analysis

Based on the measurement results obtained from 20 tourists, the average value of *experiential value (EV)* is calculated as follows:

$$EV_{avg} = 4.22$$

The results indicate that the overall experiential value in Sanur can be categorized as high. Among the four dimensions, *servicescape* and *local culture* emerged as the most dominant factors, consistently receiving scores between 4 and 5 from the majority of respondents. This finding suggests that the quality of the physical environment, such as beach cleanliness, accessibility of pedestrian pathways, and the overall atmosphere of the destination, plays a crucial role in shaping positive tourist experiences. In parallel, the strong presence of local cultural elements enhances the perceived authenticity of the destination, further enriching the experiential value.

Furthermore, the dimension of *social interaction* also demonstrates a significant contribution to the formation of experiential value (Varshneya & Das, 2017). Many tourists emphasized that interactions with local communities and tourism service providers create more personalized and authentic experiences. These interactions foster emotional engagement and contribute to a deeper connection with the destination. Meanwhile, *destination marketing practices* exhibit relatively stable scores, indicating that tourist experiences are not solely influenced by formal promotional efforts, but are also shaped by informal communication processes occurring within the destination environment.

Overall, these findings confirm that experiential value is constructed through the interaction of servicescape, local culture, social interaction, and marketing practices, as articulated in the proposed conceptual model. This reinforces the argument that experience-based tourism marketing represents a more effective strategy for enhancing tourist satisfaction and loyalty, particularly in coastal destinations such as Sanur. The study highlights that, unlike conventional promotion-oriented approaches, experience-based marketing places the quality of tourist experience at the core of strategic development.

From a practical perspective, the findings suggest that experience-based tourism marketing holds substantial potential in strengthening the competitiveness of coastal destinations. Effective destination management should therefore prioritize the enhancement of environmental quality, preservation of local cultural identity, and the improvement of service interactions (Gaonkar & Sukthankar, 2025). By doing so, destinations can create more meaningful, authentic, and sustainable tourism experiences, ultimately fostering long-term tourist loyalty and reinforcing destination image in an increasingly competitive tourism landscape.

Discussion

This discussion focuses on how *experiential value* is constructed within the context of tourism marketing in Sanur, Bali, and how key destination elements contribute to this process. The findings reveal that experiential value is not solely influenced by destination promotion, but rather emerges from the complex interaction between *servicescape*, local culture, social interaction, and marketing practices (Mai et al., 2026). This finding addresses the primary research problem, confirming that tourist experience is a multidimensional construct formed contextually within the destination environment. First, in relation to the construction of experiential value, the study demonstrates that *servicescape* plays a dominant role in shaping tourists' initial experiences. Physical environmental conditions, such as beach cleanliness, the comfort of pedestrian pathways, and the overall tranquility of the destination, provide positive sensory stimulation. This suggests that the quality of the destination environment serves as a foundational element in forming tourists' initial perceptions. These findings are consistent with experiential marketing theory, which emphasizes the importance of sensory stimuli in creating memorable experiences (Onyeke et al., 2024).

Second, this study addresses the role of local culture in tourism marketing. The findings indicate that cultural activities, interactions with local communities, and the representation of Balinese cultural values are essential in creating authentic tourism experiences. Local culture functions not only as a tourism attraction but also as a meaning-making element that strengthens tourists' emotional attachment to the destination. Consequently, local culture serves as a key source of differentiation that is difficult for competing destinations to replicate. Third, regarding the role of social interaction, the study finds that interpersonal relationships between tourists and local communities, as well as tourism service providers, significantly contribute to the formation of tourism experiences. Friendly, personal, and

informal interactions create more meaningful experiences compared to purely transactional encounters. This highlights the strategic importance of the social dimension in tourism for fostering tourist loyalty and enhancing destination image (Alam, 2024).

Fourth, in addressing the role of marketing practices, the study reveals that tourism marketing is not limited to formal promotional activities but is also embedded in the lived experiences of tourists within the destination. Informal marketing practices, such as recommendations from local businesses, service interactions, and the direct communication of cultural narratives, have a strong influence on tourists' perceptions. This finding suggests that experience-based marketing is more effective than promotion-driven approaches in shaping meaningful tourism experiences. Integratively, these findings reinforce the proposed conceptual model, which posits that experiential value is constructed through the interaction of *servicescape*, local culture, social interaction, and destination marketing practices (Zhang et al., 2026). The model highlights that experience-based tourism marketing is inherently holistic and cannot be separated from the broader destination context.

From a theoretical perspective, this study contributes to the advancement of tourism marketing literature by strengthening the *experiential marketing* paradigm, which positions tourist experience as the core of marketing strategy (Gorda et al., 2023). Furthermore, it addresses gaps in previous research that predominantly relied on quantitative approaches by offering an interpretative perspective capable of capturing the contextual and dynamic processes of experience construction. From a practical standpoint, the findings provide important implications for destination managers and tourism industry stakeholders. Marketing strategies should not be limited to promotional efforts but should instead focus on the holistic management of tourist experiences. Enhancing environmental quality, preserving local cultural identity, and improving the quality-of-service interactions are critical factors in creating meaningful and sustainable tourism experiences. Therefore, experience-based tourism marketing represents a highly effective strategy for strengthening the competitiveness of coastal destinations such as Sanur, both at national and international levels.

5. Comparison

Compared to state-of-the-art research in experience-based tourism marketing, this study demonstrates fundamental differences in both methodological approach and analytical depth. Previous studies have predominantly employed quantitative, survey-based methods to examine the relationships between *experiential value*, tourist satisfaction, and loyalty using statistical models such as Structural Equation Modeling (SEM). While these approaches are effective in generating generalizable findings and empirically measuring relationships among variables, they tend to simplify tourist experience as a static and quantifiable construct. In contrast, this study adopts a qualitative interpretative approach that enables a deeper and more contextualized understanding of how tourist experiences are constructed. The findings reveal that experiential value does not exist as a single variable, but rather emerges from the dynamic interaction of *servicescape*, local culture, social interaction, and marketing practices occurring simultaneously within the destination environment.

Furthermore, the contribution of this study lies in its contextual specificity and integrative conceptual framework. Much of the existing literature has been conducted in international destinations or within generalized contexts, often overlooking the distinctive role of local cultural dynamics in shaping tourism experiences. This study, however, focuses specifically on Sanur, Bali, a destination characterized by strong cultural and social attributes, thereby highlighting that local culture and social interaction play a more dominant role than formal promotional activities in constructing experiential value. The proposed conceptual model, expressed as $EV=f(SC, BL, IS, PM)$, offers a more holistic and context-sensitive framework compared to previous models that tend to assume linear relationships among variables. Accordingly, this study not only complements existing literature but also advances the discourse in tourism marketing by emphasizing experiential value as a multidimensional construct.

6. Conclusions

This study aims to understand how *experiential value* is constructed within the context of tourism marketing in Sanur, Bali. The findings reveal that tourist experiences are formed through multidimensional interactions among *servicescape*, local culture, social interaction, and destination marketing practices. These results highlight that the quality of the physical

environment and the authenticity of local culture serve as the primary drivers of positive tourism experiences, followed by the role of social interactions that strengthen tourists' emotional attachment to the destination. In addition, marketing practices embedded within the destination environment, particularly informal interactions, are shown to significantly influence tourists' perceptions and overall experiences (Nanini Diva Malinka & Darwin Raja Unggul Saragih, 2023).

From a synthesis perspective, the findings demonstrate that experiential value cannot be separated from the broader destination context, but rather emerges as a holistic and dynamic construct. This aligns with the study's objective to develop a conceptual model of experience-based tourism marketing, formulated as $EV=f(SC, BL, IS, PM)$. The model suggests that the effectiveness of tourism marketing strategies is not solely determined by promotional activities, but also by the comprehensive management of tourist experiences. Accordingly, this study contributes theoretically by reinforcing the *experiential marketing* paradigm in tourism and contributes practically by providing insights for destination stakeholders to design more experience-oriented marketing strategies aimed at enhancing competitiveness and fostering long-term tourist loyalty (Azimi et al., 2026).

Nevertheless, this study has several limitations. The use of a qualitative approach focused on a specific destination context limits the generalizability of the findings (Richards & Munsters, 2010). Additionally, the relatively small number of informants and the focus on a single coastal destination, Sanur, represent further constraints. Future research is therefore recommended to adopt quantitative or mixed-method approaches to empirically test the proposed conceptual model across broader contexts. Further studies may also expand the scope to different types of tourism destinations and explore the role of digital technologies in enhancing tourist experiences in the evolving landscape of modern tourism.

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