

## Experiential Tourism: A Conceptual Framework

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**Abstract:** Experiential Tourism is a tourism concept that prioritizes the subjectivity aspect in its consumption patterns. This aspect of subjectivity affects tourists' interpretation of each destination visited. This study discusses four concepts of post-modern tourism as well as the patterns of sun-lust and wanderlust tourist visits. This research is expected to open a new perspective on tourism based on experience to be used as research material in the future

**Keywords:** Experience, tourism, post-modern, sun-lust, wanderlust

### 1. Introduction

The General Interest Tourism concept put forward by Brotherton & Himmetoglu (1997) talks about the tourism industry with a general market share. In this context, consumers want things that are uniform in each destination visited, such as good quality accommodation or a comparison between the value obtained and the costs incurred. This concept triggers mass tourism, where managers offer tourism concepts that are almost the same as previously mentioned, such as good quality accommodation or tour packages at low prices. This pattern of supply in the tourism industry occurred before the 1980s (Hall & Weiler, 1992). Trauer (2006) then describes a new classification of the tourism industry in which tourists are willing to pay more to get an optimal experience that offers an emotional stimulus. Tourists are not only willing to pay for a product, but more than that, they are paying for the feeling they get when they visit a tourist destination.

According to UNWTO (The World Tourism Organization), historical tourism, which is included in the most popular type in the category of tours or special interest activities is considered a market that has a large growth in the global tourism map (Li & Hunter, 2015). Historical tourism is a branch in the tourism industry, especially special interest tourism based on experiences where visitors have certain motivations related to aspects of history, art, lifestyle, and culture (Trauer, 2006; Li & Hunter, 2015; Bomani et al., 2019).

### 2. Post-modern Tourism Concept

The concept of tourism based on experience was also put forward by Uriely in 2005. His research discusses four major developments in the concept of tourism based on experiences based on a post-modernist view.

The first is the development of the separate concept between daily activities and tourism activities into a concept of tourism activities that can be reached directly from places of activity in everyday life. The second is the difference in the motivation of visitors to get the experiential aspects of the tourism activities. This shows a shift because the initial concept of tourism activity did not pay attention to the variety and motivation of visitors. The third is the role of subjectivity in the consumption patterns of visitors at tourist attractions. The initial concept was the existence of objects created by producers to attract visitors' attention. This gradually shifts with the growth of the subjectivity aspects of visitors in enjoying the tourist attraction. The existence of subjectivity can be found in various studies on authenticity and historical tourism. The fourth is a shift in view of tourism based on experiences that were previously superficial, have artificial characteristics, and do not have deep meaning, changed to a view that is considered to have deep meaning in each object, and is based on the need to seek authenticity.

This post-modernism view is divided into two, the first is simulative which has hyperreal characteristics, for example amusement parks, and the second is an emphasis on the search for the authenticity of an object, such as tourist objects related to nature, conventional mass tourism, environment-oriented holidays, nostalgic tourist attractions, and historical sites.

### 3. Sun-lust and Wanderlust Tourists

Gray (1970) in Arismayanti & Rahyuda (2020) generally describes 2 types of tourists who have different characteristics. Sun-lust tourists are tourists who visit a destination with the main aim of rest and relaxation. This

type of tourist is very sensitive to price, has expectations of weather conditions and accommodation is adjusted to certain standards. On the other hand, wanderlust tourists are tourists who have the motivation to get new experiences, learn new cultures, or to admire natural beauty that has never been seen before. This type of tourist prefers destinations that offer cultural uniqueness and natural beauty that contain learning values. In short, sun-lust tourists can be categorized as general interest tourists, and wanderlust tourists are categorized as special interest tourists.

Instead of pursuing the classic three S factor; sun, sand, sea or in short it is called sun-lust, tourists begin to look for other attractions such as new experiences in visiting tourist attractions (Boyd, 2002). This is in line with the recommendations of Moon & Han's (2018) research which emphasizes that research is needed to explore the subjective aspects of tourists in the travel experience. This statement strengthens the reasons for researching the experience aspect.

#### 4. Conclusion

Experiential tourism is a branch of tourism that should be considered to get a more research portion in the future. This is related to the close relationship between experiences and the concept of special interest tourism which is starting to be sought after by tourists. The more research that reveals tourism based on experience, it is hoped that the more it will be known about the differences in the characteristics of tourism and tourists from each country that can enrich knowledge, especially regarding tourism.

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