The Role of Destination Attributes in Shaping Memorable Tourism Experiences (MTE): Investigating Hospitableness from the Perspective of International Tourists in Bali

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Abstract

Destination attributes play a significant role in shaping Memorable Tourism Experiences (MTE), which are defined as memorable and easily recalled tourism experiences. However, despite the importance of destination attributes in shaping MTE, studies on hospitality as an antecedent of MTE are still rare. The purpose of this paper is to investigate tourists' experiences of hospitality from four dimensions: hospitableness, non-human hospitality, atmosphere, and meaningfulness, which can create memorable and psychologically satisfying tourism experiences for tourists. Friendly behavior, meaningful connections, and the tourism atmosphere are based on the perspective of international tourists. Semi-structured interviews were conducted with tourists visiting Bali. The interview transcripts were content analyzed and coded under different themes characterizing hospitality. The findings of this study are that hospitable behaviors, infrastructure and tourism atmosphere reflect the principles of Pawongan, Palemahan, and Parahyangan of the Tri Hita Karana philosophy. International tourists' experiences of hospitality in Bali are greatly influenced by the application of the principles of Pawongan, Palemahan, and Parahyangan in daily life. The government can use these findings to formulate policies that support sustainable tourism development, focusing on enhancing tourist experiences through adequate hospitality. Emphasizing the Tri Hita Karana principles can help in preserving Bali's culture and environment, ensuring that tourism development does not undermine traditional values and natural beauty.

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1. Introduction

Destination image is a key factor for destinations to compete in an increasingly globally competitive world (Mano & Augusto, 2015). Understanding the image of a tourist destination is crucial for tourism management and destination marketing (Bui *et al.*, 2022). Alotaibi (2021) states that an in-depth study of destination image and its determinants can help destinations effectively position themselves in the tourism market and strengthen tourists' preferences for the destination. Recently, many studies have focused on perceived destination image, particularly in examining the relationship between destination image, satisfaction, and behavioral intentions (M. J. Kim *et al.*, 2020; Marques *et al.*, 2021; Prayag *et al.*, 2017). Experiences that leave a deep impression on tourists not only enhance the destination's appeal but also create strong emotional connections, influence positive perceptions, and drive recommendations and customer loyalty (J. H. Kim, 2018).

Bali is one of the most popular tourist destinations in Indonesia in the eyes of international visitors. As a small island with an area of 5632 km², Bali attracts global attention with its rich natural environment (Mayuzumi, 2022). The harmony of culture, people, nature, activities, weather, delicious cuisine, nightlife, and beautiful accommodations make Bali one of the best tourist destinations in the world (Bali, 2024).. As a popular tourist destination, Bali has its own charm, ranging from cultural tourism, maritime tourism, nature tourism, heritage tourism, agritourism, ecotourism (Choi *et al.*, 2020; Sambou *et al.*, 2019), sports tourism, rural tourism (Astuti *et al.*, 2019), and other types of tourism that ultimately make Bali a trendsetter in the formation of Ten New Bali (Rahayu, 2021).

Balinese culture is a way of life that has developed and is owned by the Balinese people, passed down from generation to generation. Balinese culture truly upholds the values of balance and harmony in the relationships between humans and God (parhyangan), humans and other humans (pawongan), and humans and the environment (palemahan), as reflected in the teachings of Tri Hita Karana (the three causes of well-being). If people can maintain balanced and harmonious relationships with these three aspects, well-being will be achieved. Rooted in the values of Hindu teachings, Balinese culture emphasizes the concept of duality (rwa bhineda), influenced by spatial (desa), temporal (kala), and real conditions (patra) factors (Margaretha *et al.*, 2023). This flexibility allows Bali to absorb external cultural influences, such as from India, China, and the West, especially in the arts, creating new creativity in visual and performing arts. This process of acculturation proves that Balinese culture is not only adaptive but also capable of maintaining its identity. This cultural interaction, as explained by Hobart (2022), not only enriches Balinese culture but also provides deep and memorable experiences for tourists.

So far, there has been no in-depth research on how the principles of Pawongan, Palemahan, and Parahyangan from the Tri Hita Karana philosophy are reflected in the hospitality experienced by tourists. Therefore, further research is needed to understand this aspect.

2. Literature Review

Cetin & Okumus (2018) tourists' experiences in Istanbul are greatly influenced by social interactions with locals, and these four characteristics play a crucial role in making tourists feel welcomed and appreciated. This article also provides recommendations for the hospitality industry and destination managers to incorporate local hospitality characteristics into their management strategies to enhance tourist experiences and build loyalty. In his study, Chau & Yan (2021) discusses the concept of hospitality in the context of tourism and investigates how a destination demonstrates hospitality to its visitors. The research identifies three main dimensions of hospitality: behavior, infrastructure, and atmosphere. Furthermore, the study develops a set of indicators to measure each of these dimensions of hospitality.

Ariffin (2013) investigates the concept of hospitality in the hotel industry, focusing on generic aspects applicable to all star ratings of hotels. The researcher conducted a survey of hotel guests in Kuala Lumpur and used factor analysis to identify three dimensions of generic hospitality: personalization, comfort, and warm welcome. The study also found that personalization and warm welcome are significant predictors of hotel guest satisfaction, while comfort does not have a significant influence. Nagao & Umemuro (2012) investigates the concept of 'omotenashi' in Japanese culture, which is a form of hospitality and service that goes beyond ordinary hospitality. This study aims to understand the elements that constitute omotenashi and develop a tool to measure the level of omotenashi displayed in services or products. The author analyzed relevant literature, conducted interviews with experts, and held focus groups with various age groups to extract the elements of omotenashi. Through factor analysis, they identified 12 main dimensions of omotenashi, which were then used to create an omotenashi evaluation tool applied to various services and products. The results of the study show that omotenashi has unique and important dimensions in the context of Japanese culture, surpassing the traditional definition of hospitality.

Based on this literature review, this study aims to integrate the research of Chau & Yan (2021) on the dimensions of hospitality with the theory of meaningfulness. This research will investigate how the dimensions of hospitableness, non-human hospitality, atmosphere, and meaningfulness can create memorable tourism experiences for tourists, fostering their loyalty to the destination.

3. Theoretical Framework

(1) Hospitality

The concept of hospitality has existed since ancient times, related to travel. Travelers have always faced the need for accommodation, which has laid the foundation for the main components of tourism. Over time, the hospitality industry has evolved and been designed to change its function. In the 20th and 21st centuries, the development of tourism has contributed to the growth of the hospitality industry itself (Akhalaia N & Vasadze M, 2016). Hospitality, or friendliness, is a multidimensional concept that has been widely studied in various disciplines, such as management, anthropology, sociology, geography, and architecture. Hospitality encompasses various behaviors and attitudes that make guests feel welcomed, respected, cared for, and safe. Friendly, polite, helpful, and generous behavior are hallmarks of hospitality, whether shown by industry staff (Chau & Yan, 2021).

Chavez & Rest (2014) use the "dynamic model of hospitality" as an analytical framework to examine the host-guest

relationship from the perspective of municipal governments and their interactions with various levels of agencies. Urban hospitality involves multiple levels of agencies, ranging from individuals and groups to institutions. Hospitality can be viewed from its physical aspects, which include cleanliness, comfort, safety, and security (Brotherton & Wood, 2007; Pijls et al., 2017). From the guest's perspective, the importance of these behavioral and physical qualities varies depending on the context of hospitality. In the context of destinations, visitors appreciate the friendly, helpful, and welcoming attitudes of residents (Tasci et al., 2016b) Meanwhile, in hotel and restaurant services, the three most valued traits are politeness, helpfulness, and respect. Residents of a destination play a significant role in creating a pleasant experience for visitors. They can contribute to destination marketing by displaying friendly and welcoming attitudes in promotional materials, as well as demonstrating actions that reflect such hospitality (Lugosi, 2016). Additionally, research on hospitality is not limited to human interactions but can also extend to non-human factors. This includes service environments, facilities, or technologies used to welcome and receive visitors. Bell (2007) highlights the importance of the built environment in creating a hospitable atmosphere, while Santos et al. (2016) examine how infrastructure can play a role in welcoming visitors.

(2) Hospitableness

Hospitableness refers to the willingness to be friendly for its own sake, without expecting any reward or reciprocity (Lashley, 2017). It is a personal quality driven by the desire to please others, meet their needs, and make them feel special (Telfer, 2007; Blain & Lashley, 2014). Hospitableness can be seen as the core of hospitality. While hospitality can be motivated by financial gain or other benefits, hospitableness is an act of genuine and selfless giving (Lashley et al., 2006). True hospitableness, characterized by altruism, is an essential element of good human behavior and has been emphasized by various religions and moral systems throughout history (Lashley, 2017). Understanding the concept of hospitableness can provide valuable insights for the commercial hospitality industry in enhancing customer service and creating a more welcoming and friendly experience (Selwyn, 2007). Telfer (2010) defines hospitality as the act of providing food, drink, and accommodation to guests who are not permanent members of the household. This act is usually performed in the host's home and involves sharing personal resources. Hospitality includes the provision of tangible products and services such as food, drink, lodging, and entertainment, while hospitableness is the human element that makes these experiences special. Without hospitableness, hospitality is merely an economic transaction lacking a human touch (Tasci et al., 2016a). According to Tasci, hospitableness is measured by three factors (3-H):

- Heartwarming, which includes characteristics such as politeness, friendliness, and helpfulness.
- Heart-assuring, which includes characteristics such as trustworthiness, honesty, and consistency.
- Heart-soothing, which includes characteristics such as generosity, kindness, and open-mindedness.

(3) Non-Human Hospitality

Having sufficient infrastructure and amenities like tourist information centers, official tourism websites, signposts, tourist maps, and accessible public transportation enhances the overall experience for tourists (Chau & Yan, 2021). The adequacy of hotel room availability is determined not just by the number of rooms, but also by the quality of service and guest experience. Self-service check-in kiosks in hotels bring substantial advantages for both guests and hotel managers, improving operational efficiency and offering a safer, enhanced experience for airport passengers (Blain & Lashley, 2014).

Accessible parks and recreational facilities are designed to be inclusive and usable by individuals of all abilities, including those with physical and cognitive disabilities. Lugosi (2016) and Pijls et al. (2017) highlight that these facilities aim to eliminate barriers that might hinder people from participating in recreational activities. Rest & Hague (2014) (Chavez and Rest, 2014) and Santos et al. (2016) describe a convenient public transportation system as one that is accessible, timely, comfortable, safe, and efficient. Good road and highway conditions are essential for ensuring the safety, comfort, and efficiency of transportation (Santos et al., 2016). Parks and recreational facilities are designed to be inclusive and accessible to everyone, including those with physical and cognitive disabilities (Pijls et al., 2017).

(4) Atmosphere and Ambience

A quality tourist map should provide clear geographical details and highlight interesting tourist attractions (Yan & Lee, 2014). Bell (2007) stresses the need for comfortable environments both inside and outside hotels to improve guest experiences, emphasizing the importance of aesthetic views. Public spaces should be designed to encourage social interaction, ensure safety, and promote community well-being (Santos et al., 2016). Blain & Lashley (2014), along with Mand & Cilliers (2013), highlight the importance of creating a relaxed and comfortable atmosphere to enhance customer experiences. Setting fair prices is a complex task that requires a thorough understanding of market conditions, and the value of the goods or services offered (Telfer, 2007). Attractive architecture not only appeals visually but also creates a positive emotional experience for users (Bell, 2007a; Lashley, 2017).

(5) Meaningfulness

Finding meaningfulness is crucial for happiness and well-being (Baumeister & Vohs, 2002), and people actively seek it in their lives (Frankl *et al.*, 1992). Similarly, individuals look for meaningful experiences in their travel and tourism activities, aiming for physical, emotional, or spiritual fulfillment rather than just escapism or superficial authenticity (Steptoe & Fancourt, 2019, Cornelisse, 2018; Bruner, 1991; Callanan & Thomas, 2004; Digance, 2003; Noy, 2004) As tourists become more discerning, they increasingly desire unique and meaningful travel experiences to meet their needs and desires (Robinson, 1976; Novelli, 2005). For instance, some people see tourism as an inner journey for personal growth and self-development, rather than merely observing sights, faces, and places. Furthermore, studies on the essence of PWB have shown that meaningful tourism experiences tend to be more memorable (Tung & Ritchie, 2011). The same research indicates that when individuals learn more about the world and broaden their life perspectives

through enlightening travel experiences, these moments can become some of the most unforgettable in their lives. Theoretical Framework can be seen in

Figure 1-Theoretical Framework (Integration of Chau & Yan research and the theory of meaningfulness)

4. Material and Methods

This research was conducted with adherence to ethical research principles. All primary data were collected with the full consent of the participants. Participants were provided with a complete explanation of the research objectives, the procedures to be undertaken, and their right to withdraw from the study at any time without any consequences. The collected data will be kept confidential and used solely for the purposes of this research. We ensure that the data collection process respects the privacy and rights of the participants and complies with all applicable ethical guidelines and regulations.

An empirical qualitative study was conducted using self-administered open-ended questionnaires to expand the literature on hospitality and memorable tourism experiences. The reason for using open-ended questions in the questionnaire is that they do not constrain participants with a set of predetermined answer choices, allowing them to respond in their own words (Allen, 2017). The target population is international tourists who have visited Bali in the past three years. Convenience sampling was used because it is cost-effective, efficient, and easy to implement. Data were collected using the author's personal network, with emails containing a link to the questionnaire sent to 150 international tourists in January 2024, consisting of professionals and excluding very close social contacts (friends, family). Data collection from these tourists was also conducted via social media, allowing the author to reach a broader and more diverse range of respondents. The questionnaire was also distributed to groups of tourists traveling through travel agents, ensuring that the respondents were active tourists relevant to this study.

Respondents were asked to recall their experiences in Bali. At the beginning of the survey, they were informed that it was very important to read the instructions carefully. The first section included demographic variables (age, gender, marital status, and nationality) and travel characteristics (e.g., destinations visited, purpose of visit). The second section related to the variables in the theoretical framework, focusing on tourists' impressions of hospitableness, non-

human hospitality, atmosphere/ambience, and meaningfulness. Data analysis used the grounded theory research design by Glaser & Strauss (2017), which analyzes data to find naturally emerging patterns and categories.

5. Analysis

Ethical Considerations

This research was conducted with adherence to ethical research principles. All primary data were collected with the full consent of the participants. Participants were provided with a complete explanation of the research objectives, the procedures to be undertaken, and their right to withdraw from the study at any time without any consequences. The collected data will be kept confidential and used solely for the purposes of this research. We ensure that the data collection process respects the privacy and rights of the participants and complies with all applicable ethical guidelines and regulations.

Profile of the Respondents

With a total of 98 respondents, the group includes various age groups, with the majority being in the 26-35 age range. Most respondents are government employees, entrepreneurs, students, and retirees. Most respondents are married, with a small portion being unmarried. The respondents come from various countries, including the United States, Australia, Germany, Japan, Canada, the United Kingdom, France, Italy, the Netherlands, Malaysia, Singapore, and China. The tourist destinations visited include Ubud, Panglipuran, Sanur Beach, Kuta Beach, Uluwatu, Kintamani, Nusa Dua, Seminyak, and Tanah Lot.

Hospitableness

In response to the questions: How do you rate the friendliness of the local people in Bali? How do you rate the honesty of the local people in Bali? How do you rate the friendliness of the local people in interacting with tourists? Most respondents answered these questions by appreciating the friendliness and warmth of the Balinese people. Some respondents provided comments such as the following: *"I felt very welcomed in Bali. The people here are very friendly and treated me like family. They are highly involved in providing accommodation, food, and tour guides, which made my experience very enjoyable and memorable."* (Japanese tourist). *"I was very impressed with how friendly and open the Balinese people are. They are always ready to help and made me feel like part of their community. It was truly a heartwarming experience."* (German tourist). *"In Bali, I felt like I was at home. The people here are very caring and always strive to ensure I am comfortable. They not only provide excellent services but also show genuine concern."* (Tourist staying in Panglipuran). *"The hospitality of the Balinese people is truly extraordinary. They treated me very well, like family. Interacting with them made my trip more meaningful and fuller of beautiful memories."* (Canada tourist staying in Sanur Beach).

Non-Human Hospitality

In response to the questions: How do you rate the ease of automatic check-in provided by hotels and resorts in Bali? How do you rate the cleanliness of the accommodation where you stayed in

Bali? How do you rate the cleanliness and comfort of the public facilities available in Bali? From the data reduction results of international tourist respondents, the following answers were obtained:

"The Nusa Dua Beach Hotel & Spa offers luxurious facilities and an efficient automatic check-in service, making the stay both comfortable and convenient. The seamless check-in process allows guests to start enjoying their vacation without any hassle, while the top-notch amenities ensure a truly relaxing and memorable experience" (France tourist). "This hotel, located in Kuta, is renowned for its 24-hour automatic check-in service, which greatly facilitates guests, especially those arriving late at night. The convenience of this service ensures a smooth and hassle-free start to their stay" (Singapore tourist). "This is our first time to Bali, and this time […] The unique design, fit-out, music, colors, atmosphere, tools, safety, pool, restaurants, comfort and all other services (China tourist). "The issue of plastic waste is particularly noticeable in popular areas like Kuta, Seminyak, and Legian. Despite the natural beauty of these beaches, the presence of plastic litter can be quite disheartening. Efforts to manage and reduce plastic waste are crucial to maintaining the appeal of these destinations and ensuring a cleaner environment for both locals and tourists. In addition, public facilities such as toilets are often considered by tourists to be insufficiently clean and inadequate. This can significantly impact their overall experience and satisfaction during their stay" (Japanese tourist). The perception of foreign tourists regarding traffic congestion in Bali during the high season is generally negative. Traffic jams often occur in popular tourist areas such as Kuta, Seminyak, and Ubud, especially during the year-end holidays and other peak seasons. Many tourists feel frustrated with the long travel times and the lack of efficient public transportation. As expressed by one tourist from America, "The traffic in Bali can be overwhelming during the high season. It took us hours to get from one place to another, which really cut into our vacation time. The lack of reliable public transport options made it even more challenging."

Atmosphere and Ambience

In response to the question: How do you rate the serene and peaceful atmosphere in Bali, enriched by local cultural elements such as traditional architecture, traditional dances, and traditional ceremonies? From the data reduction results of international tourist respondents, the following answers were obtained:

"The traditional dances of Bali, the cultural ceremonies, and the atmosphere of Penglipuran village leave a lasting impression on visitors. The intricate movements and vibrant costumes of the dances, the deep spiritual significance of the ceremonies, and the serene, well-preserved environment of Penglipuran all contribute to a unique and enriching cultural experience. These elements showcase the rich heritage and traditions of Bali, making it a truly captivating destination" (Australia, Germany, United Kingdom, Italy, the Netherlands tourists).

"Balinese architecture is renowned for its harmonious integration with nature and its deep cultural significance. The traditional designs, characterized by open spaces and intricate carvings, reflect the island's rich heritage and spiritual beliefs. This unique architectural style not only enhances the aesthetic appeal of buildings but also creates a serene and balanced environment that resonates with both locals and visitors" (Malaysia and Singapore tourists).

Meaningfulness

In response to the question: From the data reduction results of international tourist respondents, the following answers were obtained: What makes your experience in Bali so emotionally and spiritually meaningful? Were there any specific moments during your time in Bali that broadened your perspective on life? Why does your travel experience in Bali leave such a lasting memory for you?

"Bali is truly a spiritual haven, offering profound experiences that touch the soul. The island's sacred Melukat ceremonies at ancient temples provide a unique opportunity for spiritual cleansing and renewal. Traditional therapies, deeply rooted in Balinese culture, offer holistic healing that rejuvenates both body and mind. Additionally, the numerous yoga classes available across the island help visitors find inner peace and tranquility. These experiences collectively create a serene environment that calms the mind and nourishes the spirit, making Bali a cherished destination for those seeking emotional and spiritual enrichment." (Japanese tourist). "Balinese traditional ceremonies such as Nyepi, Galungan, and Ngaben offer profound insights into the concepts of life and death, highlighting the importance of spiritual and social balance within Balinese society. Nyepi, the Day of Silence, encourages introspection and self-reflection, fostering a deep connection with one's inner self. Galungan celebrates the victory of good over evil, reinforcing moral values and communal harmony. Ngaben, the cremation ceremony, underscores the transient nature of life and the spiritual journey beyond. These rituals collectively emphasize the interconnectedness of life, death, and spirituality, making them integral to the cultural fabric of Bali." (United States tourist). "The natural beauty of Bali, its rich cultural heritage, and the warmth of its local people make a visit to the island an unforgettable experience. Bali offers a unique blend of stunning landscapes, from lush rice terraces and pristine beaches to majestic volcanoes and serene temples. The island's vibrant culture, showcased through traditional dances, music, and art, adds depth to the travel experience. Moreover, the genuine hospitality of the Balinese people creates a welcoming atmosphere that leaves a lasting impression on visitors. This combination of breathtaking scenery, cultural richness, and friendly locals makes Bali a truly remarkable destination." (most tourists).

6. Results and Discussion

The analysis of responses to the questions about the friendliness, honesty, and interaction of the local people in Bali reveals a consistent appreciation for the warmth and hospitality of the Balinese. Most respondents rated the friendliness of the local people very highly, often describing their experiences as heartwarming and memorable. The honesty of the Balinese people was also rated positively, with tourists feeling a genuine sense of trust and openness in their interactions. The friendliness in interactions with tourists was highlighted as a significant factor that enhanced the overall travel experience. These findings align with Tasci (2016) theory of hospitableness (Lashley, 2017), particularly the concepts of heartwarming, heart assuring, and heart soothing experiences, as well as the special aspects highlighted by Telfer (2007) and Blain & Lashley (2014). These keywords and themes underscore the profound impact of Balinese hospitality on tourists, making their experiences emotionally and spiritually enriching.

- Heartwarming: Friendliness, welcoming, family-like treatment, memorable experiences.
- Heart Assuring: Honesty, openness, readiness to help, genuine concern.
- Heart Soothing: Caring, comfort, excellent services, meaningful interactions.

The ease of automatic check-in, cleanliness of accommodations, and cleanliness and comfort of public facilities in Bali reveals a mix of positive and negative feedback from international tourists. According to Blain & Lashley (2014) and Tasci & Semrad (2016), the availability of sufficient and affordable hotel rooms is crucial for a positive tourist experience. The positive feedback on the cleanliness and comfort of accommodations in Bali aligns with these findings, indicating that tourists value well-maintained and reasonably priced lodging options. Research by Lugosi (2016) and Pijls et al. (2017) highlights the importance of self-service check-in kiosks in enhancing guest convenience. The positive responses regarding the automatic check-in services in Bali support this, showing that such facilities significantly improve the guest experience by reducing wait times and providing flexibility for late arrivals. Pijls et al. (2017) also emphasize the importance of well-maintained facilities in tourist satisfaction. The negative feedback on the cleanliness of public facilities and the issue of plastic waste in Bali suggests a need for better management and maintenance to meet tourist expectations and enhance their overall experience.

The serene and peaceful atmosphere in Bali, enriched by local cultural elements such as traditional architecture, dances, and ceremonies, reveals a strong appreciation from international tourists. Bell (2007) emphasizes the importance of a comfortable environment in enhancing tourist experiences. The serene and peaceful atmosphere in Bali, enriched by traditional cultural elements, contributes to a comfortable and relaxing environment for visitors. Prooijen & Wiegerink (2012) highlight the significance of aesthetically pleasing sights in tourism. The traditional architecture and cultural performances in Bali provide visually stunning experiences that captivate tourists and enhance their overall satisfaction. Santos et al. (2016) discuss the impact of friendly urban spaces on tourist experiences. The welcoming and well-preserved environments in places like Penglipuran village create a friendly and inviting atmosphere that resonates with visitors. Blain & Lashley (2014) and Mand & Cilliers (2013) emphasize the importance of a relaxed ambience in tourism. The serene and balanced environment created by Balinese cultural elements and architecture fosters a relaxed and enjoyable experience for tourists. Bell (2007a) and Lashley (2017) discuss the role of diversified architecture in enhancing tourist experiences. The unique and culturally significant architectural styles in Bali not only add to the aesthetic appeal but also create a sense of harmony and balance that is appreciated by both locals and visitors.

The emotional and spiritual significance of experiences in Bali reveals that international tourists find their visits deeply meaningful. According to Baumeister & Vohs (2002), happiness and well-being are essential aspects of life that people actively seek (Frankl et al., 1992). The spiritual and emotional experiences in Bali, such as Melukat ceremonies and yoga classes, contribute significantly to tourists' happiness and well-being by providing opportunities for spiritual renewal and inner peace. The desire for unique and meaningful travel experiences is increasingly important as tourists become more discerning (Robinson, 1976; Novelli, 2005). The profound cultural experiences in Bali, such as traditional ceremonies and interactions with locals, offer an authentic escape from everyday life, aligning with the concepts of escapism and superficial authenticity discussed by Steptoe & Fancourt (2019), Cornelisse (2018), and others. Tung & Ritchie (2011) emphasize that memorable travel experiences are those that leave a lasting impact. The combination of Bali's natural beauty, cultural richness, and the genuine hospitality of its people creates deeply memorable experiences for tourists, making their visits to Bali unforgettable.

7. Conclusions

Tourist responses highlight the significant impact of Balinese hospitality, cultural richness, and natural beauty on their travel experiences. Tourists consistently appreciated the warmth, friendliness, and honesty of the local people, which enhanced their overall experience and left lasting, heartwarming memories. These findings align with Tasci's theory of hospitableness, emphasizing the importance of heartwarming, heart assuring, and heart soothing experiences. The convenience of automatic check-in services and the cleanliness of accommodations were positively received, indicating the value tourists place on well-maintained and affordable lodging options. However, the cleanliness of public facilities and the issue of plastic waste require better management to meet tourist expectations and improve their overall experience.

The serene and peaceful atmosphere in Bali, enriched by traditional architecture, dances, and ceremonies, was highly appreciated by tourists. This aligns with theories emphasizing the importance of a comfortable environment, aesthetically pleasing sights, and a relaxed ambience in enhancing tourist experiences. Furthermore, the emotional and spiritual significance of experiences in Bali, such as Melukat ceremonies and yoga classes, contributed significantly to tourists' happiness and well-being. These unique and meaningful experiences provide an authentic escape from everyday life, creating deeply memorable and enriching travel experiences.

In summary, Bali's combination of genuine hospitality, cultural richness, and natural beauty creates a unique and fulfilling travel experience that meets the desires of discerning tourists, leaving them with lasting memories and a profound sense of well-being. This research complements the existing literature on Hospitality and proposes a new conceptual framework regarding memorable experiences, incorporating variables such as hospitableness, non-human hospitality, atmosphere-ambience, and meaningfulness, along with the dimensions of each variable. See Table 1.

Based on research on the experiences of international tourists in Bali, several important implications can be drawn. The government and tourism industry stakeholders need to continue promoting and preserving the unique values of Balinese hospitality, as reflected in the concepts of heartwarming, heart assuring, and heart soothing. Training and community development programs can be implemented to strengthen these values. Although accommodations in Bali are generally rated positively, the cleanliness and maintenance of public facilities need improvement. The government should allocate adequate resources to maintain the cleanliness of public toilets, manage plastic waste, and improve road conditions. Developing an efficient and reliable public transportation system should also be a priority. This can reduce traffic congestion,

especially in popular tourist areas, and provide convenient transportation alternatives for tourists.

The limitations of this study include a relatively small sample size, the use of open-ended questionnaires, and convenience sampling through personal networks and social media. Future research can use more representative sampling methods, such as stratified random sampling, to ensure that respondents represent various characteristics of international tourists visiting Bali. This will enhance the validity and generalizability of the research findings. Future research can also leverage information and communication technology (ICT) to collect data and analyze tourist sentiments. Social media data, online reviews, and geolocation data can provide valuable insights into tourist preferences and behaviors.

Table 1-New conceptual framework for memorable tourism experiences

Dimension	Indicator	Source
Hospitableness	Heartwarming: Friendliness, welcoming, family-like treatment, memorable experiences. Heart Assuring: Honesty, openness, readiness to help, genuine concern. Heart Soothing: Caring, comfort, excellent services, meaningful interactions.	Tasci et al. (2016a)
Non-Human Hospitality	Automatic Check-in: Efficiency, convenience, seamless process, 24-hour service. Cleanliness: Luxurious facilities, top-notch amenities, well-maintained accommodations. Public Facilities: Plastic waste management, cleanliness, maintenance, traffic congestion.	Research by Lugosi (2016) and Pijls et al. (2017) Blain & Lashley (2014) and Tasci & Semrad (2016) Pijls et al. (2017)
Atmosphere and Ambience	Comfortable Environment: Serene, peaceful, relaxing. Aesthetically Pleasing Sights: Traditional architecture, cultural performances, visually stunning. Friendly Urban Spaces: Welcoming, well-preserved, inviting. Relaxed Ambience: Balanced, enjoyable, harmonious. Diversified Architecture: Unique, culturally significant, harmonious integration.	Bell (2007) Prooijen & Wiegerink (2012) Santos et al. (2016) Blain & Lashley (2014) and Mand & Cilliers (2013) Bell (2007a) and Lashley (2017)
Meaningfulness	Happiness and Well-being: Spiritual renewal, inner peace, holistic healing. Escapism and Superficial Authenticity: Unique experiences, cultural immersion, authentic escape. Memorable Experiences: Lasting impact, cultural richness, genuine hospitality.	Baumeister & Vohs (2002) and Frankl et al. (1992) Robinson (1976), Novelli (2005), Steptoe & Fancourt (2019), Cornelisse (2018) Tung & Ritchie (2011)

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