

Desire to Revisit: Memorable Experiences Drive Domestic Tourists to Return to Bali

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Abstract: This research aims to validate the memorable experiences of domestic tourists during their travels in Bali. The significance of this topic lies in the absence of studies on the post-pandemic memorable experiences of domestic tourists in Bali. The natural beauty and cultural arts, interactions with the local community and fellow tourists, as well as culinary and gastronomic experiences, are factors contributing to these memorable experiences, serving as primary reasons for domestic tourists to return to Bali. The research used a quantitative approach, involving a survey of 68 members of the academic community from Indonesian universities. The research suggests that the perceived excellence of tourism services in Bali positively influences tourists' likelihood of returning to the destination. Positive experiences in places like Pandawa, Ubud, Uluwatu, and Nusa Penida influence tourists' tendency to return to Bali. The research adds to the existing body of literature on memorable experiences of domestic tourists in Bali and highlights the need for sustainable gastronomic maps, halal, and vegan food options for tourists.

Keywords: memorable experiences; domestic tourists; positive psychology; Bali

1. Introduction

Memorable experiences can have a positive impact on tourism in Bali and may encourage tourists to return or verbally promote Bali as a tourist destination. If research findings indicate that tourists' experiences are less memorable or unsatisfactory, it signals the need for improvement in tourism services. With numerous experiences gained from tourism activities, travel has become a significant aspect for everyone. Memorable experiences play a crucial role in elevating the competitiveness of a destination within the tourism industry (Ye et al., 2021). Research on how these experiences shape tourist behavior is still limited.

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Travel and tourism are two concepts that generate experiences for tourists. The formation of tourists' experience involves authentic perspectives, impressions that leave a lasting impact, and meaningful interactions during their activities in Bali. The significance of tour guides is pivotal in crafting memorable experiences for tourists throughout their vacations. The services provided by tour guides not only offer comfort but also satisfy tourists, thus creating memorable experiences (Shi et al., 2023). Further, Shi et al also claim that memorable experiences significantly influence tourists' allegiance positive verbal endorsement, and their eagerness to revisit. Extraordinary tourist experiences are the key factors affecting loyalty and the intention to revisit (Tsaur et al., 2023). While tourist experiences in Bali may not always be positive, the exploration of memorable interaction experiences (MIEs) between tourists and the local community is still relatively limited. MIEs vary from negative to positive, with social engagement and novelty as primary determinants. Adverse MIEs generally depend on service results, job conditions, and emotional aspects (Tao et al., 2024).

Understanding psychological processes of individual experiences during tourism activities holds significant importance in enhancing the efficiency of tourism endeavors. The encounter is characterized as an internal cognitive procedure that entails a distortion of time perception and the experience of joy (Armağan & Temel, 2022). Bali has evolved into a favored destination for both domestic and international tourists (Ramadhani et al., 2023). As a spiritual tourism destination, Bali showcases magnificent temples adorned with various carvings, statues, and unique religious ornaments. An example is the historical religious site located in North Bali. The attractiveness of spiritual tourism lies in the allure of religious ceremonies, social cultural gatherings, and traditional Balinese artistic performances. Spiritual tourism stands as a cornerstone in the development of sustainable tourism (Pageh, 2022).

Tourism stands as a key economic pillar in Bali (Sumaja et al., 2023), serving as the backbone that significantly contributes to economic growth in the province (Budhi et al., 2022). Bali, being a primary tourist destination in Indonesia, heavily relies on revenue generated from the tourism sector (Tjahjaningsih et al., 2020). The positive impact of tourism is evident in stimulating the economy of the Balinese community engaged in various tourism-related services, including local products, culinary offerings, souvenirs, accommodations, and more, particularly within the domestic tourist market segment (Utama et al., 2023). The integration of the Balinese community with local wisdom is inseparable from the existence of Small and Medium Enterprises (Primananda et al., 2022).

Bali's tourism possesses a strong branding emphasizing the beauty of nature, cultural heritage, and cultural richness (Utama et al., 2023). Tourist visits provide a positive impetus to economic activities in the vicinity of tourist areas, such as the opening of hotels, restaurants, and the provision of ground, sea, and air transportation facilities (Sunarta & Saifulloh, 2022).

The strategic value of cultural heritage and local wisdom serves as a source of innovative inspiration for the development of local potential and tourism in Bali (Rideng, I. Wayan, 2020). The indigenous knowledge of the Balinese populace, encapsulated in Tri Hita Karana (three reasons for prosperity and spiritual well-being), involves *parahyangan* (human connection with the Creator), *pawongan* (interpersonal relationships among humans), and *palemahan* (human connection with nature) in the framework of tourism advancement (Mudana et al., 2018). The Tri Hita Karana philosophy has universal values that are recognized worldwide and listed in UNESCO, unique values and authenticity of local values (Mastika & Nimran, 2020), the accumulation of experiences between generations (Rosilawati et al., 2020), harmony with nature (Kubontubuh, 2023), and contribute to the prevention of depression among the elderly in Bali (Suardana et al., 2023).

The dimension of tourist experiences for the development of travel motivation has been studied by Rezaei et al., (2023). Rezaei's research explores the dimensions of engagement, relationships, meaning, and accomplishment during tourists' journeys in Bali. Positive psychology principles are integrated to enhance tourist motivation and mental well-being. On the other hand, research on memorable experiences during travel in Bali has been relatively limited, especially from the psychological perspective. Therefore, the objective of this research is to validate the direct impact of travelers' perceptions on positive emotions and memorable experiences. Additionally, the aim of this study is to evaluate how memorable experiences affect the desire to return, and what factors constitute to these memorable experiences.

2. Literature Review

Previous research on Bali encompasses 7,854 articles, with articles specifically associating Bali with tourism in total reach 260 entries in the Scopus database. Meanwhile, the keyword "memorable experience" yields 680 articles. There is limited article of research focusing on memorable experiences with psychological perspective in Bali. The following figure presents the literature analysis results utilizing VOSViewer software with the keywords Bali and Tourism:

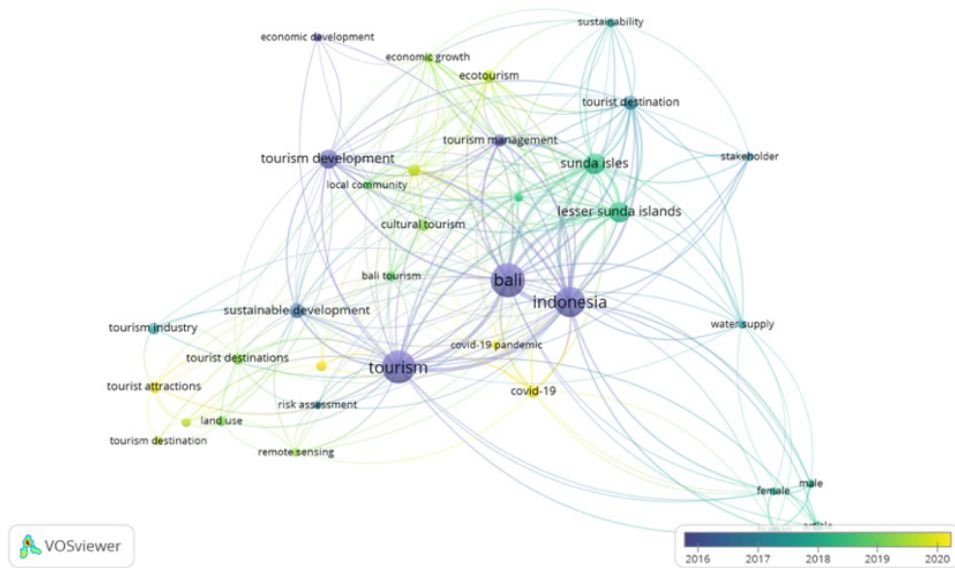


Figure 1. Keyword Analysis of Bali and Tourism (Source: Research Results, 2024)

Bali tourism is associated with cultural tourism, sustainable development, tourist destinations, tourist attractions, and ecotourism. This is evidenced by several articles addressing various keywords portraying tourism in Bali (Figure 1). Firstly, there are discussions on tourism psychology, positive psychology interventions within groups, and consumer psychology in travel and tourism behavior (Larsen, 2007; Leclaire et al., 2018; Tse, 2014; Woodside et al., 2004). Secondly, there are explorations into memorable dining experiences for tourists with unique cuisine, the influence of innovative tourist encounters on memory, satisfaction, and behavioral intentions of tourists, and the overall tourist experience (Andreotti, 1999; Baratta et al., 2022; Shin et al., 2023; Torabi et al., 2022; Wang et al., 2024). Thirdly, other issues relate to tourist expectations at destinations, factors influencing travel to Bali, reviews of popular tourist spots in Bali, the relationship between Bali tourism and cultural diversity, the cultural and social well-being impact of tourism on the Balinese community, hypermobility of tourists related to post-pandemic food preferences, priorities in sustainable tourism policies, bio-ecoregion-based ecotourism, and sustainable ecotourism (Adhika & Putra, 2021; Ali et al., 2016; Chong, 2020; Nurhayati et al., 2022; Öğretmenoğlu et al., 2023; Pitanatri et al., 2022; Rustini et al., 2023; Utama et al., 2023).

Table 1. Connectedness Between Keywords

No.	Keywords
1.	Memorable Experiences
2.	Memorable Tourism Experiences
3.	Tourist Experiences
4.	Tourism Experiences
5.	Food Experience
6.	Experience Economy
7.	Experience design
8.	User Experience
9.	Visitor Experience

Source: Research Results, 2024.

3. Methods and Theory

This research utilized a quantitative method, involving surveys to 68 participants who have previously traveled to Bali in five years ago. Prior to the online distribution of the survey instrument, a preliminary test was carried out with a group of seven individuals from the academic community who had experience traveling to Bali. The survey results are analyzed within the framework of positive psychology, utilizing the concept of subjective experiences and well-being.

Technique for gathering data involves identifying respondents who have traveled to Bali in the last five years. The survey, structured using Google Forms and distributed among communities and academic circles, was augmented by detailed follow-up questions provided through interviews to 7 participants. This approach enhances the dataset with additional insights. Beyond primary data, secondary data is acquired from sources such as journal articles, online news, and social media.

Positive psychology involves the examination of positive subjective experiences and individual characteristics (Arrayás-Grajera et al., 2021). Well-being in positive psychology encompasses cognition, emotions, and the methods individuals employ to appraise their lives positively and operate efficiently. Key indicators of psychological well-being include positive influence, gratitude, optimism, happiness, and life purpose. The impact of applying positive psychology principles is a tendency for increased cognitive flexibility, enhanced problem-solving skills to manage stress triggers, and a greater inclination to employ diverse positive coping strategies in overcoming barriers to behaviors promoting a healthy lifestyle (Amonoo et al., 2022). Positive psychology interventions seek to alleviate the adverse impacts of tourism on the psychological well-being of both tourists and local communities. Positive psychology acknowledges difficulties and emotions, fostering resilience, human

strengths, and growth to confront challenges (Ho et al., 2022).

Memorable experiences for tourists are subjective and positively valued encounter during travel. One's subjective experience serves as autobiographical memory; recollections of oneself in specific actions. Self and personal memories are central to the development of positive psychology, thus exploring how tourists recall themselves during their travels in Bali are considered important. Memory and self are dynamic systems in the timeframe between the encoding of events and the recall of autobiographical memories. The content of memories and self-forming elements of changes result in fresh experiences, acquired knowledge, and the restructuring of existing information (Beike, Denise R., Lampinen, James M., Behrend, n.d.). Laurence's said that factors influencing memorable experiences in tourism with a cultural focus comprise the importance of the experience, authenticity, engagement, cultural interchange, culinary allure, service quality, and communal experiences. Triggering factors for these experiences include social entrepreneurship, co-creating value, and a multi-stakeholder approach (Laurence et al., 2022).

Memory is shaped through everyday encounters (appraisals of quality and contentment) and exceptional encounters (perceptions of newness and excitement) that influence word-of-mouth promotion (Ye et al., 2021). Memory serves as a method; an archive, and an impact between the personal and collective. It connects our past to our present, involving the translation of our experiences into representations that can subsequently shape our conduct or contribute to memory. The processes of perception and reflection that aid our understanding of an occurrence not only contribute to memory creation but are also shaped by memories of prior experiences. Experiences of past events affect how one perceives and comprehends subsequent events. Memory research typically considers the process of forming and recollecting memories can be broadly categorized into three stages —encoding, storage, and retrieval (Lane, Sean M., Houston, 2021).

Memory encompasses three distinct aspects: memory when recalling something, imagination when transforming or imitating, and invention when providing a new twist or placing things in the right relationship. Reminiscence is a memory of perception. Memory signifies the ability to form fantasies (Peone, 2019). The significance of memory lies in one's proximity to events or things.

Shared emotional memories and the exploration of processes have a substantial influence on an individual's attitudes and behavioral intentions. A study conducted by Emma Harriet Wood et.al focused on individual and shared memories among six pairs of festivalgoers (Wood et al., 2024). The research findings suggest an enhancement in well-being through shared reality experiences and a sense of ownership. These memories are shaped through

processes of negotiation, attunement, and emotional synchronization. The well-being benefits derived from these shared experiences have a beneficial effect on attitudes, behavioral intentions, and the ability to promote through word-of-mouth communication. The implications of this research illustrate those shared experiences during travel, particularly within the context of festivals, play a crucial role in well-being and social interactions, ultimately shaping positive attitudes and behaviors among tourists. The concepts of wellbeing and its relation to positive attitudes and behaviors of individuals become central part in positive psychology. This research revolves around the subjective experiences participants had during their stay in Bali and their impact to wellbeing and positive attitudes toward tourism in Bali.

4. Results

Beginning in the 1950s, Bali has cultivated its cultural tourism scene (Vickers, 2013). It stands as a prominent destination for tourists, both domestic and international visitors. The contrast in the frequency of visits by local and international visitors to Bali is indicative of the island's sustained popularity as a highly coveted travel destination. Numerous individuals from overseas choose Bali for leisure, thereby making significant contributions to the tourism sector (Putra, I.N.D, Pidada, 2023). This trend is substantiated by research focused on the volume of foreign tourist arrivals in Bali, particularly emphasizing the presence of Australian tourists (Dewi, 2021), tourist visit patterns to map destination popularity, connectedness, and primary cognitive perceptions (Alamsyah et al., 2022). This shows that the experience of previous tourists is the basis for choosing places they frequent.

The current study used questionnaire method. The questionnaire was distributed online to community members and academics who had previously visited Bali. Out of 68 respondents, 60% were female, and 40% were male. The majority of respondents identified as Moslem, which are 90% of the total participants. The annual visitation frequency was mostly over 10 times. They visit around once a year to Bali to work, to visit family and undergo a businesses travel.

The direct impact of tourists' perceptions on positive emotions, memorable experiences, on the desire to return, and interactive experiences with the local community are significant. The interactive engagements between tourists and the local community serve as catalysts, further amplifying the impact of these memorable experiences. This interconnected web of perceptions, emotions, and interactive encounters underscores the profound significance of crafting and nurturing positive and memorable tourism experiences. This is evident in the following Table 2, displaying dimensions of creative tourism experiences that affect the impression of tourists on tourist destinations.

Table 2. Dimensions of Creative Tourism Experience

No	Dimension of Creative Tourism Experience in Malaysia (2016)	Respondent Statement
1.	<i>Escape and recognition</i>	Bali is a place that makes me feel free and detached from the fatigue of life (R12)
2.	<i>Peace of mind</i>	Love Balinese culture and friendly people are also open minded (R12)
3.	<i>Unique involvement</i>	The Island of the Gods, where the culture is so thick that makes the island of Bali unique and interesting to visit (R6), Unique (R21), Many unique tourist attractions, typical of Balinese traditional culture, besides that it is safe and comfortable and not too expensive (R51)
4.	<i>Interactivity</i>	Watching a cultural art performance (R66)
5.	<i>Learning</i>	Yoga experience in Bali is very memorable (R5), Want to learn more about Balinese dance (R18)

Source: Research Results, 2024.

Travelers encounter authentic, satisfying, and memorable experiences in Bali. These positive experiences can be seen in Table 3, leading to a greater impact on their overall positive experiences. The memorable experiences are directly felt by tourists, particularly in the aspects of the sustainable quality of beach destinations, Bali’s cultural arts, and natural beauty.

Table 3. Positive Influence on the Travellers’ Experiences

No	Positive Influence on the Travellers’ Experiences	Respondents’ Statements
1.	Authentic	Beautiful Bali (R22)
2.	Satisfactory	Always wanted to return to Bali (R61)
3.	Effective	Bali is a very good and memorable tourist destination (R5)

Source: Research Results, 2024.

The appeal of seafood on the beaches (Table 4) prompts a curiosity about the types of fish found in Bali. Local fish dishes like grilled fish, an authentic culinary experience along the shores of Bali, can be found notably at Jimbaran, Sanur, Seminyak, and other beaches. Table 4 displays some reasons domestic tourists found Bali’s culinary offerings appealing:

Table 4. The reasons for domestic tourists to find Bali's culinary.

No.	Top Reasons for Local Tourists	Respondent Code
1.	The view is different from other regions, the food is delicious	R2
2.	Interested in Culture and fish food on the beach	R14
3.	Project UNWTO Gastronomy Tourism Destination Ubud	R29
4.	Bali food is delicious	R56
5.	Easily accessible, offering many entertainment venues specifically looking for beach clubs and signature restaurants that don't exist anywhere else	R62

Source: Research Results, 2024.

The distinctive Bali base *gede* spice blend, consisting of ingredients like chili, onions, turmeric, ginger, and other seasonings, is frequently used in fish preparation. Dining experiences at signature restaurants, featuring a romantic ambiance and innovative creative menus, contribute to the diversity of culinary options. The culinary landscape, offering both local and international flavors, creates distinct dining experiences, making it a memorable aspect of the tourism journey. Bali Island stands out as the most popular tourist destination, with one of its renowned beaches (Table 5) being Pandawa Beach (Photo 1).

Table 5. Primary Reasons of Local Tourists Chose Balinese Beaches.

No.	Primary Reasons	Code Respondent
1.	The beach has many play activities, for a special experience that means the most can chat with foreign tourists	R9
2.	I interested in culture and fish food on the beach	R14
3.	Complete, there are beaches, there are mountains, and shopping	R16
4.	Uluwatu, Jimbaran, gallery	R31
5.	Bali has many beautiful places like Pandawa beach	R32
6.	I play to the beach, and to certain tourist attractions	R34
7.	I relax on the beach, because I like the beach	R42
8.	The excursions, and beaches are many and varied, nice views	R43
9.	Beaches	R49
10.	Enjoy Bali: sea, mountains, art	R64
11.	Beach	R68

Source: Research Results (2023-2024)



Photo 1. A tour guide was taking photo on Moslem domestic tourists in Pandawa Beach (Photo by Darma Putra).

Culinary experiences, entertainment, and considerations of comfort and safety play pivotal roles in travel planning (Table 6). A comparison of the dimensions of memorable experiences encountered by tourists, along with statements from respondents in the 2023 study includes:

Table 6. Dimensions of Affective Experiences

No	Dimensions of Affective Experiences	Respondent Statement
1	Significance	In 2024, I have plan to travel around for sightseeing, healing, cultural activities, keeping in touch with colleagues etc. (R26)
2	Authenticity	Beautiful nature (R67)
3	Involvement	Because the business must be taken care of and taken care of (R62)
4.	Cultural Exchange	I want to learn more about Balinese dance (R18)
5.	Culinary Attractions	Bali is easily accessible, offering plenty of entertainment venues specifically looking for beach clubs, and signature restaurants that don't exist anywhere else (R62)
6.	Quality of Service	Comfort and Safety (R59)
7.	Sharing Experiences Offline and Online	Bali is a place that makes me feel free and detached from the fatigue of life (R12)

Source: Research Results (2023-2024)

5. Discussions

5.1 Memorable Travelers' Experiences and Re-visit Plan to Bali

The impactful experiences of tourists shape their memory, satisfaction, and behavioral intention to travel back to Bali. This is substantiated by results from an undertaken research inquiry by Faizan Ali et al. (Ali et al., 2016) involving 296 tourists in Malaysia, utilizing purposive sampling. The research revealed five aspects of innovative tourist encounters: momentarily escaping routine, mental tranquility, distinct engagement, interactive participation, and knowledge acquisition. These five dimensions of creative tourism experiences can be a measure of memorable experiences while traveling in Bali.

The spatial design and tourism products significantly influence the creation of memorable experiences for travelers. Identity plays a crucial role in shaping tourism products (Efstathiou, 2020). Innovation (González-Torres et al., 2021) serves as a vital mechanism for generating value by transforming services into more engaging, unique, and impressive experiences that surpass guest expectations.

Emotional connections arising from memorable experiences in Bali not only creates enduring memories but also serves as the primary allure motivating tourists to return to Bali. As expressed by one respondent: "I always want to go back to Bali" (R61), the desire of tourists to relive the memorable experiences in Bali is obvious. Other reasons reflecting emotional attachment involve spiritual and well-being elements, such as the following statement: "I must go there again if there's an opportunity. I want to settle there" (R63). Bali is regarded as a place capable of providing a feeling of liberation and escape from the routine of life, as articulated by this respondent: "Bali is a place that makes me feel free and detached from the fatigue of life" (R12). Additionally, positive experiences in Bali were perceived as mental healing, as indicated by respondents using terms like "refreshing" (R34) and "healing" (R40). These further strengthen the emotional bond of tourists with Bali. This renders Bali with a therapeutic appeal, prompting tourists to return.

Memorable experiences arise from the offerings and services while staying in Bali. These experiences enable travelers to reminisce about their journeys and spark a desire to recreate those memorable moments by revisiting the same destination for a repeated and nostalgic experience. There are ten factors that impact unique memorable experiences for tourists: learning, meaningfulness, involvement, refreshment, interaction, novelty, hedonism, quality, prestige, and conspicuousness (Thangthong, Nakarin, Khuanmuang, 2021).

Travelers tend to seek memorable experiences when visiting or selecting tourist destinations, whether for personal, couple, or family trips. Touristic experiences positively impact the strengthening of relationships with loved

ones (family, partners, friends, etc.). These travel encounters enable individuals to contemplate their lives and reevaluate their life decisions, leading to a more meaningful and gratifying existence.

Bali's cultural arts and natural beauty provide an authentic experience for tourists. Travelers find authenticity, satisfaction, and memorable moments when they perceive the sites, cultural arts, and natural beauty of Bali. They saw these destinations more genuine, compared to other tourist destinations. This positively influences the overall experience for tourists when visiting Bali. UNESCO recognized cultural heritage in Bali (UNESCO, 2015). UNESCO recognition includes not only traditional Balinese dances, but also the *Subak* system that represents the *Tri Hita Karana* philosophy. *Subak* as a community organization that specifically regulates the irrigation system used in rice cultivation in Bali is recognized by UNESCO as a World Heritage Site (UNESCO World Heritage Centre, 2012). The findings of this study are supported by previous research conducted by Jaskari (Jaskari, 2023), describing that tourists engage in travel with the aim of appreciating the cultural heritage of the destination, such as historical sites, traditions, festivals, handicrafts, and other elements that embody local culture and heritage.

5.2 Sustainable Gastronomy, Vegan Menu and Halal Food

Sustainable gastronomy not only creates a culinary experience but also supports ecological and local cultural balance in Bali. Sustainable gastronomy practices are a crucial focus for the tourism sector in Bali. The utilization of local ingredients, cooking vegetarian menus, incorporating yoga practices, and involving the local community in developing sustainable gastronomy can be observed in various restaurants in Ubud, Bali. The difference between vegetarian and vegan is that vegetarian consumes eggs and milk products, while vegan describes nutrition derived from other sources than meat and animal products (Li et al., 2021).

The memorable dining experience is determined by the sensory aspects of food and beverages (Tao et al., 2024). Tourists' engagement with the destination in culinary tourism influences tourist loyalty, such as their inclination to suggest the destination to friends and family, as well as the intention to revisit (Calisto de Freitas et al., 2023). Sensory experience consists of five factors: sight, hearing, smell, taste, and touch (Santos et al., 2023). Ubud, recognized as one of the UNWTO gastronomic tourism destinations project (R29), serves as a compelling factor attracting local tourists to select Bali as their preferred destination (Photo 2).



Photo 2. Local Restaurant “Warung Nasi Ayam Kedewatan” in Ubud is very popular among domestic and international tourists (Photo Darma Putra).

The delectable flavors, distinctive culinary styles, and seafood-centric dishes emerge as prominent gastronomic drawings in Bali. Opting for fish menus, recognized as halal food suitable for Moslem tourists, is a notable choice along the coastal areas of Bali. The combination of reasonable pricing and delightful taste positions fish-based cuisine as the preferred culinary option for local tourists when visiting Bali.

Travel plans as a result of previously acquired memorable experiences are evident in the statements of one respondent who is contemplating tourism, healing, and engaging in various cultural activities while fostering connections with colleagues (R26). Travel serves as a means of self-healing, cultural exploration, and an opportunity for socializing with colleagues. The captivating natural beauty of Bali remains a primary allure consistently sought after by tourists during their time in Bali. The desire to immerse oneself in unique local cultural experiences, particularly delving into Balinese dance, stands out as a reason for respondents to return.

The study uncovers interesting dynamics in travellers’ preferences, especially when exploring culinary appeal as an element that indirectly plays an important role in the decision to return to Bali. Culinary appeal is explicitly stated in the reasons for domestic tourists to revisit Bali. Culinary allure can be interpreted as an immersive and authentic culinary experience embedded in every visit to Bali. Tourists derive the pleasure of spontaneously exploring Bali’s culinary riches and incorporating them into their reasons to return. The

uniqueness of taste, authenticity of cuisine, and culinary diversity in Bali provide an immersive experience, adding to the distinctive charm of travellers' trips. Culinary experiences not only offer sensory satisfaction but are also seamlessly integrated into the diversity of cultural and natural experiences.

5.3 Travellers' Expectations

Tourism can be a path to hope and happiness. Journeying is more than a physical exploration; it is also an emotional and spiritual odyssey that has the potential to foster hope and happiness. The concepts of well-being, positive psychology, and consciousness-based sustainable tourism are key elements shaping memorable experiences. In this context, tourism serves not only as a recreational outlet but also as a form of spiritual exploration. The natural beauty and traditional architecture inseparable from Bali enrich the experience and enhance the psychological well-being of tourists. Understanding the significance of preserving nature and cultural heritage forms the foundation for the positive influence of tourism on the regional economy. The significance of planning, development, and sustainable tourism governance becomes an economic value for the local community (Singh et al., 2022). Sustainable tourism strategies emerge as a force that enriches not only tourists' memorable experiences but also contributes towards ecological sustainability and the well-being of the local community.

Tourists' expectations of sustainable gastronomic routes, vegan menu and halal food are of special concern and key elements in improving the caliber of the memorable gastronomic experience in Bali. Enabling the local community can improve the appeal of tourism, which in turn generates memorable experiences, enhance tourist contentment, and ultimately contribute to the establishment of a sustainable tourism village (Risfandini et al., 2023). Ubud, as a prominent gastronomic destination in Bali, holds a central role in meeting tourists' expectations. These expectations encompass sustainable gastronomic routes that prioritize not only the uniqueness and delectability of dishes but also ensure the availability of halal food for visitors with specific dietary beliefs and preferences. In this context, Ubud, with its diverse culinary offerings and high-quality dining establishments, receives particular attention. By considering these expectations, gastronomic routes can be designed to explore the rich culinary diversity of Bali comprehensively while integrating sustainability principles, supporting local development, and creating a more holistic memorable experience for tourists. As a culinary hub, Ubud tourism community can pioneer and later serve as a model for the implementation of sustainable practices that reflect cultural heritage and culinary diversity of Bali.

6. Conclusion

The findings of this research serve as a robust foundation for a deeper understanding of tourists' memorable experiences during their travels in Bali, while considering the interconnected relationship between tourists and the local community. As a contribution to supporting sustainable tourism growth in Bali, the research findings have substantial implications. Direct implications for practitioners and tourism managers include opportunities to enhance and enrich tourists' experiences. The improvement in the quality of experiences directly contributes to satisfaction and memorable experiences for tourists. The importance of tourist engagement in destinations is emphasized, as such engagement not only provides authentic experiences but also creates a beneficial effect for residents in the area. Mutually beneficial collaboration between tourists and the local community enriches both parties, creating a sustainable tourism environment and a positioning of Bali as more than just a vacation spot but also as an experience that adds meaning to the soul and mind.

The recommendation for sustainable gastronomic routes, vegan menu and halal food options represents the hope of tourists when visiting Bali. This is evident from the major characteristic of respondents, with 90% of them being Moslem. A vegan menu and halal food map in Bali could provide guidance on the locations and options for halal dining, facilitating Moslem travelers in selecting culinary destinations that align with their beliefs and preferences. The challenge of finding vegan menu and halal food while in Bali is acknowledged and requires further attention. Therefore, devising sustainable gastronomic routes with an emphasis on vegan menu and halal food can offer a practical solution that supports diversity and inclusivity in tourist destinations. The respondent underscored with statements like "Locating halal food is the challenging aspect in Bali..." (R.57). With the availability of the new food guide, it is anticipated that the culinary experience for tourists in Bali will become more memorable and satisfying, concurrently fostering a welcoming environment in the tourism landscape.

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