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LOCAL ACCOMMODATION AND CULINARY SERVICES BECOME MEMORABLE TOURISM EXPERIENCES: A COMMUNITY-BASED MODEL FOR AN EMERGING RURAL NATURE DESTINATION AROUND ULU PETANU WATERFALL

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ABSTRACT

Developing emerging rural tourism destinations increasingly requires a shift from product-oriented tourism development to experience-oriented destination management. However, relatively little attention has been given to integrating locally owned accommodation and culinary services with natural landscapes and community participation to create memorable tourism experiences (MTEs), particularly in emerging nature-based destinations. This study addresses this gap by examining the development of local accommodation and culinary services around Ulu Petanu Waterfall, Gianyar, Bali, Indonesia. A qualitative case study approach was employed using in-depth interviews, field observations, and document analysis. Primary data were obtained from destination managers, local culinary entrepreneurs, accommodation providers, and tourists, while credibility was enhanced through source and methodological triangulation. The findings indicate that Ulu Petanu has developed through a bottom-up process driven by local communities and is currently characterized by the transition from community involvement toward destination development. Five dimensions of memorable tourism experience hedonism, novelty, meaningfulness, involvement, and knowledge—were identified in tourists' experiences. Natural tranquility and rural landscapes contributed strongly to hedonic and novelty experiences, while local food, community interaction, cleanliness, comfort, and accommodation environments contributed to meaningfulness. Nevertheless, involvement and knowledge remain comparatively underdeveloped because tourist participation is predominantly consumptive, and interpretation facilities, English-language information, and experiential activities remain limited. The study proposes an integrated Nature, Accommodation, Local Culinary, Community and Experience model, in which accommodation and culinary services function not merely as supporting amenities but as experiential interfaces connecting tourists with nature and local community life. The model contributes to the literature by integrating community-based tourism, destination development, sustainable tourism, and MTE perspectives within an emerging rural nature destination.

KEYWORDS: Memorable Tourism Experience, Accommodation, Model.

INTRODUCTION

Tourism development in rural and nature-based destinations has increasingly moved beyond the provision of attractions and basic tourism infrastructure toward the creation of

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meaningful and memorable visitor experiences. Contemporary tourists are not necessarily motivated solely by the consumption of tourism products; rather, they increasingly seek authentic encounters with local environments, communities, cultures, and everyday life. Tourism has shifted from products or services toward experiences as a source of added value and competitive advantage (Hosany et al., 2022; Rasoolimanesh et al., 2021; Zhang et al., 2026). They also indicate that tourists seek experiences that are authentic, rewarding, meaningful, multisensory, and transformative. This development has strengthened the importance of experience-based tourism in destination competitiveness and sustainable tourism development.

The concept of Memorable Tourism Experience (MTE) provides an important theoretical perspective for understanding this transformation. (Kim et al., 2012) Conceptualized MTE as a multidimensional construct through seven domains: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Their work demonstrated that tourism experiences are not memorable merely because tourists visit an attractive destination, but because particular emotional, cognitive, social, and experiential elements remain in tourists' memories.

Subsequent research has further demonstrated that memorable experiences are particularly relevant to rural and gastronomic tourism. Local food can function as more than a consumption product. Local food embodies certain values and holds significant potential for promoting key principles, including shorter food miles, distance-based criteria, social equity, direct producer-consumer contact, direct sales channels, and, last but not least, environmental sustainability (Karsznia et al., 2026). The concept of local food extends beyond geographical proximity, as locality is also associated with a broader set of social, economic, and cultural values that shape how food is produced, distributed, and experienced(Karsznia et al., 2026). Research (Stone & Sthapit, 2024) demonstrated that memorable food and tourism experiences (MFTEs) are shaped not only by positive encounters but also by negative experiences that may persist in tourists' memories after the trip. (Badu-Baiden et al., 2022) Further demonstrated that memorable local food consumption is multidimensional and can influence tourists' attitudes toward local food, subjective well-being, and destination loyalty.

In the accommodation sector, the travel and stay experience is defined not only by the facilities provided but also by memorable hospitality services (Bartaloni et al., 2025). Physical experiences such as room cleanliness, comfort, and the surrounding scenery, combined with social experiences such as the host's hospitality, interactions, local stories, and assistance provided to travelers, result in an emotional experience. Memorable experiences within a destination can contribute to tourist satisfaction by enabling visitors to engage more closely with the local culture and everyday life(Ghimire, 2023).

These findings indicate that culinary services can become an experiential component of destination development rather than merely a supporting facility. Nevertheless, most MTE and local-food studies have focused on measuring tourist experiences or examining the psychological consequences of food consumption. Less attention has been directed toward how destination-level accommodation and culinary systems can be deliberately designed and integrated to generate MTEs in emerging rural nature destinations.

A second gap concerns the role of local communities. Community-based tourism (CBT) emphasizes participation, local ownership, empowerment, and the distribution of tourism benefits. However, community participation does not automatically translate into memorable tourist experiences. A destination may be community-managed while tourists remain passive

consumers of attractions and services. This distinction is particularly relevant to emerging destinations where tourism infrastructure is still developing.

Ulu Petanu Waterfall in Kedisan Village, Gianyar, Bali, provides an appropriate empirical setting for addressing this issue. The destination developed through local youth and community initiatives and subsequently attracted visitor-oriented businesses, including food stalls, parking facilities, accommodation, and other tourism services. The research report indicates that local culinary businesses have begun to distribute tourism benefits to residents, while accommodation facilities provide opportunities for tourists to experience rural landscapes over a longer period.

The empirical findings also indicate that tourists' experiences are shaped by the combination of natural landscapes, rural atmosphere, local food, accommodation, and interaction with residents. Nevertheless, several weaknesses remain, particularly limited interpretation, insufficient English-language information, inadequate directional signs, cleanliness issues, limited seating, and relatively weak opportunities for active tourist participation.

The study contributes to tourism literature in two ways. First, it extends MTE research by shifting attention from the measurement of tourist memories toward the destination-level mechanisms through which memorable experiences are created. Second, it proposes an integrated model connecting local accommodation, culinary experiences, community participation, natural resources, and MTE within an emerging rural destination.

METHODS

This study employed a qualitative case study approach to examine the development of tourism at Ulu Petanu Waterfall and its potential for sustainable, community-based tourism development (Sugiyono, 2018). A qualitative case study was considered appropriate because the study focused on understanding tourism phenomena within their natural context, particularly the experiences and perceptions of visitors, the development process of the attraction, and the involvement of local communities in tourism-related activities.

The case study was conducted at around Ulu Petanu Waterfall, Kedisan Village approach enabled the researchers to examine the relationships between tourism development, local culinary activities, accommodation services, community participation, and the surrounding environmental conditions. Data were collected through in-depth interviews with the management of Ulu Petanu Waterfall, which operates as an extension of BUMDes Garuda Rajawali; accommodation providers located around Ulu Petanu Waterfall; local community members who operate businesses in the surrounding area; and selected tourists. The interviews were guided by a semi-structured interview protocol developed with reference to the dimensions of Memorable Tourism Experiences (MTE). The interview protocol was also informed by a previous study conducted in a location closely related to the present research site, Ulu Petanu Waterfall (Deviana, 2026).

The interview transcripts were subsequently processed using QDA Miner as a computer-assisted qualitative data analysis tool. The data were coded and organized into several categories aligned with the dimensions of Memorable Tourism Experiences. The resulting categories were then examined and discussed in relation to the conditions observed in the field. One limitation of the present study concerns the researcher's still-developing proficiency in using qualitative data analysis software. Further refinement of the analytical procedures and

more extensive use of the software's capabilities are therefore identified as areas for improvement in future research.

Rather than measuring these aspects quantitatively, the study sought to obtain an in-depth understanding of how these elements interact and contribute to the development of a sustainable tourism model at Ulu Petanu Waterfall.

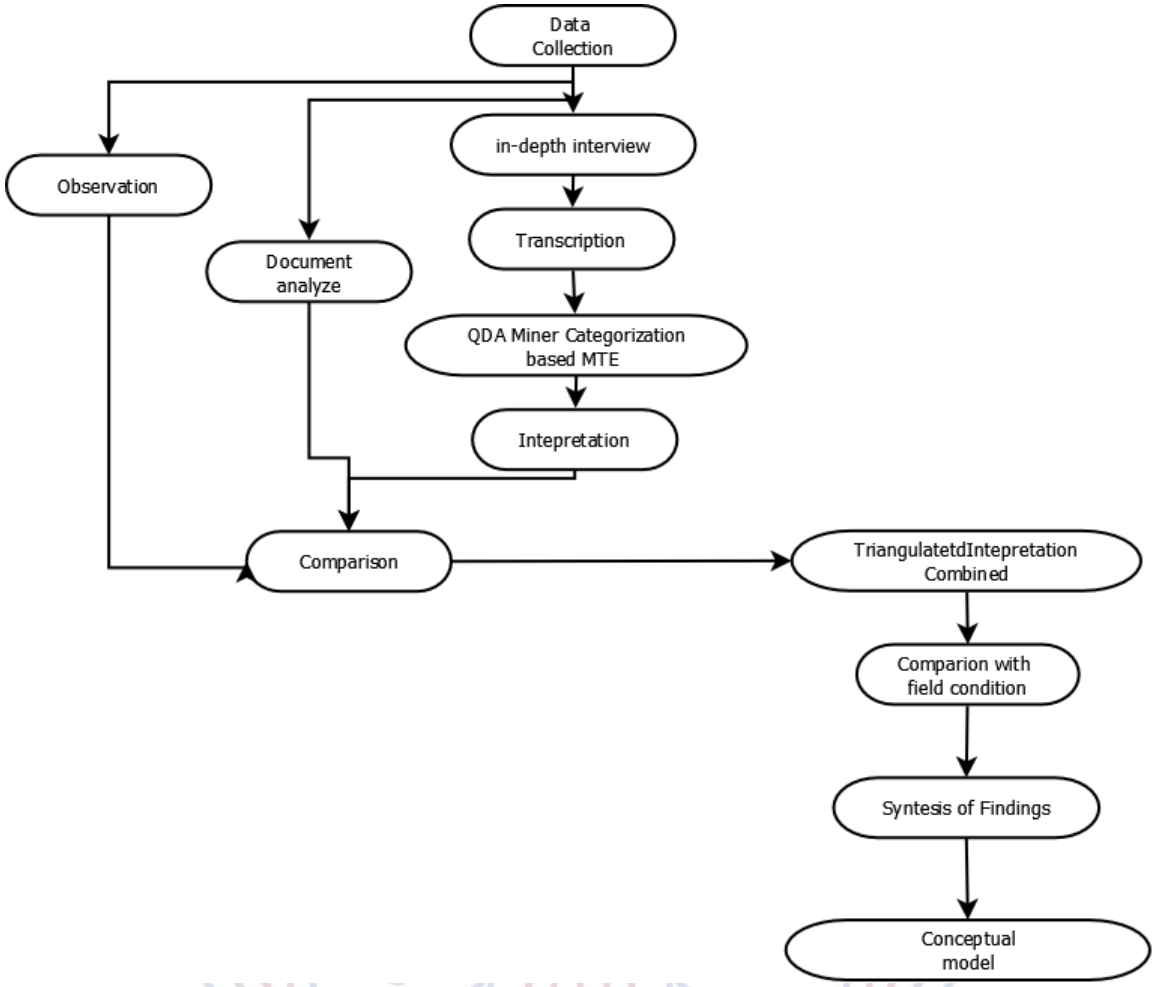


Figure 1. Triangulation Process

To enhance the credibility and reliability of the findings, data triangulation was applied by comparing information obtained from different sources and through different data collection methods (Bungin, 2020). Source triangulation was conducted by comparing perspectives from Ulu Petanu Waterfall managers, local food businesses, accommodation providers (Bobocabin and Uma Tis Sebatu), and visitors. Meanwhile, methodological triangulation was conducted by comparing findings from interviews, field observations, and document analysis. The triangulation process was used to reduce the potential influence of individual perspectives and to ensure that the interpretation of tourism development at Ulu Petanu Waterfall was supported by multiple sources of evidence. Through this process, the study sought to establish a more comprehensive and credible understanding of the potential for sustainable, community-based tourism development at the destination.

RESULTS AND DISCUSSION

An Emerging Destination Driven by Community Initiative

Ulu Petanu Waterfall represents an emerging rural nature destination rather than a mature mass-tourism attraction. It began with local youth activities and gradually evolved into a more organized tourism initiative. Research at Nglanggeran explicitly examines how the local community initiated community-based tourism development, particularly the youth, and how it subsequently evolved through the involvement of various organizations and stakeholders (Manaf et al., 2018). Unlike destinations developed through large-scale external investment, Ulu Petanu demonstrates a bottom-up development trajectory. Facilities have been added incrementally in response to visitor and guide feedback.



Figure 2. First look at Ulu Petanu Waterfall

As shown in Figure 2, the waterfall currently lacks several complementary facilities, such as designated photo spots and wooden bridges for crossing. These facilities have been gradually added in response to feedback and suggestions from visitors. The standards applied in developing these facilities are generally adapted to the capabilities and resources of the management team at Ulu Petanu.

However, the findings also raise a critical question concerning the distinction between responsive development and adequate destination planning. Although incremental improvements enable community managers to address immediate visitor needs, a reactive approach may not always ensure that facilities are integrated into a coherent destination-management system. For example, the addition of photo spots may enhance visual appeal and opportunities for visitor engagement, while wooden bridges may improve accessibility and movement across the site. Nevertheless, the value of these facilities depends not only on their presence but also on their structural reliability, maintenance, suitability for the natural environment, and contribution to the overall visitor experience. Therefore, the number of facilities should not be treated as the primary indicator of destination readiness or quality.

A more fundamental concern emerges from the finding that safety standards remain largely dependent on the management team's existing knowledge, experience, and capabilities.

This situation illustrates a potential structural limitation of community-based tourism development: local initiative can facilitate rapid and context-sensitive improvements, but community commitment alone may not be sufficient to ensure consistent technical and safety standards. In a nature-based attraction such as Ulu Petanu Waterfall, facilities that facilitate movement or provide access to scenic areas require particular attention to visitor safety, environmental conditions, regular inspection, and maintenance. Without adequate technical guidance and systematic risk assessment, improvements intended to enhance the visitor experience may also introduce operational risks. This interpretation does not imply that the existing facilities are necessarily unsafe; rather, it highlights the need to distinguish between facilities developed according to locally available resources and facilities whose safety has been systematically assessed.

These findings also point to a potential tension between visitor-driven development and long-term destination sustainability. Visitor feedback provides valuable information about desired facilities and helps local managers identify opportunities for improvement. Nevertheless, responding to individual preferences should be balanced against the destination's ecological characteristics, cultural context, maintenance capacity, and long-term management priorities. Uncoordinated facility additions could potentially increase maintenance requirements, alter the natural setting, or create expectations that exceed the management team's operational capacity. Facility development should therefore be guided by a set of priorities that considers visitor needs alongside safety, environmental compatibility, financial feasibility, and the preservation of the natural qualities that make Ulu Petanu Waterfall attractive.

In this context, the challenge is not simply to provide more facilities but to develop an integrated management approach that connects infrastructure, attractions, accommodation, local services, and safety procedures. This interpretation is consistent with the broader challenge of integrating tourism resources into a coherent community-based tourism product (Ernawati et al., 2017). It also reinforces the relevance of examining the resource and capability constraints experienced by community-based tourism managers, as discussed by Kunjuraman & Hussin (2017). Nevertheless, the present findings should be understood as context-specific evidence rather than proof that all community-based destinations experience the same limitations.

From a practical perspective, Ulu Petanu Waterfall could benefit from a phased facility-management strategy. Initial priorities should include documenting existing facilities, identifying potential hazards, establishing routine inspection and maintenance procedures, and determining which improvements require technical assessment or external support. Subsequent development could focus on facilities that improve visitor orientation and interpretation while remaining compatible with the site's natural character. Collaboration with relevant technical agencies, local government, and tourism stakeholders could also help strengthen safety management without undermining community ownership of the destination.

Overall, the findings suggest that the development of facilities at Ulu Petanu Waterfall represents both an adaptive strength and a management challenge. The ability to respond to visitor feedback demonstrates local initiative, whereas the dependence of facility standards on the management team's own capabilities highlights the importance of strengthening technical knowledge, planning, and institutional support. The central implication is that sustainable community-based destination development requires a transition from predominantly

incremental facility provision towards a more systematic process in which visitor experience, safety, environmental responsibility, and local management capacity are considered together.

Local Accommodation and Culinary Services as an Emerging Experiential Interface

Local businesses initially emerged to fulfil tourists' basic consumption needs. Over time, local food stalls expanded around the parking area and along the access route to the waterfall. Local operators also adjusted their menus based on visitor feedback. The study found that chicken satay attracted attention from international tourists. However, culinary experiences have not yet been fully developed into structured gastronomic experiences. Research on local culinary development as part of emerging nature-based destinations has become of interest and needs to be developed (Blahopoluchna et al., 2022).

Figure 2 illustrates the proposed model, which was developed based on the empirical conditions identified in the Ulu Petanu Waterfall area.

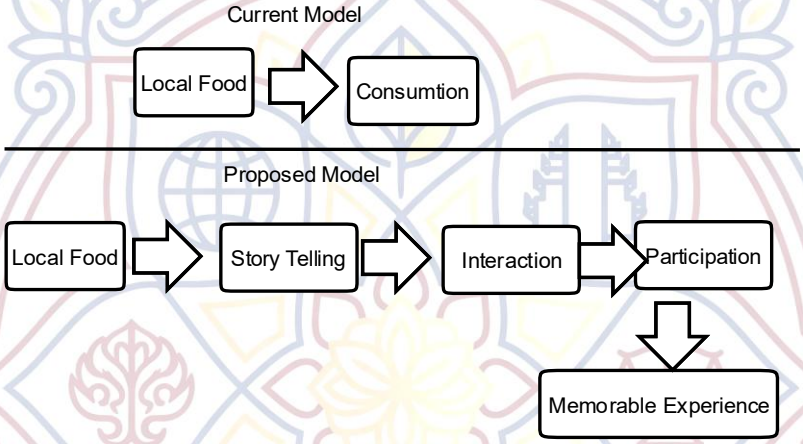


Figure 2. Proposed Model for Ulu Petanu Waterfall

As previously mentioned, chicken satay—a local culinary specialty—is served to both domestic and international tourists. This dish was introduced to visitors because the marinade is easy to prepare and the meal can be served quickly.

The development of locally themed accommodation around Ulu Petanu demonstrates an emerging tension between nature-based experience, service expectations, and environmental management. Bobocabin, located within a rice-field landscape and designed as elevated cabin units, offers tourists a distinctive form of nature-oriented accommodation by allowing direct engagement with the surrounding environment while maintaining physical separation from the ground. However, field findings indicate that the self-service model embedded in this concept is not equally compatible with all tourist segments. International visitors interviewed by the management appeared more receptive to independently preparing meals and managing their daily needs, whereas domestic tourists showed different expectations regarding service and assistance. This finding suggests that the effectiveness of self-service accommodation depends on market characteristics and culturally shaped expectations of hospitality. Ultimately, self-service services represent a facility whose reliability requires further testing. Ease of use, visual design, and the risks associated with self-service technology have also proven to be key indicators of consumer satisfaction levels.

The natural setting, like Bobocabin, also creates a management dilemma. Insects and other fauna are an inherent component of accommodation located within agricultural

landscapes and should not necessarily be eliminated, as their presence is consistent with the ecological character of a nature-based experience. Nevertheless, ecological interaction must be balanced with hygiene and guest comfort through systematic monitoring and appropriate control measures (Helina et al., 2025; Rabil et al., 2025). More fundamentally, the self-service model raises questions about the relational dimension of hospitality. While guest autonomy can enhance privacy and independence, excessive reliance on self-service may reduce host–guest interaction, which is important for creating personalized and memorable hospitality experiences. Thus, rather than replacing interpersonal hospitality, self-service should be complemented by selective human interaction, local assistance, and destination interpretation. Such a hybrid approach can preserve the uniqueness of nature-based accommodation while strengthening authenticity, guest engagement, and the potential for memorable tourism experiences.

The central contribution of this study is that accommodation and culinary businesses should not be conceptualized merely as destination amenities. They should be understood as experiential interfaces connecting tourists with nature, local community, local culture, food, accommodation, participation, and memory. Accommodation and culinary businesses offer flavors and experiences that can serve as strong motivations for tourists (Shah et al., 2026). This experiential value is reflected in the local culinary offerings of Mr. Nyoman, who provides satay as a signature dish for both international and domestic tourists.

The empirical findings show that accommodation provides an extended temporal experience, while culinary services provide an intense cultural contact point. Natural landscapes provide the environmental foundation, while local communities provide social and cultural meaning. Residents, as hosts of tourism attractions and destinations, can transform tourists' length of stay into meaningful and enjoyable experiences by actively interacting and socializing with guests and by organizing activities that correspond to visitors' expressed preferences and interests (González-Reverté et al., 2025)

Based on this finding, this study proposes the Nature, Accommodation, Local Culinary, Community, and Experience model. The model integrates five interconnected components: Nature, Accommodation, Local Culinary, Community, and Experience.

Table 1. Model Component for Ulu Petanu Waterfall

Component	Strategic function	MTE contribution
Nature	Preserve landscape and ecological character	Novelty, hedonism. Visitors have a positive experience after enjoying the tourism products of a destination (George & Abadi, 2024)
Accommodation	Extend interaction with rural environment	Meaningfulness, involvement
Local Culinary	Connect tourists with local food and culture	Hedonism: The sense of novelty derived from additional supporting facilities enhances the tourism experience and strengthens a destination's appeal. In a local culinary

Component	Strategic function	MTE contribution
		context, gaining a fresh perspective on food concepts offers tourists a novel experience and new knowledge.
Community	Provide hospitality, stories and participation	Meaningfulness and involvement can also arise through interactions between tourists and local communities and the managers of the tourist attraction (Wiwin, 2019)
Experience	Integrate all components into the visitor journey	MTE

Theoretical Contribution

Local accommodation becomes a memorable tourism experience when its physical environment, hospitality, local products, and community interaction are integrated into the destination's rural landscape.

Local culinary services generate stronger MTE potential when food consumption is transformed into cultural interpretation and experiential co-creation.

Community participation contributes to MTE not simply through ownership or employment, but through the creation of authentic opportunities for tourist involvement and knowledge acquisition.

These propositions extend CBT from an economic/community participation framework toward an experience-creation framework. The study adds the idea of community participation as a mechanism for producing memorable tourist experiences.

Sustainability and the Authenticity Dilemma

One of the most important findings is that authenticity is simultaneously the main tourism asset and the main constraint on development. Ulu Petanu attracts tourists because it remains relatively quiet, natural, and rural. However, uncontrolled development could gradually transform these characteristics. During the research, there are 7 food and beverage establishments operating in the parking area of Ulu Petanu Waterfall, through an arrangement with the site's management. Additionally, there is a larger food and beverage establishment located to the west of Ulu Petanu Waterfall, for which both the land and the structure are owned by residents. Although the impact on the authenticity of the tourist site has not yet been technically determined, this matter warrants further attention and more in-depth research.

At one of the locations in Figure 3, development activities have already begun, as evidenced by the establishment of a new restaurant along the road leading to the waterfall area. If not carefully managed and monitored, such development may pose a significant challenge to environmental sustainability, particularly by reducing green spaces that play an important role in water absorption and maintaining the ecological balance of the area. Sustainable environmental practices represent an important component of sustainable tourism and contribute to strengthening ecological resilience in tourism destinations(Almansouri et al.,

2026). Sustainable tourism supports culinary development and local recommendations, aligning with economic, social, and environmental objectives(Apak & Gürbüz, 2023). Showcasing local culture serves as a key strength in enhancing the tourist experience.

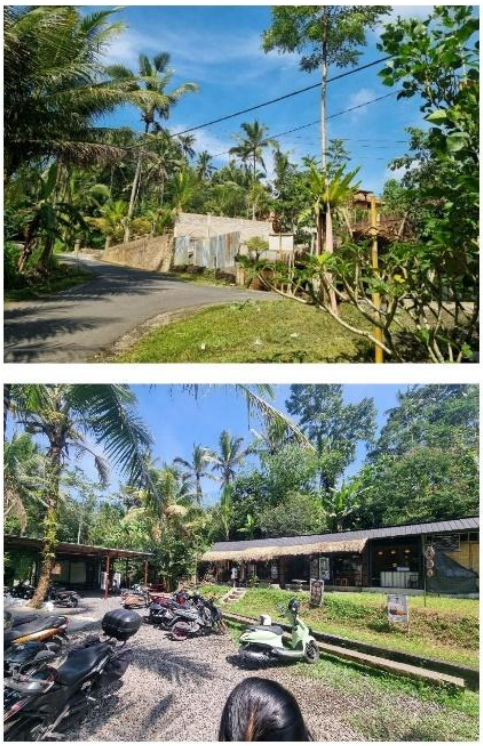


Figure 3. Development of local culinary around Ulu Petanu Waterfall

Development should therefore not be measured exclusively through visitor numbers, room capacity, restaurants, or investment. It should also be evaluated according to authenticity, local economic participation, environmental quality, visitor experience, community control, and cultural integrity. The central management dilemma is how to improve service quality without destroying the authenticity that tourists value. The answer proposed here is selective development rather than unlimited development.

CONCLUSION

This study examined how local accommodation and culinary services can contribute to memorable tourism experiences in Ulu Petanu Waterfall, an emerging rural nature destination in Bali. The findings demonstrate that the destination has developed primarily through bottom-up community initiatives and that local culinary businesses and accommodation providers are gradually becoming part of the destination ecosystem.

Five experiential dimensions (Kim et al., 2012) Hedonism, novelty, meaningfulness, involvement, and knowledge were prominent in tourists' experiences. Natural landscapes and tranquility primarily generate hedonic and novelty experiences, while local food, accommodation, cleanliness, comfort, and interaction with residents contribute to meaningfulness. Nevertheless, involvement and knowledge remain less developed because tourists are still predominantly passive consumers and because interpretation, foreign-language information, and structured experiential activities remain limited.

The central finding is that accommodation and culinary services should not be developed as isolated tourism amenities. Their greater strategic value lies in their capacity to connect tourists with nature, local food, community life, and rural culture. Accordingly, this study proposes the Nature, Accommodation, Local Culinary, Community and Experience model.

The model conceptualizes MTE as the outcome of an integrated destination system in which natural resources provide the experiential setting, accommodation provides extended engagement with the rural environment, culinary services provide gastronomic and cultural encounters, and local communities provide hospitality, knowledge, stories, and opportunities for participation.

Ultimately, the competitiveness of Ulu Petanu Waterfall should not be determined by how rapidly it becomes a conventional tourism destination, but by how effectively it can professionalize its services while retaining the natural, cultural, and community characteristics that make the destination memorable in the first place.

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Conflict of Interest Statement

The authors declare that they have no known financial or personal relationships that could have appeared to influence the research reported in this paper.

Declaration of Generative AI and AI-Assisted Technologies in the Manuscript Preparation Process

During the preparation of this manuscript, the authors used ChatGPT (OpenAI) as an AI-assisted tool to support the development and refinement of the research and manuscript. Its use included brainstorming and developing research ideas, organizing and refining academic arguments, improving the structure and clarity of selected sections, and assisting with academic language refinement.

All AI-assisted outputs were critically reviewed, evaluated, verified, and revised by the authors based on the research data, relevant academic literature, and the authors' scholarly judgment. Generative AI was not used to fabricate, manipulate, or generate empirical data, research participants, research results, or supporting evidence. The authors remain fully responsible for the originality, accuracy, interpretation, arguments, and conclusions presented in this manuscript.

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