

INTEGRATING LOCAL PRODUCTS AND EXPERIENTIAL OFFERINGS TO ENHANCE THE COMPETITIVENESS OF PAKINTELAN TOURISM VILLAGE, SEMARANG

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Abstract

This study examines how the integration of local products and tourism experiences can enhance the competitiveness of Pakintelan Tourism Village in Semarang. Using a qualitative case study approach, data were collected through observation, in-depth interviews, and document analysis involving key stakeholders. The findings show that local products function as cultural-symbolic resources but are still positioned as complementary elements rather than as core components of tourism experiences. Tourism activities remain fragmented, observation-based, and limited in fostering interaction, resulting in weak co-creation of experience and low visitor engagement. This study argues that competitiveness is not solely determined by resource availability, but by how these resources are transformed into meaningful experiences. It proposes a shift from a product-oriented approach to an experience-based approach, where local products serve as experiential media that enable participation and interaction. The study contributes by offering a meaning-based perspective on destination competitiveness within community-based tourism.

Keywords: *local products, experiential tourism, destination competitiveness, tourism village*

INTRODUCTION

The development of tourism villages has become an important approach in community-based tourism, emphasizing not only economic growth but also the construction of meaning, local identity, and social relations within communities. Tourism development at the village level is

increasingly understood as a socio-cultural process in which local actors actively interpret and negotiate their resources, rather than merely exploiting them as economic commodities (Iriani et al., 2025; Kemenparekraf, 2021). In this context, competitiveness is not solely measured through quantitative indicators such as visitor

numbers or revenue, but also through the quality of experiences, authenticity, and the meanings constructed by both hosts and visitors (Aryaningtyas et al., 2021; Hadi et al., 2024).

Pakintelan Tourism Village, located in Gunungpati District, Semarang, represents a peri-urban tourism destination with diverse local potentials, including agricultural products, traditional food processing, and everyday cultural practices of the community. These local products are not only economic resources but also cultural symbols that reflect the identity and uniqueness of the destination (Aryaningtyas et al., 2025). However, the ability of these resources to contribute to destination competitiveness depends largely on how they are integrated into meaningful tourism experiences.

In practice, the integration of local products into tourism experiences in Pakintelan Tourism Village remains limited. Preliminary observations indicate that local products are often positioned merely as complementary elements rather than as core components of the overall tourism experience. Tourist activities tend to be short visits with minimal interaction, limiting opportunities for deeper engagement and co-creation of experiences between visitors and the local community. This condition reflects a gap between the richness of local potential

and the current management practices, which still focus on basic attractions rather than experience design.

From an interpretive perspective, this situation reflects the absence of a well-developed process of experience co-creation, where tourists and local communities collaboratively produce meaningful and memorable tourism experiences. Previous studies have emphasized that local products have strong potential to create authentic and unique tourism experiences; however, in many cases, they remain underutilized and insufficiently integrated into tourism offerings (Nugraha et al., 2023; Xiaoli, 2025; Zhang et al., 2019). As a result, the authenticity and experiential value of tourism destinations are not fully optimized.

Existing literature has approached tourism competitiveness from different perspectives. Research on destination competitiveness has predominantly emphasized measurable performance indicators and resource-based advantages (Hutagalung et al., 2021; Rahmiati, 2020), while studies on tourism villages have mainly focused on community empowerment and local economic development (Purwanto, 2020; Puspitasari, 2024). At the same time, experiential tourism research has shifted attention toward memorable experiences and tourist satisfaction, although these studies are

generally dominated by quantitative approaches (Eftekari et al., 2021; Kusumawati et al., 2025).

Although each perspective provides valuable insights, they tend to examine destination competitiveness, local products, and tourism experiences separately, leaving limited understanding of how these elements are socially connected through interactions between communities and visitors. Despite these advances, the integration of these perspectives remains limited, particularly in explaining how local products become experiential resources through social interactions among stakeholders. Consequently, the relationship between local products, tourism experiences, and destination competitiveness remains theoretically fragmented, as existing studies tend to examine these concepts independently rather than as interconnected social processes (Richards, 2021).

Existing studies have paid limited attention to the interpretive processes through which local products are transformed into meaningful tourism experiences and subsequently contribute to destination competitiveness. To address this gap, the present study adopts an interpretive-constructivist perspective, viewing competitiveness as a socially constructed outcome rather than merely an objective

attribute of a destination (Creswell & Poth, 2016).

Through this perspective, local products are interpreted not merely as economic commodities but as cultural-symbolic resources whose meanings are continuously negotiated and transformed into tourism experiences. Accordingly, this study makes three theoretical contributions to the tourism literature. Unlike previous studies that predominantly examine competitiveness as a resource- or performance-based phenomenon, this study conceptualizes competitiveness as an interpretive outcome emerging from the co-construction of meaning between local communities and tourists. First, it extends destination competitiveness theory by demonstrating that competitiveness should be understood as a socially constructed outcome rather than merely the result of resource endowments. Second, it reconceptualizes local products as experiential media that facilitate participation, storytelling, and meaning construction. Third, it develops an interpretive explanation of how experience co-creation between communities and visitors generates experiential value and strengthens destination competitiveness in community-based tourism villages.

Based on this research gap, this study aims to explore how local products are

socially constructed as experiential resources and how their integration into tourism experiences contributes to the competitiveness of Pakintelan Tourism Village. In doing so, the study examines stakeholders' interpretations of local products, the formation of tourism experiences, and the processes through which meanings are co-created between communities and visitors.

METODE

This study employed a qualitative research design within an interpretive-constructivist paradigm to explore how local products are socially constructed as experiential resources and how they contribute to destination competitiveness. Rather than measuring objective relationships among variables, the study sought to understand the meanings, interpretations, and experiences constructed through interactions among stakeholders involved in tourism development in Pakintelan Tourism Village, Gunungpati District, Semarang, Indonesia. This approach is appropriate because destination competitiveness is viewed not merely as an objective outcome but as a socially negotiated phenomenon emerging from everyday practices and interactions (Creswell & Poth, 2016).

The research was conducted in Pakintelan Tourism Village, Gunungpati District, Semarang, Indonesia. The site was selected purposively due to its characteristics as a peri-urban tourism village with diverse local resources, including agricultural products, traditional food processing, and community-based cultural activities, which have not yet been optimally integrated into tourism experiences.

Research Participants

Participants were selected using purposive sampling to ensure that each informant possessed relevant knowledge and experience regarding tourism development in Pakintelan Tourism Village. The study involved six participants consisting of one tourism village manager, two local entrepreneurs engaged in the production and marketing of local products, one community leader, and two tourists who had experienced tourism activities in the village. The tourism village manager was selected because of their responsibility for planning and coordinating tourism development, while the local entrepreneurs were included due to their direct involvement in developing and marketing local products as part of the tourism experience. The community leader provided insights into local participation and cultural values, whereas the tourists

contributed perspectives on their experiences and interpretations of the destination. This diversity of participants enabled the researchers to capture multiple stakeholder perspectives regarding the integration of local products into tourism experiences and their contribution to destination competitiveness. Participant recruitment continued until sufficient depth and information redundancy were achieved, indicating that the collected data adequately addressed the research objectives (Saunders et al., 2018).

Data Collection

Data were collected through semi-structured interviews, participant observation, and document analysis between April and June 2025. Semi-structured interviews provided flexibility for participants to express their experiences and interpretations while allowing the researchers to explore issues emerging during the conversations. Each interview lasted approximately 45–90 minutes and was audio-recorded with participants' consent before being transcribed verbatim.

Participant observation was conducted during tourism activities to understand how local products were presented, interpreted, and experienced by visitors. Observations focused on interactions

among tourism managers, local entrepreneurs, community members, and tourists, as well as the ways in which local products were incorporated into tourism activities. Documentary evidence, including village profiles, tourism promotion materials, photographs, and local government documents, was also collected to complement and contextualize the interview and observation data.

The research was conducted through several sequential stages. First, preliminary observations were undertaken to identify the characteristics of the tourism village and map relevant stakeholders. Second, purposive sampling was employed to select participants representing different stakeholder groups. Third, semi-structured interviews and field observations were conducted to collect empirical data. Fourth, all interview recordings were transcribed verbatim and organized together with observation notes and documentary materials. Finally, the collected data were systematically analyzed through an iterative coding process to develop themes explaining how local products were socially constructed as tourism experiences contributing to destination competitiveness (Yin, 2018).

Data Analysis

Data analysis followed the interactive model proposed by Miles et al. (2014),

consisting of data condensation, data display, and conclusion drawing. The analytical process was iterative, allowing continuous interaction between data collection and interpretation.

Initially, open coding was employed to identify significant statements, experiences, and meaning units emerging from interview transcripts, observation notes, and documentary evidence. Similar codes were subsequently grouped through axial coding to identify relationships among concepts and stakeholder interpretations. Finally, selective coding was undertaken to integrate these categories into broader themes explaining the social construction of local products as experiential resources and their contribution to destination competitiveness. Throughout the analysis, constant comparison was applied to refine interpretations by continuously comparing empirical evidence across participants and data sources.

Trustworthiness

To ensure the trustworthiness of the findings, this study adopted several qualitative validation strategies based on the criteria proposed by Ahmed (2024). Credibility was enhanced through methodological triangulation by comparing evidence obtained from interviews,

observations, and documentary analysis. Researcher triangulation was also employed through regular discussions among the research team to reduce individual interpretation bias.

Dependability and confirmability were strengthened by maintaining an audit trail documenting research procedures, coding decisions, and analytical reflections throughout the study. Transferability was supported by providing rich descriptions of the research context, participant characteristics, and tourism activities, enabling readers to assess the applicability of the findings in similar community-based tourism settings.

Table 1 Analytical Process

Analytical Stage	Output
Open Coding	Initial codes from interview transcripts
Axial Coding	Categories representing stakeholder interpretations
Selective Coding	Themes explaining experience co-creation and destination competitiveness

RESULTS AND DISCUSSION

Result

The findings reveal that the competitiveness of Pakintelan Tourism Village is closely linked to how local products are interpreted, positioned, and integrated into tourism experiences. Rather than functioning as core experiential

elements, local products are predominantly treated as complementary commodities. This condition reflects a broader issue in community-based tourism, where the richness of local resources is not fully translated into meaningful visitor experiences.

Local Products as Cultural-Symbolic Resources

The findings indicate that local products in Pakintelan Tourism Village are not merely economic commodities but also function as cultural-symbolic resources that reflect local identity, daily practices, and community values. These products include agricultural produce, traditional food, and small-scale home industries, all of which are embedded in the socio-cultural life of the community.

Most informants emphasized that local products represent “what we are” as a community, rather than simply “what we sell” to tourists. For instance, a local food producer explained:

“These products are part of our daily life. We don’t make them for tourists at first, but for our families. Tourists just come and see what we usually do.” (Local entrepreneur)

Similarly, a tourism village manager highlighted that local products are closely tied to local knowledge and traditions:

“Each product has its own story, how it is made, when it is used, and why it is important for us. But we rarely explain these stories to visitors.” (Tourism manager)

These statements suggest that local products carry significant cultural meanings that could potentially enrich tourism experiences. However, field observations show that such meanings are rarely communicated or interpreted within the tourism setting. Local products are typically displayed or sold as finished goods, without involving tourists in the production process or storytelling elements.

This condition creates a disconnect between the symbolic value of local products and their experiential value in tourism. While the products themselves are authentic and culturally rich, their presentation remains transactional rather than experiential. As a result, tourists are positioned as passive consumers rather than active participants.

From an interpretive perspective, this situation reflects a gap in meaning construction. The community possesses rich cultural resources, but the process of articulating and sharing these meanings with tourists has not been fully developed. Consequently, the symbolic dimension of local products does not effectively shape the overall tourism experience.

Fragmented Tourism Experiences

Findings from field observations indicate that tourism experiences in Pakintelan Tourism Village are largely fragmented and not yet designed as cohesive, experience-based activities. Most tourism activities are short, visit-oriented, and emphasize observation rather than participation.

During site visits, tourists were typically engaged in brief activities such as walking around the village, observing local production processes, and purchasing local products. However, these activities were not structured into a unified experiential narrative. For example, in one observed visit, a group of tourists was guided to a local food production site where they watched the preparation process but were not invited to participate or interact further. After the observation, they were directed to purchase the products before moving to another location.

A similar pattern was observed in agricultural settings. Visitors were introduced to local crops and farming areas, but the interaction was limited to explanation by guides. Tourists did not engage in hands-on activities such as planting, harvesting, or processing, which could have enhanced their experiential involvement.

This pattern is also reflected in participants' accounts. One tourist noted:

"We were shown many interesting things, but mostly we just watched. It would be more exciting if we could try it ourselves."
(Tourist)

Likewise, a local manager admitted:

"We usually prepare visits based on what we have, not really based on what tourists can experience step by step."
(Tourism manager)

Rather than simply reflecting managerial limitations, this pattern illustrates how local stakeholders collectively interpret tourism as a process of showcasing village assets instead of facilitating shared experiences. Their understanding of tourism remains centered on presenting existing resources, while tourists are positioned primarily as observers rather than active participants. In this sense, the fragmented nature of tourism experiences is socially produced through shared assumptions regarding what tourism activities should involve.

The following table summarizes the observed conditions:

Table 2. Current Condition of Tourism Experience in Pakintelan

Aspect	Observed Practice	Implication
Activity structure	Separate, unconnected activities	Lack of narrative flow
Tourist involvement	Observation-based	Low participation

Local product use	Display and sales	Not experience-oriented
Interaction level	One-way explanation	Limited engagement
Experience outcome	Informative but shallow	Low memorability

Source: Researcher's Data Processing (2026)

From an experiential tourism perspective, meaningful experiences require active participation, immersion, and emotional connection (Eftekari et al., 2021). However, the current practices in Pakintelan fall short of these criteria, as they do not yet facilitate deeper engagement between tourists and the local environment.

This finding highlights a critical gap between potential experiential richness and actual tourism practice. While Pakintelan possesses diverse resources that could support participatory and immersive experiences, these resources are not yet organized into structured experience designs. Consequently, tourism experiences remain surface-level and do not fully leverage the uniqueness of the destination.

From an interpretive-constructivist perspective, the fragmented nature of tourism experiences cannot be understood merely as a managerial weakness. Rather, it reflects the shared meanings held by local stakeholders regarding the purpose of tourism activities. Interviews indicate that community members perceive tourism primarily as an opportunity

to demonstrate local resources rather than to facilitate participatory experiences. Consequently, tourism programs are designed around what the community wishes to present instead of how visitors construct meaning through active engagement.

This finding suggests that fragmentation is socially reproduced through everyday organizational practices and shared assumptions among tourism actors. Experience therefore becomes an outcome of collective interpretation rather than simply the availability of tourism attractions. This interpretation extends existing experiential tourism literature by demonstrating that meaningful experiences depend not only on visitor participation but also on stakeholders' shared understanding of experience design.

From an interpretive standpoint, this fragmentation reflects the absence of a shared understanding among stakeholders regarding what constitutes a meaningful tourism experience. Without a clear experiential framework, tourism activities are conducted as isolated events rather than as interconnected components of a holistic visitor journey.

These findings indicate that fragmentation is not merely operational but interpretive in nature, reflecting how stakeholders collectively define tourism as the presentation of local assets rather than the

co-creation of meaningful visitor experiences.

Limited Co-Creation of Experience

The findings indicate that the interaction between tourists and the local community in Pakintelan Tourism Village remains limited, resulting in a low level of co-creation of experience. Tourism activities are predominantly organized in a one-directional manner, where local actors act as providers of information, while tourists assume the role of passive recipients.

Field observations show that most interactions are confined to explanations delivered by guides or community members. Tourists are rarely involved in dialogic or participatory engagement. For instance, during visits to local production sites, communication is typically limited to brief descriptions of processes, without follow-up interaction such as discussion, hands-on involvement, or reflective engagement.

This condition is also reflected in stakeholders' perspectives. One community member stated:

"We usually explain what we do, but we are not used to involving tourists directly. We are afraid it will take more time or disrupt the process." (Community member)

Similarly, a tourist expressed:

"It feels more like a presentation than an experience. We listen, but we don't really interact." (Tourist)

These findings suggest that tourism practices are still dominated by a service-delivery logic, rather than a co-creation logic. In such a setting, experiences are pre-determined by providers and consumed by tourists, leaving little room for negotiation of meaning or shared experience construction.

From a theoretical perspective, this contrasts with the concept of co-creation in experiential tourism, which emphasizes active participation and interaction as central elements of value creation (Eftekari et al., 2021). Co-creation allows tourists to become part of the experience, fostering deeper engagement and emotional connection.

The absence of co-creation in Pakintelan can be interpreted as a limitation in social and organizational capacity. It reflects not only the lack of experience design but also the absence of a shared understanding among stakeholders regarding the importance of interaction in tourism. Consequently, the experiential potential of the destination remains underdeveloped.

The absence of co-creation should not be interpreted simply as a lack of interactive activities. Instead, it reflects how tourism actors collectively define their respective roles within the tourism experience. Community members position themselves as knowledge providers, whereas tourists are implicitly expected to become audiences

rather than collaborators. Such role construction limits opportunities for dialogue, shared learning, and mutual meaning-making.

This finding refines the concept of experience co-creation by suggesting that co-creation is fundamentally a socially negotiated process. Participation emerges not only from activity design but also from the willingness of stakeholders to redefine their relationships from provider–consumer interactions into collaborative partnerships.

The Gap Between Potential and Practice

To synthesize the findings across themes, this study identifies a consistent pattern: a gap between the existing potential of local resources and the current practices of tourism management. This gap explains why the competitiveness of Pakintelan Tourism Village has not yet been fully realized.

Table 3. Analytical Pattern of Local Product Integration and Tourism Experience

Dimension	Existing Potential	Observed Practice	Identified Gap
Local products	Authentic culturally rich	Displayed and sold	Not integrated into experience
Tourism experience	Participatory and immersive potential	Observation-based visits	Lack of engagement
Interaction	Opportunity for co-creation	One-way communication	Limited interaction

Experience design	Narrative-based possibility	Fragmented activities	No structured storyline
Competitiveness	Experience-driven differentiation	Attraction-based approach	Not optimized

Source: Researcher’s Data Processing (2026)

The table illustrates that while Pakintelan possesses strong foundational resources, these have not been transformed into competitive advantages due to the absence of integration and experience-oriented design.

Discussion

Reframing Competitiveness through Meaning-Based Experience Integration

The findings of this study reveal that the competitiveness of Pakintelan Tourism Village cannot be fully understood through conventional resource-based or product-oriented perspectives. Instead, competitiveness emerges as a meaning-based and socially constructed process, shaped by how local resources are interpreted, enacted, and experienced by both hosts and visitors.

From Resource-Based to Meaning-Based Competitiveness

Conventional theories of destination competitiveness emphasize tangible resources, infrastructure, and performance indicators (Hutagalung et al., 2021; Rahmiati, 2020). While these dimensions remain

relevant, the findings of this study suggest that in the context of tourism villages, competitiveness is less about what resources exist and more about how those resources are made meaningful.

Local products in Pakintelan are inherently rich in cultural and symbolic value. However, their contribution to competitiveness is limited because these meanings are not effectively translated into tourism experiences. This finding extends the resource-based view (Iriani et al., 2025) by introducing a meaning-based perspective, where competitive advantage is derived from the ability of a community to construct and communicate meaningful experiences.

Thus, competitiveness in tourism villages should be reframed as the outcome of interpretive processes, rather than merely the possession of resources.

Rather than replacing resource-based explanations, the present study refines them by demonstrating that resources alone do not generate competitiveness. Instead, resources become competitively valuable only after they are interpreted, narrated, and experienced collectively by tourism stakeholders. This refinement shifts the analytical focus from resource ownership toward the social processes through which resources acquire experiential meaning.

Experiential Value as the Core of Competitive Advantage

The study reinforces the growing importance of experiential tourism, where value is co-created through participation, engagement, and emotional connection (Eftekari et al., 2021). However, it also reveals a critical limitation in existing practice: the assumption that authenticity alone is sufficient to generate meaningful experiences.

In Pakintelan, authenticity is present in the form of genuine local products and practices. Yet, without structured experience design, authenticity remains latent and does not automatically translate into memorable experiences. This supports Zhang et al. (2019), who argue that authenticity must be combined with quality and experiential delivery to influence tourist satisfaction and loyalty.

Building on this, the study proposes that experiential value is not inherent in the resource itself, but is produced through: interaction (tourist–community engagement), narration (storytelling and meaning articulation), and participation (active involvement in local practices).

Without these elements, tourism remains observational and fails to generate competitive differentiation.

The Absence of Co-Creation as a Structural Constraint

A key finding of this study is the limited presence of *co-creation of experience* in current tourism practices. Tourism activities are largely supply-driven, with minimal opportunities for tourists to actively engage in the production of their experiences.

This condition reflects a deeper structural issue, the lack of a shared experiential framework among stakeholders. Tourism is organized around “what can be shown” rather than “what can be experienced together.” As a result, the social interaction necessary for co-creation is constrained.

This finding contributes to the literature on experiential tourism by emphasizing that co-creation is not merely a design feature, but a social capability that must be developed within the community. It requires: openness to interaction, willingness to share local knowledge, and the ability to translate everyday practices into participatory activities.

In this sense, co-creation becomes a critical mechanism through which meaning and ultimately competitiveness is produced.

Integrating Local Products as Experience Media

One of the central contributions of this study is the reconceptualization of local products. Rather than viewing them as

commodities or supporting attractions, local products should be understood as media for experience creation.

This perspective shifts the role of local products in three fundamental ways:

Table 4. The Role of Local Products

Traditional View	Proposed View
Commodity	Experience medium
Object of consumption	Process of participation
Economic asset	Cultural narrative

Source: Researcher’s Data Processing (2026)

Through this lens, local products become entry points for experiential engagement. For example, traditional food is not only consumed but also prepared together; agricultural products are not only displayed but also cultivated with visitors. This aligns with Xiaoli (2025) and Nugraha et al. (2023), who emphasize the role of local products in creating authentic experiences, but extends their argument by framing integration as a social and interpretive process, not merely product development.

Towards an Interpretive Model of Tourism Competitiveness

Based on the findings, this study proposes an interpretive model of tourism competitiveness in community-based settings. In this model, competitiveness is not determined solely by resources or market positioning, but by the community’s ability to

construct meaningful experiences through social interaction.

The model can be conceptualized as follows:

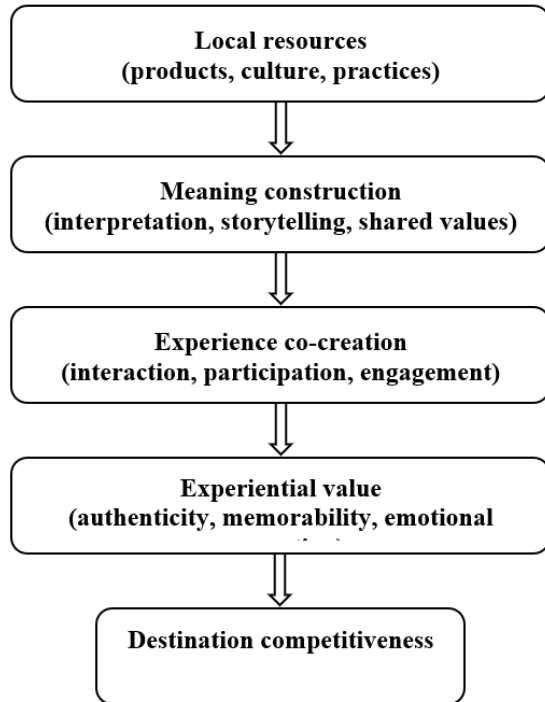


Figure 1. An Interpretative Model of Tourism Competitiveness

The model illustrates a sequential process in which local products function as symbolic resources that become meaningful through storytelling, participation, and interaction. These processes generate experiential value, which subsequently contributes to destination competitiveness as a socially constructed outcome rather than as a direct consequence of resource ownership.

This model contributes to bridging the gap between destination competitiveness theory and community-based tourism, which

have often been treated as separate domains. It also responds to calls for more context-sensitive and meaning-oriented approaches in tourism studies.

Tourism development in villages should shift from attraction provision to experience design. This involves: structuring activities into coherent experiential journeys, embedding storytelling into local products, enabling active tourist participation, and fostering interaction between tourists and the community.

This study therefore positions experience integration not merely as a managerial strategy, but as a socially constructed process that fundamentally shapes destination competitiveness.

Overall, the findings suggest that destination competitiveness in community-based tourism villages should be understood as an emergent social process rather than a fixed outcome of resource availability. Competitiveness evolves through continuous interactions among stakeholders, where local products function as symbolic resources and tourism experiences become the medium through which meanings are collectively negotiated. This interpretive perspective therefore complements existing destination competitiveness theory by placing meaning construction at the center of competitive advantage.

Beyond the empirical context of Pakintelan Tourism Village, the findings suggest that experience integration may serve as a transferable analytical lens for understanding competitiveness in other community-based tourism destinations. Rather than relying exclusively on resource availability, destination managers should pay greater attention to the social processes through which meanings are collectively constructed, negotiated, and communicated among stakeholders.

CONCLUSION

This study demonstrates that the competitiveness of Pakintelan Tourism Village is less constrained by the availability of local resources than by the way these resources are integrated into meaningful tourism experiences. Although local products possess strong cultural and symbolic value, they remain predominantly positioned as complementary elements rather than as central components of the visitor experience. Consequently, tourism activities are largely fragmented, observation-based, and limited in facilitating meaningful interaction between tourists and the local community. This condition reflects a significant gap between the experiential potential of local resources and the current practices of tourism management.

The findings contribute theoretically by extending destination competitiveness literature beyond conventional resource-based and performance-oriented perspectives. Rather than viewing competitiveness as a direct outcome of tangible resources, this study conceptualizes it as a socially constructed process emerging through the co-creation of meanings among tourism stakeholders. Furthermore, the study reconceptualizes local products as experiential media that facilitate participation, storytelling, and interaction, thereby providing an interpretive explanation of how experiential value contributes to destination competitiveness in community-based tourism.

From a practical perspective, the findings suggest that tourism village managers and local stakeholders should move beyond product-oriented tourism development toward experience-oriented destination management. Local products should be integrated into participatory tourism activities through storytelling, hands-on experiences, and meaningful interaction between visitors and community members. Such an approach may enhance visitor engagement, strengthen destination identity, and improve the long-term competitiveness of tourism villages.

This study has several limitations. It was conducted as a single-case qualitative study involving a limited number of participants within one tourism village, which may restrict the transferability of the findings to other tourism contexts. In addition, the study primarily explored stakeholders' interpretations without incorporating longitudinal observations of changes in tourism practices over time.

Future research is encouraged to examine multiple tourism villages with diverse socio-cultural characteristics in order to compare how local products are transformed into tourism experiences across different contexts. Comparative case studies, longitudinal qualitative research, or mixed-method approaches may further refine the proposed interpretive model and enhance understanding of how experience co-creation contributes to destination competitiveness in community-based tourism destinations.

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