

Framing an experience: studi kasus pada dua kegiatan experiential tourism dalam platform Airbnb experiences = Framing an experience: case study of two experiential tourism activity in Airbnb experiences platform

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Abstrak

Cara pelancong masa kini bepergian serta kegiatan-kegiatan pariwisata yang mereka minati telah banyak berubah. Mereka tidak lagi puas dengan kegiatan-kegiatan pariwisata konvensional seperti 4s (sun, sea, sand, and sex), bahkan bersedia mengeluarkan uang lebih untuk terlibat dalam kegiatan yang memungkinkan mereka untuk mendapatkan pengalaman yang hanya dapat mereka alami di destinasi tersebut. Kecenderungan ini kemudian dengan istilah experiential travel. Seiring dengan bertambahnya peminat experiential tourism, penduduk lokal seolah ditantang untuk memenuhi permintaan para pelancong akan sebuah pengalaman yang khas dari daerah mereka. Airbnb Experiences kemudian muncul dan menjadi pihak yang memfasilitasi bertemunya pelancong yang mencari kegiatan experiential dengan penduduk lokal yang menawarkan pengalaman-pengalaman tersebut. Dalam tulisan ini, saya akan membahas bagaimana host dalam dua kegiatan Airbnb Experiences di Bali merencanakan dan menjalankan kegiatan yang mereka tawarkan sehingga pelancong bisa mendapatkan pengalaman sesuai dengan yang telah mereka antisipasi.

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How people travel and what kind of activities they engage while on holiday have vastly changed over the year. They are no longer satisfied with the conventional tourism activities like the 4s (sun, sea, sand, and sex) anymore and even willing to pay a sum of money to be able to partake in an activity that allows them to get an experience they could only get in those said places. This spurt of interest in what we will call as experiential travel then affects the local communities as well. They are expected to provide experiences that those tourist like so much, activities that make their culture, tradition, and the place in general stands out to the tourist. Airbnb then comes out with Airbnb Experiences, a feature that allows guest that wanted to take part in experiential activities met with locals who are willing to provide varieties of experience they can choose from. I will talk about how the local people, the host, of two Airbnb Experiences in Bali produce and perform their activity so that they can provide the guest with an experience that they anticipated when booking the activity.