



INTISARI

Pengalaman wisatawan merupakan sebuah kajian yang populer, fundamental, multi-dimensi dan multi-pendekatan berbagai sudut pandang ilmu pada bidang ilmu kepariwisataan. Pengalaman wisatawan dapat dihasilkan melalui motivasi, konsumsi produk wisata, dan penerimaan terhadap lanskap dan mobilitas pada destinasi. Motivasi wisatawan diketahui melalui sudut pandang ilmu sosial, konsumsi produk wisata berkaitan erat dengan *tourist behaviour* pada pendekatan ilmu ekonomi/manajemen, serta penerimaan lanskap dan mobilitas merupakan sebuah fenomena dalam perspektif ilmu geografi. Melalui penelitian ini, ketiga perspektif tersebut diasumsikan secara konseptual membentuk satu kesatuan pengalaman wisatawan.

Penelitian ini menggunakan pendekatan penelitian fenomenologi dengan wawancara mendalam pada 7 orang informan untuk mendeskripsikan fenomena wisatawan *trekking* asal Indonesia, pengalaman wisatawan *trekking* asal Indonesia, dan pengembangan produk/paket bagi wisatawan *trekking* asal Indonesia di Kawasan Konservasi Annapurna. Hasilnya, pengalaman wisatawan *trekking* asal Indonesia terbentuk atas pengalaman puncak pada motivasi perjalanan serta lanskap dan tengara; pengalaman pendukung terbentuk pada proses konsumsi produk wisata; pengalaman ruang dan tempat terbentuk melalui proses mobilitas pada jalur pendakian serta lanskap dan tengara. Ketiga dimensi pengalaman tersebut berhubungan secara intensif, ekstensif, kontras, dan netral berdasarkan pola karir wisatawan sebagai aspek psikografis wisatawan. Empat buah kategori diidentifikasi berdasarkan pola karir wisatawan antara lain: *mid-life & moderately experience*, *mid-life & experienced*, *high career travel*, dan *younger & experienced*. Pada tatanan perencanaan, produk atau paket wisata dikembangkan bagi penyedia jasa wisata minat khusus pendakian gunung bagi wisatawan Indonesia di Kawasan Konservasi Annapurna dikembangkan.

Kata Kunci: annapurna, pengalaman wisatawan, *travel career pattern*, *trekking*



ABSTRACT

The tourist experience is a popular topic and fundamentally in tourism research and studies. Every tourist activity produces experiences. The tourist experience are composed by tourist motivation, tourism product consumption, and perceived of landscape and mobilities. The tourist motivation is related to the social science study, tourist product consumption is associated with tourist behavior in the economy or management science, and the landscape perception and tourist mobilities are phenomena in geography perspective. In this study, the tourist experiences are conceptually developed from social science, economy/management, and geography perspectives and see the tourist experiences is an inclusive and comprehensive concept through multi sciences perspectives.

The purpose of this study is to describe the Indonesian tourists' experience in the Annapurna Conservation Area, Nepal in a phenomenological study. Seven informants were interviewed based on their activities in the area and gaining a result of the experience is formed by peak experiences in motivation, and landscape and landmark perceived, supporting experience is formed by tourism product consumption and space and place experience are formed by tourist mobility and the trekking track. The Indonesian tourist experience are intensively, extensively, contrast, and neutral based on the informant's travel career pattern as tourist segmentation. Four categories are identified from the informant's travel career pattern, along the lines of mid-life&moderately experienced, mid-life&experienced, high career travel, and younger&experienced.

Keywords: *annapurna , tourist Experience, travel career pattern, trekking*