



Destination Potential and Memorable Experience for Special Interest Tourism Products: A Case Study of Pajambon Tourism Village, Kuningan Regency, West Java Indonesia

Tiffany Chairunnisa Ramadhania

Tourism Destination Program, Politeknik Pariwisata NHI Bandung, Indonesia

Email: tiffany@poltekpar-nhi.ac.id

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Abstract: The phenomenon of special interest tourism is a form of trend shift and is one of solutions in dealing with saturation that has occurred due to mass tourism or overtourism for more than a decade. Developing of Special Interest Tourism (SIT) require tourism products that emphasize specific interest and meaningful tourist experience while generating social and economic benefit for local communities. The development provides an opportunity to diversify tourism products through meaningful and memorable experiences. This study explore the development of SIT products based on Memorable Tourism Experience (MTE) in Pajambon Tourism Village, Kuningan Regency, West Java Indonesia. The findings reveal diverse natural, agricultural, cultural, historical, and community-based tourism resources that fulfill the SIT characteristics of learning, adventuring, enriching, and rewarding. The dominant MTE dimensions are refreshment, involvement, and novelty, while knowledge and meaningfulness require further enhancement. SWOT and TOWS analysis indicate the need to integrate local attractions into experience-based tourism products, strengthen interpretation and digital storytelling, improve community capacity, and develop sustainable tourism management. These findings can expand community participation in tourism activities, strengthen local Micro, Small, and Medium Enterprises (MSMEs), create opportunities for employment and entrepreneurship, and increase the distribution of tourism benefits across the village. The study conclude that integrating MTE into SIT product development can strengthen destination competitiveness while supporting community empowerment, local economic development, and sustainable tourism in Pajambon Tourism Village

Keywords: Tourism Destination Knowledge, Tourism Resource Potential, Special Interest Tourism, Memorable Tourism Experience, Tourism Village Development

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PENDAHULUAN

The phenomenon of special interest tourism is a form of trend shift and is one of the solutions in dealing with the saturation that has occurred due to mass tourism (overtourism) for more than a decade. The problem of overtourism exploded from 2015 to 2019 and was exacerbated by the growth of tourists and the rapid spread of information on social media (UN Tourism, 2019). The saturation experienced by tourists today has led to an increase in demand as well as the emergence of a desire to look for something new and of higher quality.

This requires tourism service providers to come up with the latest innovations, more different and more interesting than usual. Tourism of special interest today in the world of tourism is an important demand that must be met by service business providers and related stakeholders in tourist destination.

Developing special interest tourism is fundamentally different from mass tourism because travel decisions are mainly driven by specific interests, while destinations and tourism products serve as a means to fulfill those interests and can be an important niche market for destinations. Tourist experience is at the core of special interest tourism products, so product development needs to consider the characteristics and level of tourist involvement, not only the type of activities offered (Wen & Wu, 2020; Stemmer et al., 2024). It is a form of integration between attractions, accommodations and supporting facilities that are packaged naturally and attractively so that the travel segment is focused on specific activities such as nature tourism, gastronomy, health, agrotourism, to natural adventure activities that demand direct interaction and physical activity with an emphasis on experience, environmental conservation, and education (Ministry of Tourism Republic of Indonesia, 2025). Special interest tourism is a tourist attraction consisting of natural systems, communities, and fostered products. Of the three, there are several elements that can be developed (Brahmanto et al., 2017).

Kuningan Regency is part of West Java Province, Indonesia. Geographically, it is in a strategic position, namely one of the entrance to West Java region from eastern tip and directly adjacent to Central Java Province and becomes a regional crossing area that connect Cirebon city with the Parahyangan Wetan (East Priangan) area. In general, Kuningan Regency area has a very dynamic position. Eastern part of Kuningan Regency is lowland, while in western part it is in the form of mountains, the peak is Mount Ciremai with an altitude of 3,076 meters above sea level, which is the highest mountain in West Java. Until now, regional development and development in social, economic, cultural, and political fields continues to take place in all sectors, including development in tourism sector.

Kuningan Regency is an agricultural and tourism area, not just any industry can stand in this area. So that only environmentally friendly investments are accepted and implemented in certain zoning. The average density for Kuningan Regency is 22 people/Ha. Judging from its distribution, it can be seen that the highest population density is in Kramatmulya District. Tourism sector is one of strategic sectors that is currently focus of development by Kuningan Regency Government. Considering that there are many natural attractions that have potential to be developed into special interest tourism and have begun to move forward.

The concentration of settlements is in the sub-district, this situation gives an idea that there is economic activity in addition to the fact that there is a limited area of land. The big challenge faced by Kuningan Regency Government today is high migration rate which has an impact on the non-optimal role of the community, especially youth in many development sectors, including tourism. In general, role of the community is also still low in tourism sector. Tourism activities are one of leading sectors in economy of Kuningan Regency and contribute to regional development. Natural potential is an attraction for tourists to visit both from inside and outside Kuningan Regency area. This study refers to the Draft Regional Medium-

Term Development Plan (Rencana Pembangunan Jangka Menengah Daerah, RPJMD) of Kuningan Regency 2018-2023 as the primary regional development policy that Special Interest Tourism Area is focused on the natural tourism attractions of the Cilengkrang Valley located in the Pajambon Tourism Village. Kuningan Regency Government has established the Regional Tourism Development Master Plan (RIPPDA) as stated in the Kuningan Regent Regulation Number 90 of the Year (2020) in article 23 related to the Development of Tourism Areas, the potential of Pajambon Tourism Villages which are included in the nature-based tourism area, namely Lembah Cilengkrang (Cilengkrang Valley), and tourism village-based tourism area, namely Pajambon Tourism Village.

Developing of special interest tourism in tourist villages can have a positive impact on the community, including the existence of new employment land for the community so that it can reduce the unemployment rate in the village. Since the current Covid-19 pandemic era, all business sectors have experienced a significant decline, including the tourism and creative economy sectors. Both sectors have a great contribution, especially in economic value and contribute to recovering the national economy. In supporting the recovery of the tourism industry after the Covid-19 pandemic, all stakeholders are trying to develop strategies so that the two sectors can recover, bounce back and survive.

The criteria that can be used as a guideline for the development of special interest tourism are:

Table 1. Criteria for Special Interest Tourism Forms

<i>Criteria for Special Interest Tourism Forms</i>	
<i>Learning</i>	Tourism is fundamental to the learning element.
<i>Rewarding</i>	Tourism which includes an element of awarding.
<i>Enriching</i>	Tourism which includes opportunities for knowledge enrichment between tourists and the community.
<i>Adventuring</i>	Tourism which is designed and packaged so that adventure tourism is formed.

Source : Brahmanto et al. (2017)

The Memorable Tourism Experience (MTE) factor plays an important role in the development of special interest tourism products. The orientation built does not only include the provision of attractions, but also creates a deep impression for visitors in tourist destinations. The characteristics of special interest tourism that emphasize more on special interest-based activities such as nature and culture, adventure, gastronomy, and health make the quality of the experience a major factor in building a product value. The concept of MTE is one of the relevant approaches in creating special interest tourism products that are able to meet the needs of tourists for a meaningful and authentic experience and can increase competitiveness in tourist destinations.

Concept of MTE is a travel experience that is remembered positively after the trip is completed and is shaped by seven dimension, namely hedonism/pleasure, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. These dimensions show that a memorable travel experience not only provides fun, but also presents learning, active engagement, interaction with local culture, new experiences, and personal meaning that

encourages traveller satisfaction and loyalty. (Kim et al, 2012)

Integration of MTE dimension in development of special interest tourism in village-based tourism products not only increases satisfaction, return intentions, and positive recommendations, but also strengthens the competitiveness of destinations through the creation of unique, authentic, and meaningful experiences and provides economic, social, and cultural benefits for local communities. The relationship between tourism experiences and memorable positive experiences is important because village-based tourism products generally rely on direct interaction with nature, society, culture, and local life activities.

Juliana et al. (2022), through a study of tourists visiting tourist villages in Indonesia, showed that the factors of experience and emotional response of tourists play a role in the formation of memorable rural tourism experiences and are related to behavioral intention. The development of MTE studies shows that previous research is still more testing the consequences of memorable experiences on satisfaction, loyalty, destination image, or return intentions, while the use of MTE as a basis for designing special interest tourism product attributes and structures is still relatively limited.

In fact, the use of MTE can be used as one of the bases to design activities that have appropriate emotional stimulation, such as adventure, nature exploration, cultural interaction, or participatory activities. There is a gap between research that explains how experiences become memorable and research that explains how that knowledge translates into travel product designs that intentionally produce memorable experiences.

Pajambon Tourism Village is one of westernmost tourist villages in Kramatmulya District, Kuningan Regency. The geographical location of Pajambon Tourism Village is at an altitude of 700 m above sea level (masl), with topography in form of a plateau with an area of 93.4 Ha. The distance of Pajambon Tourism Village to the district government center is about 4-5 km, to the district center about 12 km, and to the provincial government center is about 165 km. Pajambon Tourism Village is one of the villages that is closest to Mount Ciremai. Part of the current area, namely the tourist attraction of Lembah Cilengkrang which borders the Pajambon Tourism Village, is included in the Mount Ciremai National Park area. Pajambon Tourism Village has potential for other mineral resources that are in the spotlight, namely Geothermal potential.

This village has potential for diverse tourism resources ranging from natural, cultural, artificial attractions and supported by natural and socio-cultural conditions. Some of attractions and tourism potentials owned by Pajambon Tourism Village in addition to the superior attractions of natural tourism in Cilengkrang Valley, there is Pakuwon Agrotourism, namely the potential of agriculture and community plantations, goat farming, guava cultivation, several cultural and historical attractions typical of mountain communities.

Pajambon Tourism Village is one of the villages that received appreciation as a BRILiaN Village through the BRILiaN Village Program organized by PT Bank Rakyat Indonesia (BRI). This program aims to encourage village development through strengthening leadership, innovation, digitalization, institutions, and sustainable development of local economic potential. This achievement shows that Pajambon Village is considered successful in developing a village economic ecosystem based on local potential, such as the agriculture, agro-tourism, livestock, Micro, Small and Medium Enterprises (MSMEs), locally known as

Usaha Mikro, Kecil, dan Menengah (UMKM), and community-based tourism sectors. By 2025, Pajambon Village included in the 15 best villages nationally out of more than 15,000 villages participating in the BRILiaN Village Program.

However, currently the apparatus and tourism managers of Pajambon Tourism Village realize that the accumulation of tourist visits is still concentrated in the natural tourist attractions of Cilengkrang Valley so that there is an uneven distribution of visits and there are still many tourists who do not know that there are other tourist attractions in Pajambon Tourism Village besides the Cilengkrang Valley. This when used as a tourism environment will be very attractive and interesting, with the provision of various other tourist attractions that are more integrated in special interest tourism products available in Pajambon Tourism Village.

The development of memorable tourism experiences for special interest tourism products in Pajambon Tourism Village is important to attract and bring in tourists, including providing memorable travel experiences according to tourist interests. Considering these conditions, it is necessary to develop a memorable tourism experience in packaging special interest tourism products with the aim of increasing the number of tourist visits by providing a choice of tourist activities that suit the needs and desires of tourists and and emotional response of the traveler that makes an experience stand out more in the memory. .

RESEARCH METHODOLOGY

This study uses a descriptive method with a qualitative approach to identify special interest tourism product based on memorable tourism experience. In collecting data, this study conducted observations, documentation studies, and in-depth interviews to collect information. Informant were selected by using purposive sampling from Pajambon Tourism Village Area Manager involves Tourism Awareness Group (Kelompok Sadar Wisata/Pokdarwis), Mount Ciremai National Park Management Authority, local residents, and other stakeholders through a Community-Based Tourism (CBT) approach. Pokdarwis plays a strategic role in destination management, visitor services, and the promotion of local cultural and economic assets in Pakuwon Agrotourism area. Mount Ciremai National Park Management Authority play a strategic role in environmental conservation and economic assets in Cilengkrang Valley area.

Data collection focused on identifying tourism resources, tourist motivations, existing activities, and experiential attributes relevant to special interest tourism product development. As informants are considered as figures who understand Pajambon Tourism Village. This approach provides an opportunity for direct interaction between the interviewer and the informant, thus helping the researcher to obtain accurate and complete information.

The data were analyzed using thematic analysis through data familiarization, initial coding, theme identification, theme review, and interpretation. Emerging themes were categorized according to special interest tourism characteristics, including specific interest, activity involvement, specialization, novelty, authenticity, learning, and experiential value. The identified experiences were subsequently mapped against the seven memorable tourism experience dimensions; hedonism, refreshment, local culture, meaningfulness, knowledge,

involvement, and novelty.

The findings were synthesized to formulate special interest tourism product concepts based on local resources and potential memorable experiences. SWOT analysis was applied to identify internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) affecting special interest tourism product development. Finally, TOWS analysis was used to formulate SO, WO, ST, and WT strategies, which were synthesized into recommendations for experience oriented and community based special interest tourism product development. Data triangulation across interviews, observations, and documents was employed to enhance the credibility of the findings.

RESULT AND DISCUSSION

1. Tourist Attraction

Pajambon Tourism Village is located not far from the foot of Mount Ciremai so it has fertile land and natural beauty in form of mountainous landscapes, plantations and rice fields. These conditions are used by the community for agricultural and plantation activities. Agricultural commodities in this village include guava fruits, coffee (arabica, robusta, tubERICA), various fresh vegetables (lettuce, cabbage, onions, pakcoy, corn), and cultivation of ornamental plants/flowers of Anthurium (Anthurium flowers/Flamingo Lily and Anthurium leaves). Although Pajambon Tourism Village is located in a strategic area and economy is quite developed, coffee plantation is still focused on meeting demand of the local and domestic markets. The development of Pajambon coffee is encouraged to strengthen competitiveness of local MSMEs and continues to be developed for foreign export market opportunities.

In addition to coffee cultivation, the plantation of superior red guava fruit and various fresh vegetables is also located in Pajambon Tourism Village, besides that some people also process guava fruits to sell to tourists. The expanse of fresh vegetable plantations and guava fruits is used by tourists for agro activities which are used as main attraction by providing educational, recreational, and participatory experiences, and while enjoying the scenery there is even a point to enjoy sunrise and sunset from the plantation hills. At this location there is also a papalidan activity, in form of a water slide game using tires (river tubing) whose water flow comes from the upper reaches of Cilengkrang Valley River. Where this can also be used as a supporting tourist attraction.

The cooperation established with a partnership scheme (co-management) in the management of Cilengkrang Valley because in this attraction it is not managed by the same institution and involves many parties. Stakeholders involved in the management of Cilengkrang Valley consist of: Mount Ciremai National Park Management Authority as the manager of conservation area, the Pajambon Tourism Village Pokdarwis as the community-based manager make use of Cilengkrang Valley to date well managed. Not only as a protected forest but also use of land for camping, healing and relaxation activities in several natural hot spring pools derived from natural geothermal source of Mount Ciremai can be done in Cilengkrang Valley.

In order for Cilengkrang Valley to be used properly for tourism and irrigation and others, it is necessary to carry out integrated management. Another interesting thing in



Pajambon Tourism Village is that this village can be a crossing area for adventure tourism and nature tourism enthusiasts, trekking to Cilengkrang Valley can be an alternative for tourists who like challenges of about 2.3–3 km by tracing the forest path, so that activity of observing flora and fauna, soaking in hot springs is also part of series of nature tourism experiences. In addition to offering a variety of activities, Pajambon Tourism Village also develops tourism experiences through use of diverse natural landscapes, including conservation forest areas, rivers, waterfalls, hot springs, agricultural land, mountain panoramas and relatively shady areas with a rural atmosphere. For historical tourism, there is Patilasan Arya Kamuning and Tomb of Great-Grandfather is an attraction that provides a historical, spiritual, and cultural dimension to Pajambon Tourism Village. This site is located around the border of Pajambon Tourism Village with Mount Ciremai National Park (TNGC) area and is related to the figure of Prince Arya Kemuning, who in local tradition is known as the son of Sunan Gunung Jati as well as an important figure in the development of Islam in Kuningan Regency area and the Great-Grandfather Tomb is a place for the community to remember the history and ancestral traces of Pajambon Village.

The people of Pajambon Village also use products of Guava fruit plantation as MSME products. Guava Juice and Red Guava Dodol, a signature traditional local delicacy made from guava fruit are the products of leading plantations from Pajambon Village since 2008. Currently, red guava dodol a signature local delicacy made from fresh red guava harvested by local farmers and produced using traditional recipes, it offers visitors an authentic taste of the region while supporting the local economy. Red Guava products are still produced individually, but their distribution has been carried out through PWKT MSMEs in Pajambon Village for tourists who come and markets around Pajambon Village.

2. Amenity

Pajambon Tourism Village has provided facilities for tourism activities that can support experience and comfort of tourists and provide various amenities that support comfort of tourists at each tourist attraction. At Agrowisata Pakuwon, there are food and drink stalls, bathrooms, prayer rooms, children play pools, gazebos, park benches, camping areas, and papalidan equipment in the form of buoyancy tires. In addition, this area is supported by the availability of clean water sourced from Village Water Supply and Regional Water Utility, as well as the existence of local MSMEs that provide heavy meals and snacks for visitors.

Meanwhile, Cilengkrang Valley is equipped with ticket counters, hawker stalls, eight bathrooms spread across several points, gazebos, hot springs, camping areas, trekking trail maps, and interpretive media in the form of fauna information boards. However, limited lighting along route caused tourism operations to be limited to 5 pm to maintain the safety of visitors. Guava Garden is still a tourism potential that has not been supported by adequate amenities, so provision of basic facilities such as signage is needed to facilitate access and increase tourist comfort.

3. Accesibility

Pajambon Tourism Village can be reached from several main directions both by tourists from the Ciayumajakuning (Cirebon, Indramayu, Majalengka, Kuningan) area and from Bandung and Jakarta, namely from center of Kuningan City through Kuningan-Cirebon

Highway. From direction of Cirebon City, it can be accessed through Cirebon-Kuningan highway to Kramatmulya District following the directions to Pajambon Village. From the direction of Majalengka Regency, it can be accessed through Jalaksana or Kuningan Ring Road. From the direction of Bandung City, it can be accessed via Cisumdawu Toll Road to Majalengka, then continued to Kuningan Regency via National Road. Other alternatives can be accessed through Sumedang–Cadas Pangeran–Majalengka–Kuningan Road. From the direction of Jakarta, it can be accessed via Cipali Toll Road, exit at the Ciperna or Kertajati Toll Gate, then continue the journey to Majalengka-Kuningan-Kramatmulya.

The quality of paved road with a rather steep road contour because this village is located in a hilly area. There is no public transportation available, for public mobility using private vehicles or rented vehicles. For tourists and people who want to go around the village, they can use ojeg tours.

Analysis

To measure development of memorable tourism experiences of special interest tourism products in Pajambon Tourism Village, in this study an analysis of destination products was used which was integrated with the analysis of special interest tourism products (Brahmantyo et al, 2017, Morrison, 2019). Destination product components consist of attractions, activities, accessibility, amenities, ancillary services, and tour packages. The criteria for special interest tourism products consist of learning, rewarding, enriching, and adventuring.

This approach is done to identify the extent to which the destination products that are already available can provide an experience that suits the characteristics of special interest travelers. The memorable tourism experience scale is used with the aim of measuring the quality of tourism experiences in the MTE dimension consisting of hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge.

The analysis was continued using SWOT and TOWS analysis. SWOT analysis is the identification of various internal and external factors. This analysis is based on a logic that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats (Rangkuti, 2015:21). The TOWS Matrix is used for the purpose of compiling priority strategies based on SWOT results in order to produce a systematic formulation of a strategy for the development of a tourist destination.

Table 2. Analysis of Destination Products and Special Interest Tourism

Destination Product Components (Morrison, 2019)	Findings	Characteristics of Special Interest Tourism (Brahmantyo et al., 2017)	Analysis
Attraction	It has main attractions in form of Cilengkrang Valley (waterfalls, hot springs, trekking), conservation area of Mount Ciremai National Park, Pakuwon Agrotourism with attraction of red guava gardens and various fresh vegetables as potential agro tourism, Petilasan Arya	Learning, Adventuring	Availability of diverse attractions can provide tourists with a natural exploration experience as well as learning about local conservation, agriculture, and history.



	Kamuning and Great-Grandfather Tomb.		
Activity	Tourist activities include trekking, <i>papalidan</i> (river tubing), soaking in hot springs, camping, enjoying the panorama, studying flora and fauna, agricultural education, historical tourism, nature photography, and local culinary tourism.	Adventuring, Learning, Rewarding	Activities are participatory so as to create a challenging, educational, and fun experience according to the characteristics of special interest tourism.
Accessibility	It is easily accessible from the cities of Bandung, Jakarta, Kuningan, Cirebon, Majalengka and Central Java Province through national roads and across districts which are quite good. Access to the attractions of Cilengkrang Valley requires trekking so that it becomes part of tourist experience.	Adventuring	The process of traveling to attractions becomes part of tourist experience so as to strengthen the element of adventure and exploration.
Amenities	There are parking areas, prayer rooms, toilets, gazebos, camping grounds, food stalls, MSMEs, ticket counters, interpretation boards, and hot springs.	Rewarding, Learning	The available amenities have supported the convenience of tourists, but improved interpretation and information facilities are needed to enrich learning experience and increase tourist satisfaction.
Support Services	Tourism activities are supported by Pajambon Village Government, Pajambon Tourism Village Pokdarwis, the Mount Ciremai National Park Management Authority, MSME actors, and community groups.	Enriching	Collaboration between stakeholders supports community-based tourism so that tourists gain cultural experience, social interaction, and understanding of the lives of local communities.
Program Activity	Program activity are still simple and have not fully integrated natural, agro, cultural, and pilgrimage tourism in one experience package.	Rewarding, Learning, Enriching, Adventuring	The potential integration of trekking, <i>papalidan</i> , hot springs, agro-tourism, culinary, and Petilasan Arya Kamuning and Tomb of Great-Grandfather can produce more comprehensive special interest tour packages and increase tourist satisfaction and experience.

Pajambon Tourism Village has a fairly good complement of destination products, but development of destination products is still limited to providing attractions, while integration of experiences between attractions is still not optimal. From this potential, it can be developed into an experience-based tourism activity program that connects all attractions in one travel flow.

Based on the component aspects that have been analyzed, the results show that tourism

products of Pajambon Tourism Village have met the four main characteristics of special interest tourism. Learning characteristics are realized through learning experiences about conservation, agriculture, and local history; adventuring is seen in trekking, papalidan (river tubing), and exploration of natural areas; enriching can be seen from interaction with the community and understanding of local culture; Meanwhile, rewarding is obtained through the integration of adventure, relaxation, and educational experiences that provide satisfaction and a deep impression for tourists. However, development of integrated tour packages, improvement of interpretation media, and strengthening of narrative of experience still need to be improved so that all components of destination products are able to produce a more complete and memorable experience.

Table 3. MTE based SWOT analysis

SWOT Factors	Findings	Affected MTE Dimensions	Influence on the Traveller Experience
Strength	a. A variety of attractions in the form of Cilengkrang Valley, Pakuwon Agrotourism, Arya Kamuning Petilasan and Great-Grandfather Tomb.	Novelty, Involvement	a. The variety of attractions provides a unique experience and encourages the involvement of tourists in various activities.
	b. Trekking tourism activities, papalidan (river tubing), soaking in hot springs, camping, enjoying the panorama, studying flora and fauna, agricultural education, historical tourism, nature photography, and local culinary tourism.	Hedonism, Refreshment, Involvement	b. Activities provide a sensation of adventure, relaxation, and increase tourist participation.
	c. The Conservation Area of Mount Ciremai National Park, the rural atmosphere of Pajambon Tourism Village and the beauty of the natural panorama of Mount Ciremai.	Refreshment, Meaningfulness	c. The natural environment creates a calm atmosphere, enhancing the quality of relaxation and appreciation of nature.
	d. Community-based tourism management through Pokdarwis and local MSME actors.	Local Culture, Meaningfulness	d. Interaction with the community reinforces cultural experiences and provides authentic value.
	e. Pajambon Village is a BRILiaN Village with institutional strengthening, innovation, and collaboration between village economic clusters.	Meaningfulness, Local Culture, and Knowledge	e. Destination management is more integrated, supports authentic experiences, and enriches tourists' interaction with local communities and potential.
Weakness	a. Digital promotion is still oriented to tourist attractions, not to tourist experiences.	Novelty	a. The uniqueness of the tourist experience has not been conveyed optimally to prospective tourists.
	b. Tourism activity programs have not been integrated between attractions.	Novelty, Meaningfulness, Refreshment,	b. The tourist experience is still fragmented so that tourists have not yet



	c. Signage and lane lighting are still limited.	Involvement	gained a complete experience.
	d. Security and visitor safety facilities in the Cilengkrang Valley have not been developed optimally.	Refreshment, Involvement	c. Reduce comfort and a sense of security while enjoying tourist activities.
	e. Interpretation and storytelling media are still limited.	Knowledge, Meaningfulness	d. Reduce comfort and a sense of security while enjoying tourist activities.
			e. The educational potential regarding conservation, history, and culture has not been conveyed optimally.
Threats	a. Environmental damage due to increased tourist visits.	Refreshment, Meaningfulness	a. Degrading environmental quality can reduce the comfort and value of nature-based experiences.
	b. Weather changes that affect outdoor activities.	Hedonism, Involvement	b. Activities such as trekking, camping, and papalidan have the potential to be disrupted, affecting tourist satisfaction.
	c. Competition with other tourist villages in Kuningan Regency. Especially those that have products with the same appeal.	Novelty	c. Destinations need to have experience differentiation to stay competitive.
	d. Changes in tourist preferences.	All MTE dimensions	d. Destination products need to continue to innovate to remain relevant to the needs of tourists.
Opportunity	a. Increasing tourist interest in wellness tourism and ecotourism.	Refreshment, Meaningfulness	a. Hot springs and conservation areas can be developed into health and relaxation tourism products.
	b. The increasing trend of experience-based tourism and special interest tourism.	Novelty, Involvement	b. Opening up opportunities for the development of more innovative experience-based tourism activity programs.
	c. Community and village government support for the development of tourist villages.	All MTE dimensions	c. Opportunities to improve the quality of products, facilities, and services that support the tourist experience.
	d. The development of digital media and experience-based marketing.	Novelty, Local Culture	d. Facilitate the promotion of authentic experiences through digital content and storytelling.

Each SWOT factor is analyzed using the MTE dimensional base. An MTE-based SWOT analysis that aims to see the influence of the MTE dimension on the condition of destination products and its influence on the quality of the tourist experience in Pajambon Tourism Village. The results of the analysis show that Pajambon Tourism Village has met almost all dimensions of MTE. The most dominant dimensions are refreshment, involvement, and novelty because tourism activities involve direct interaction with nature. Meanwhile, the dimensions of knowledge and meaningfulness can still be strengthened through the development of interpretation programs, tour guide training, and the provision of more interactive educational media.

Pajambon Tourism Village has the main strength of the village's potential in the form of natural resources and a diversity of tourism activities that are able to support the creation of memorable tourism experiences. The weakness factors are still found in the aspects of product packaging, tourism interpretation, and the provision of supporting facilities. On the other hand, the increasing trend of experience-based tourism and natural tourism is a strategic opportunity to develop more innovative special interest tourism products. Therefore, the development strategy needs to be directed at the integration of tourism activity programs, improving the quality of interpretation, strengthening digital promotion, and sustainable destination management in order to increase competitiveness while maintaining the quality of the tourist experience.

Table 4. Matrix TOWS

Strategy	Strategy Formulation	Improved MTE dimensions
SO (Strength- Opportunity)	a. Developing a wellness tourism activity program based on natural hot springs combined with forest bathing, forest healing and light trekking activities.	Refreshment, Hedonism
	b. Developing a special interest-based tourism activity program based on experience (One Day Experience) that integrates Cilengkrang Valley trekking, papalidan (river tubing), soaking in hot springs, agrotourism, culinary tourism, and historical tourism activities of Petilasan Arya Kamuning and Tomb of Great-Grandfather.	Novelty, Involvement, Meaningfulness
	c. Strengthening the collaboration of the Village Government, Pokdarwis, Gunung Ciremai National Park Office, MSMEs, and academics in the preparation of experience-based tour packages.	Meaningfulness, Local Culture
	d. Optimizing digital promotion through storytelling of tourist experiences, local culture, and the uniqueness of conservation areas.	Novelty, Local Culture
WO (Weakness- Opportunity)	a. Improving the competence of tour guides through interpretation training, storytelling, and experience-based services.	Knowledge, Local Culture, Meaningfulness
	b. Utilizing social media to present informational content of tourism activity programs and tourist experiences rather than just promoting tourist attractions.	Novelty, Hedonism
	c. Develop conservation and agro-tourism educational tourism activity programs for students, students, and communities.	Knowledge, Involvement
		Knowledge,



	d.	Compiling an interpretive trail complete with information boards, QR Codes, and digital media regarding local flora, fauna, history, and agriculture.	Meaningfulness
ST (Strength- Threat)	a.	Develop conservation education programs for tourists as part of the travel experience.	Knowledge, Meaningfulness
	b.	Developing the differentiation of tourism products based on conservation, culture, and community experience as a competitive advantage compared to other tourism villages in Kuningan Regency.	Novelty, Local Culture
	c.	Establish carrying capacity for trekking, camping, and river tubing activities to maintain water quality and the environment and tourist experience.	Refreshment, Meaningfulness
	d.	Prepare service blueprints and safety operational procedures standards for natural tourism and adventure activities.	Hedonism, Involvement
WT (Weakness- Threat)	a.	Develop tourism activity program innovations periodically according to tourism trends of special interests and tourist needs.	Novelty, Rewarding (experiential satisfaction)
	b.	Conduct periodic evaluation of tourist satisfaction using the Memorable Tourism Experience (MTE) dimension.	All MTE dimension
	c.	Develop service quality standards for all managers and MSME actors in tourism villages.	Hedonism, Local Culture
	d.	Complementing amenities in the form of signage, lane lighting, rest areas, and safety facilities to increase the comfort of tourists.	Refreshment, Involvement

The results of TOWS analysis show that the strategy for developing special interest tourism products in Pajambon Tourism Village needs to be directed at optimizing the strength of destinations to take advantage of available opportunities. The development strategy is geared towards creating a more integrated and tourist-oriented tourism experience. The implementation of this strategy is expected to be able to improve all dimensions of MTE so that Pajambon Tourism Village has special interest tourism products that are more competitive, sustainable, and able to provide a memorable tourism experience.

CONCLUSION

Pajambon Tourism Village as one of the villages in Kramatmulya District, Kuningan Regency is a developing tourist village that has quite good natural and cultural potential, the potential for natural attractions has its own allure, beautiful scenery and relatively shady areas with a relatively still maintained rural atmosphere. This is a special attraction for tourists from urban areas.

The status as a BRILiaN Village provides strategic value for the development of Pajambon Tourism Village because it can strengthen institutional capacity, collaboration between stakeholders, and integrated village economic cluster management. The development of the Pajambon Tourism Village tourism cluster which includes the Cilengkrang Valley, Pakuwon Agrotourism, and various MSME products is a strong basis in creating special interest tourism products that are experience-based tourism. The status and recognition as a BRILiaN Village is not only an indicator of the success of village governance,

but also supports increasing the competitiveness of destinations through the development of destination products that are innovative, sustainable, and able to produce memorable tourism experiences for tourists.

The use of the potential of the village which is a tourist attraction developed through the dimension of memorable tourism experience in Pajambon Tourism Village is a form of developing tourism products and services for visitors who have special interests who want to travel to Pajambon Village. The need for human resource development, in this case the local community who will manage these services and services and increase interaction between tourists and tourism actors in Pajambon Tourism Village.

It is hoped that the development of memorable tourism experiences of special interest tourism products in Pajambon Tourism Village can be a form of development of experience-based destination products as well as the provision of product and service services for tourists who visit Pajambon Tourism Village.

RECOMMENDATIONS

The development of memorable tourism experiences of special interest tourism products in Pajambon Tourism Village has not been fully developed, but seeing the potential for natural resources and communities that have enthusiasm in developing tourism, in the early stages of development that need to be carried out are:

- a. Conducting socialization or debriefing to the community about the benefit of tourism development.
- b. Understanding of tourism business products and services as well as how to package experiential and tourism activity programs and marketing them.
- c. Training on the preparation of a series of tourism activity programs in Pajambon Tourism Village Human resource training involving Village Officials, Pokdarwis, Youth Organizations, Tourism Business Managers and Communities involved in tourism activities.
- d. Preparation and training of a series of outdoor game activities (outdoor games).
- e. Visitor safety and security training during the operation of the tourism activity program for the local community who act as local guides and service divisions in the front stage and back stage (who interact directly with prospective tourists and tourists).
- f. Training in the preparation of service blueprints and standard operational procedures for tourism products and services.

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