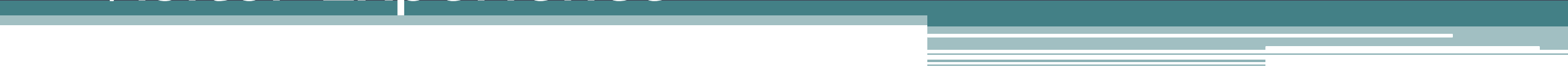


Visitor Experience



Kuliah Perencanaan & Pengelolaan Wisata Budaya
Dosen: Devi Kausar

Visitor Experience

- Visitor experience is a cognitive and affective process that happens within the visitor
- Adalah rangkaian pengalaman konsumen/wisatawan dan proses kognitif dan afektif yang dialami oleh pengunjung/wisatawan
- Pengalaman pengunjung dapat dikaitkan dengan keterlibatan rasional, emosional, sensorik, fisik atau bahkan, spiritual
- Pengalaman pengunjung bersifat personal sehingga tidak dapat dikendalikan secara penuh oleh pengelola daya tarik atau destinasi

Visitor Experience

- Konsep visitor experience merupakan turunan dari konsep consumer experience yang mempunyai definisi:
 - "keseluruhan perjalanan emosional, kognitif, dan fisik yang dialami oleh konsumen sebelum, saat, dan setelah mereka berinteraksi dengan produk, jasa, atau merek."

Visitor Experience Management Components

Pre-visit

- Managing how visitors discover, plan and book
- Managing how visitors access the attraction

During visit

- Managing the visitor experience at the attraction

Post visit

- Managing visitor's reflection & memory of their experience

Komponen Visitor/Consumer Experience

1. **Sebelum (Pre-purchase):**

Proses pencarian informasi, evaluasi alternatif, dan pengambilan keputusan.

Contoh: Eksplorasi melalui situs web, media sosial, ulasan pelanggan, atau interaksi awal dengan merek.

2. **Saat (Purchase/Usage):**

Pengalaman langsung ketika konsumen menggunakan atau berinteraksi dengan produk atau layanan.

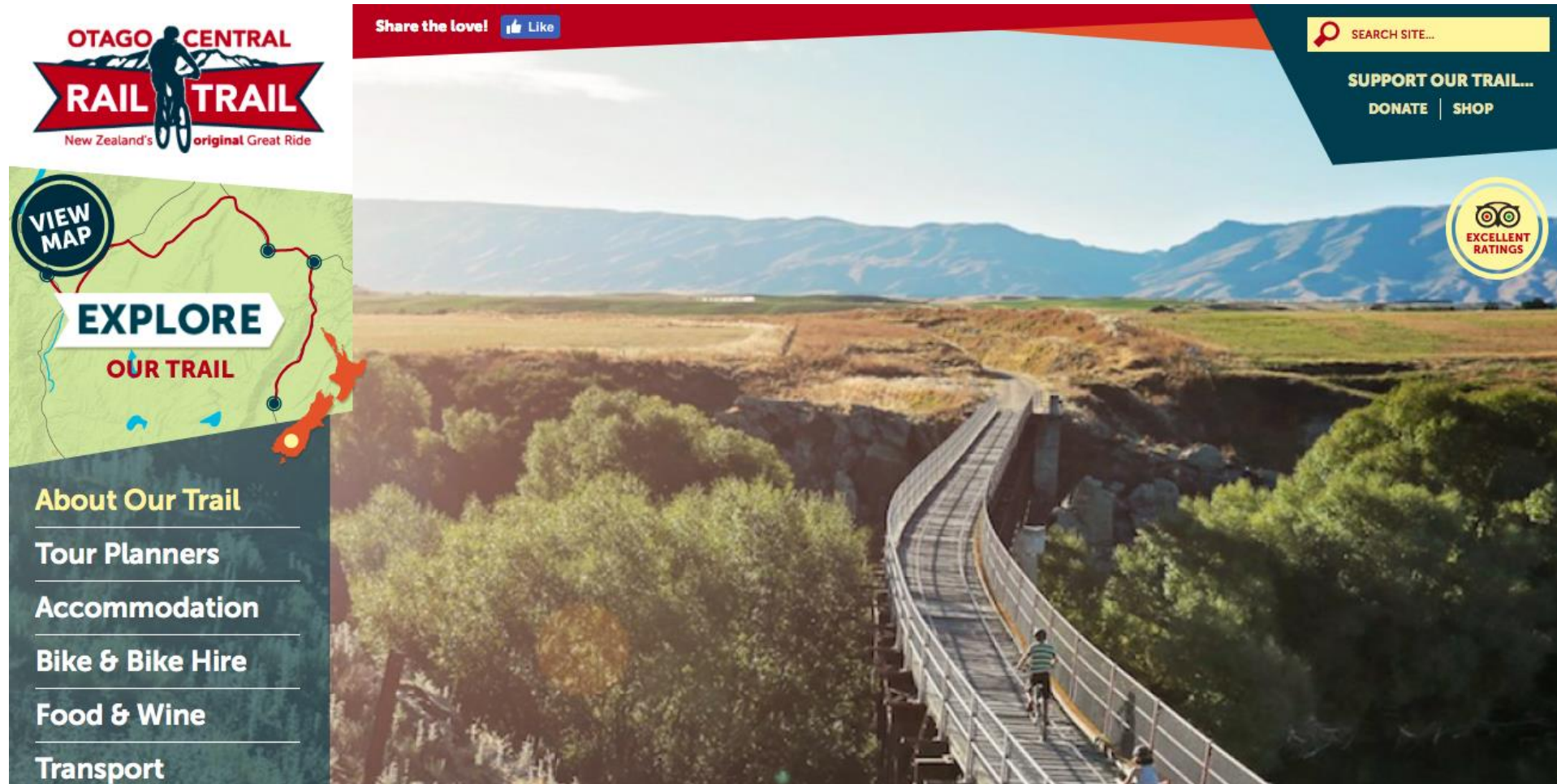
Contoh: Kemudahan membeli, kecepatan pengiriman, pengalaman fisik menggunakan produk, atau menerima layanan.

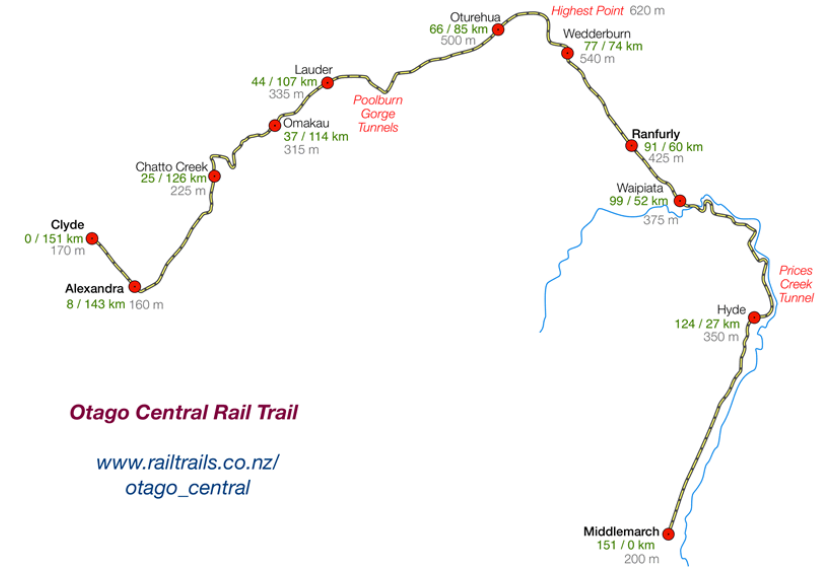
3. **Setelah (Post-purchase):**

Refleksi, kepuasan, atau ketidakpuasan yang dirasakan setelah pembelian.

Contoh: Layanan purna jual, dukungan pelanggan, tingkat loyalitas, atau bahkan rekomendasi kepada orang lain.

Studi Kasus Otago Central Rail Trail, New Zealand





Otago Central Rail Trail adalah jalur wisata sepeda sepanjang 152 km, merupakan jalur wisata sepeda pertama di New Zealand

Managing how visitors discover, plan and book



EXPLORE
OUR TRAIL

- About Our Trail
- Tour Planners**
- Accommodation
- Bike & Bike Hire
- Food & Wine
- Transport

Share the love! 



Tour Planners

SHARE 

Location:

Category:

Price:

GO 

Qualmark:

Keyword:



TRAIL JOURNEYS

The original itinerary planner, bike hire and transport provider when ...[READ MORE](#)



SHEBIKESHEBIKES

At shebikeshebikes we've built our family business around a simple pri...[READ MORE](#)



CYCLE SURGERY ITINERARY S...

Make it EASY - let the professionals at Cycle Surgery do the work so a...[READ MORE](#)

Bike & Bike Hire

SHARE 

Location:

Category:

Price:

Qualmark:

Keyword:

GO
»



CYCLE SURGERY BIKE HIRE

The most comfortable hire bike on the Rail Trail
- Guaranteed! Cycle S...[READ MORE](#)



BIKE IT NOW! OUR BIKES

Bike It Now! is a bike tour planning, bike hire and bike retail compan...[READ MORE](#)



BIKE IT NOW! TOUR PLAN...

Bike It Now! is a bike tour planning, bike hire and bike retail compan...[READ MORE](#)



"The personal touch,
because it is all about you!"

Bike Hire

**Tour planning self guided
and supported**

**Door to door transfers
from Queenstown**

Bike It Now!
info@bikeitnow.co.nz
NZ 0800 245 366
Aus 1800 446 356



Best Bikes Guaranteed!

**BIKE HIRE
RAIL TRAIL
PACKAGES
SHUTTLE SERVICE
LUGGAGE
TRANSFERS**

Custom
Designed
E-Bikes!

**CYCLE
SURGERY**
cyclesurgery.co.nz
book online!

0800 292 534
INT: 0064 3464 3630
email us today:
hire@cyclesurgery.co.nz



**Bike Hire
Luggage Transfers
Shuttle Services
Independent Tours
Guided Tours**



**CUSTOM MADE
AVANTI BIKES**

"Lightweight - Reliable"

call 0800 030 381
www.trailjourneys.co.nz



- ✓ Bike hire
- ✓ Itineraries
- ✓ Bag transport
- ✓ Passenger transport

Budget to Luxury
Singles to large groups
Family friendly

Making it easy
for you



shebikeshebikes.co.nz
+64 3 447 3271

Managing how visitors access the attraction

Road



You can access each end of the Trail easily by road (from several directions) and there are numerous places and stations along the Trail where the road crosses or meets it.

Some people park their vehicle at one end of the Trail and arrange transport back. There is public parking for your vehicles at each end of the Trail, and also at some stations along the way, if you want to just do part of the Trail. Some bike hire operators also have their own depots at different points along the Trail for bikes, and they provide car parking and storage. Secure parking is also provided at some accommodation places – some will cater for non-guests, for a small fee.

Transport

SHARE

Whether you need to book your travel to and from the Trail - or help with transporting yourself and your luggage along the Trail - there are a variety of services for you to choose from.

PLANNING YOUR TRANSPORT



GENERAL

The Trail is free to use - you can choose where you go, what to do, an...[READ MORE](#)



TO / FROM MIDDLEMARCH

The quickest way to reach Middlemarch is by road from Dunedin via S/Hi...[READ MORE](#)



TO / FROM CLYDE

Clyde is the beginning – or the end – of the Otago Central Rail Trail ...[READ MORE](#)

Mengelola “pre-visit” experience, contoh dari Alhambra



Each visitor, regardless of their age, must carry their own entrance, which will be issued individually and will be required to keep it until the exit of the monument visited. Tickets sell out quickly so it is best to buy tickets at least one month before your visit.

From our pages, you can book all kinds of visits to the Alhambra.

From our pages, you can book all kinds of visits to the Alhambra.



TICKETS ALHAMBRA

Information about the entrances to the Alhambra in Granada. Types, prices, hours, buy visit with ticket.



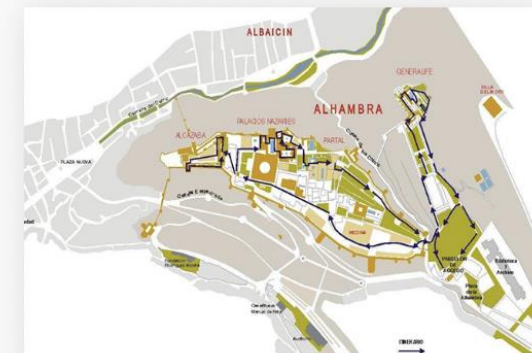
HOW TO GET?

You can reach the Alhambra by car or private transport, by bus, taxi or if you prefer, on foot.



ACCESS TO THE ALHAMBRA

Where to enter the monumental complex of the Alhambra in Granada. All entrance doors.



ITINERARY OF THE ALHAMBRA

Organize the visit of the Alhambra according to the time of entry to the Nasrid Palaces.



MAPS AND PLANS

Maps, plans and aerial views of the



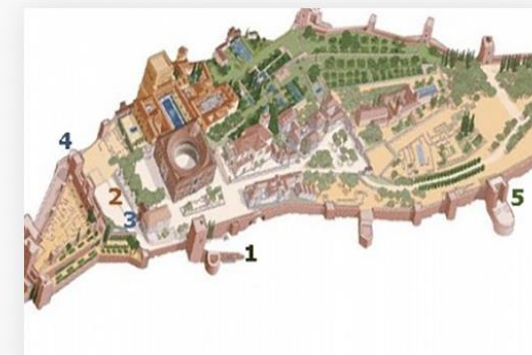
INTERACTIVE MAP

Interactive map and 3D virtual tour



HISTORY OF THE ALHAMBRA

The origin and creation of the



GUIDE OF THE ALHAMBRA

What to see in the Alhambra in

Managing the visitor experience at the attraction (during visit)



Organization of the visit

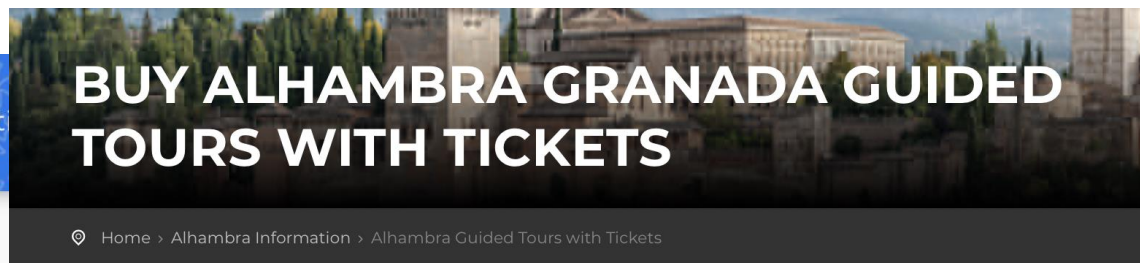
The recommended itinerary has a duration of approximately 3 hours and a length of 3.5 km.

The order of visit of the different parts of the monument must be done according to the time indicated to access the Nasrid Palaces. The recommended order to follow would be one of these:

- Alcazaba-Palaces-Generalife.
- Palaces-Alcazaba-Generalife.
- Generalife-Alcazaba-Palaces.

Any other travel order is less effective.

If you have time, you can also visit the Museums, Fine Arts and the Alhambra and the Presentation Room of Carlos V. The Gate of Justice, the Alhambra forest, as well as any other enclosure that, temporarily public; (Each month the monument opens spaces that are usually closed, ask in the Access Pavilion).



About the Alhambra Tickets

- For reasons of preservation and quality of the visit the number of daily tickets to the Alhambra is limited.
- Due to high demand and limited the number of visitors per day are recommended to purchase them in advance.
- The tickets are valid only for the day they were acquired.
- The hours of access to different parts of the Alhambra will be governed according to the ticket type that has been acquired.
- Is printed on the ticket when entering the Nazaries Palaces. This time must be strictly respected, otherwise you lose the right of access to them without appropriate refund of the price paid.
- It is advisable to collect your reservation at least one hour before the time of entry to the Nasrid Palaces.

Alhambra / Nasrid Palaces / Generalife / Carlos V Palace / Bath of the Mosque

- **Day Visit:** from 08:30 to 18:00 (from October 15 to March 31).
from 08:00 to 20:00 (from April 1 to October 14).

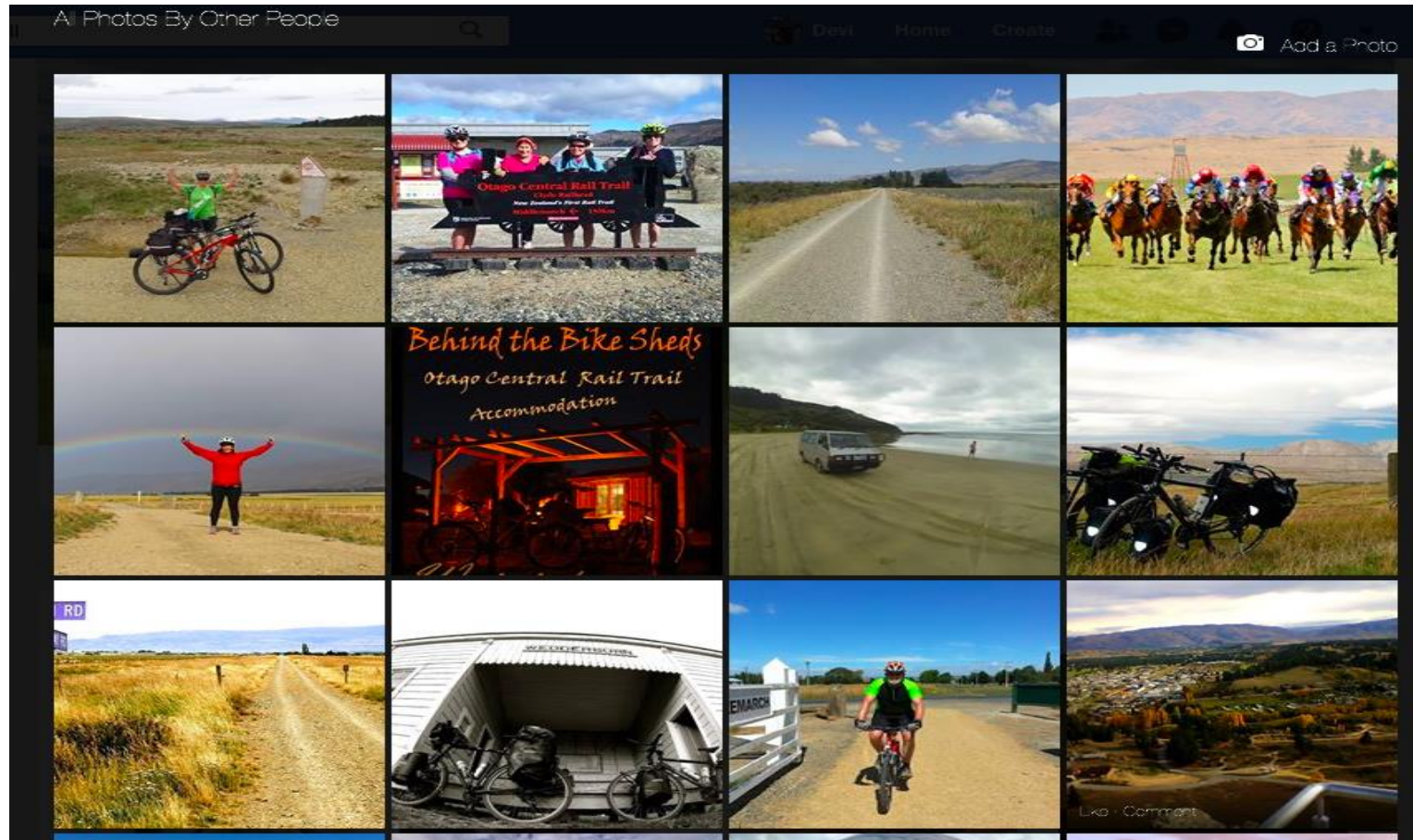
Audio guide, ticket vending machine, self guided tour with smartphone



Managing the visitor experience at the attraction

- Tiga proses pengelolaan yang berpengaruh terhadap kualitas pengalaman wisatawan di OCRT:
 - Pemeliharaan jalur wisata sepeda
 - Penyelesaian permasalahan pengelolaan melalui forum pengelolaan OCRT
 - Keterlibatan tour operator swasta yang menyediakan produk dan jasa di sepanjang jalur wisata sepeda

Managing visitor's reflection & memory of their experience (post-visit)



Recent Reviews

Write a Review

Greenkandy

18 reviews

"Fantastic trip"



Reviewed October 14, 2018

Highly recommend & if you are not fit ebikes are the best! We did this early October & were prepared for all weather. Luckily it was sunny everyday with no wind or rain. ... [MORE](#)

JulieDL68

8 reviews

Blenheim, New Zealand

"Great family time"



Reviewed October 11, 2018

Fabulous family time had by myself, husband and 14 yr old daughter (her choice for the trip). We traveled from Middlemarch to Clyde against the general flow of traffic. In fact we didn't... [MORE](#)

storkassistant

6 reviews

Auckland, New Zealand

"A great experience all round"



Reviewed September 28, 2018

Having made all our bookings well in advance through Trail Journey's, we were able to really relax and enjoy the ride from beginning to end. The accommodation was great - ... [MORE](#)

Matthew W

46 reviews

Sydney, Australia

"Wonderful - for all ages"



Reviewed September 19, 2018

We aimed to ride the trail over 3 days. Day 1 Clyde to Lauder, was tough. Amazing scenery, well