

## Event-Based Tourism and Destination Competitiveness: A Study of the Pandawa Festival at Pandawa Beach, Bali-Indonesia

Ida Ayu Dyana Prawerti\*<sup>1</sup>, Putu Yunita Wacana Sari<sup>2</sup>, I Gusti Ngurah Putu Dedy Wirawan<sup>3</sup>

<sup>1</sup>Universitas Hindu Negeri I Gusti Bagus Sugriwa Denpasar, Indonesia

<sup>2</sup>Politeknik Negeri Bali, Indonesia

<sup>3</sup>Dinas Pariwisata Kabupaten Badung-Bali, Indonesia

e-mail: [idaayudyanaap@uhnsugriwa.ac.id](mailto:idaayudyanaap@uhnsugriwa.ac.id)

Article History	Abstract
Received: 08 May 2026 Accepted: 18 June 2026 Published: 27 June 2026	<p><i>This study investigates the role of event-based tourism in enhancing destination competitiveness, with a case study of the Semarak Pandawa Festival at Pandawa Beach, Badung, Bali, Indonesia. A sequential exploratory mixed methods design was employed, combining in-depth interviews with five key informants selected through purposive sampling, participatory observation, and a survey of 200 festival visitors using accidental sampling with daily quotas. A 20-item questionnaire adapted from Dwyer and Kim's (2003) destination competitiveness framework measured four dimensions: event attractiveness, visitor experience quality, destination image, and perceived economic value. Findings indicate a combined mean score of 4.13 (high category), confirming the festival's positive contribution to all four dimensions of destination competitiveness. Visitor experience quality recorded the highest score (M = 4.31), while perceived economic value scored lowest (M = 3.87), highlighting price inconsistency and infrastructure limitations as key areas for improvement. This study extends the Dwyer-Kim framework by demonstrating that community-managed cultural festivals serve as core competitive assets in post-pandemic destination recovery, offering applicable insights for event-based destination management.</i></p> <p><b>Keywords:</b> <i>event-based tourism, destination competitiveness, pandawa festival, mixed methods, post-pandemic tourism, Bali</i></p>



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)

### INTRODUCTION

In recent years, event-based tourism has emerged as a key strategy for enhancing destination competitiveness, particularly amidst the increasingly complex dynamics of global competition. The transformation of the tourism industry indicates that destinations no longer rely solely on natural and cultural resources as their main attractions, but also on their ability to create unique experiences through the organisation of events (Kwon, 2022). The organisation of festivals, cultural performances, and themed attractions is not only capable of attracting tourist visits in the short term, but also contributes to the formation of a destination's image, the extension of length of stay, and an increase in tourist expenditure (Getz & Page, 2016). In the context of Southeast Asia, event-based tourism is increasingly gaining attention as a mechanism for destination differentiation amidst increasingly fierce regional competition Wise (2021).

The relevance of this approach is becoming increasingly apparent in the context of Bali, as Indonesia's premier tourist destination, facing significant competitive pressure during the post-pandemic recovery phase. The COVID-19 pandemic fundamentally altered tourism demand patterns and intensified competition among destinations seeking to regain market share (Sigala, 2020; Sharma et al., 2021; Hidayatullah et al., 2022; UNWTO, 2023). As a result, destinations are increasingly required to diversify their tourism products and develop distinctive experiences capable of strengthening destination attractiveness beyond traditional sun-and-beach tourism (Chen, 2022; Marimuthu, 2021; Purwadi et al., 2023; Salendra et al., 2024). Data from the Bali Provincial Central Statistics Agency indicate that international tourist arrivals had not fully recovered to pre-pandemic levels in 2023, highlighting the need for innovative strategies that can simultaneously support tourism recovery, destination branding, and local economic development. In this context, the Semarak Pandawa Festival serves as an important example of how community-based cultural events can function as strategic tourism assets while preserving local cultural identity (Prastyo et al., 2025; Salendra et al., 2024; Siryayasa et al., 2024).

Although the relationship between tourism events and destination competitiveness has been widely discussed in the literature, several important gaps remain. Existing studies have predominantly focused on the economic impacts of events, visitor satisfaction, destination image formation, or festival management effectiveness (Getz, 2010; Uslu et al., 2025; Purwadi et al., 2023; Siryayasa et al., 2024). While these studies provide valuable insights into the benefits of event tourism, they often treat festivals primarily as promotional tools rather than as integrated components of destination competitiveness systems (Chen, 2022; Prastyo et al., 2025). Moreover, empirical applications of destination competitiveness frameworks remain largely concentrated on national or regional destinations, with limited attention given to community-managed cultural festivals operating at the local destination level (Deliana & Prajnanta, 2023; Ariyanto et al., 2026). As a consequence, the mechanisms through which locally organised cultural festivals contribute to multiple dimensions of destination competitiveness remain insufficiently understood.

A further limitation concerns the application of the Dwyer and Kim (2003) destination competitiveness framework. Previous studies have extensively used this framework to evaluate destination performance, tourism resources, infrastructure, and management systems (Deliana & Prajnanta, 2023; Ariyanto et al., 2026). However, relatively few studies have examined how a recurring community-managed cultural festival functions simultaneously as a core resource, destination image builder, experience enhancer, and economic value creator within the competitiveness framework (Salendra et al., 2024; Prastyo et al., 2025; Purwadi et al., 2023). This theoretical gap is particularly relevant in emerging tourism destinations where cultural festivals are increasingly employed as instruments of post-pandemic recovery and destination differentiation (Marimuthu, 2021; Hidayatullah et al., 2023; Chen, 2022).

The study contributes theoretically in three important ways. First, it extends Dwyer and Kim's (2003) destination competitiveness framework by demonstrating that community-based cultural festivals can function not merely as promotional activities but as strategic competitiveness assets capable of enhancing experiential value and destination differentiation.

Second, it provides contextual validation of the framework within a Southeast Asian cultural tourism setting, thereby expanding its applicability beyond conventional destination management and infrastructure-oriented perspectives. Third, the study refines current understandings of event-based tourism competitiveness by highlighting the critical roles of cultural authenticity, community participation, and stakeholder collaboration as mechanisms through which festivals generate competitive advantages for destinations.

This study therefore aims to analyse the role of event-based tourism in enhancing destination competitiveness, using the Semarak Pandawa Festival at Pandawa Beach, Bali, as a case study. Specifically, the study addresses three research questions: (1) What are the characteristics and implementation of the Pandawa Festival as an event-based tourism initiative? (2) How does the festival contribute to the dimensions of destination competitiveness at Pandawa Beach? and (3) What factors facilitate and constrain the optimisation of the festival in strengthening destination competitiveness? By addressing these questions, the study contributes theoretically to event tourism and destination competitiveness literature while offering practical implications for the management of community-based cultural festivals in post-pandemic tourism destinations.

## **RESEARCH METHOD**

This study adopted a sequential exploratory mixed-methods design to investigate the contribution of the Semarak Pandawa Festival to destination competitiveness at Pandawa Beach, Bali. The selection of this design was based on the need to obtain a comprehensive understanding of the phenomenon by combining qualitative insights from key stakeholders with quantitative evaluations from festival visitors. Following the mixed-methods framework proposed by Creswell and Plano Clark (2018), the qualitative phase was conducted first to explore the characteristics, implementation processes, perceived benefits, and challenges associated with the festival. The findings from this phase subsequently informed the development and refinement of the quantitative instrument used in the second phase of the study.

The qualitative component involved in-depth interviews, participant observation, and document analysis. Five key informants were purposively selected based on their direct involvement in the planning, management, implementation, and governance of the festival. These informants consisted of the manager of Pandawa Beach, the chairperson of the festival organising committee, a representative of the Badung Regency Tourism Office, a local tourism business operator, and a community cultural leader. The selection of these participants was intended to capture multiple stakeholder perspectives regarding the festival's role in destination development and competitiveness. Data collection continued until thematic saturation was achieved, indicated by the recurrence of similar themes and the absence of substantially new information emerging from subsequent interviews. Interview sessions lasted between 45 and 90 minutes and were supported by field observations conducted throughout the festival period, as well as the examination of planning documents, promotional materials, and official reports related to the event.

Qualitative data were analysed using thematic analysis following the procedures proposed by Braun and Clarke (2006). The analysis began with data familiarisation, followed by open coding, theme generation, theme refinement, and interpretation. Particular attention was given to identifying themes related to destination attractiveness, visitor experiences, destination image, community participation, and local economic impacts. These themes were subsequently compared with the dimensions of destination competitiveness proposed by Dwyer and Kim (2003) to establish a conceptual foundation for the quantitative phase.

Building upon the qualitative findings, a structured questionnaire was developed to assess visitors' perceptions of the festival's contribution to destination competitiveness. The survey was administered during the eight-day implementation of the Semarak Pandawa Festival and involved 200 visitors selected through accidental sampling. To ensure representation throughout the event period, a quota of approximately 25 respondents per day was applied. Participants were required to be at least 17 years old, have attended the festival for a minimum of one full day, and voluntarily agree to participate in the study.

The questionnaire consisted of 20 measurement items adapted from the destination competitiveness framework developed by Dwyer and Kim (2003). The instrument was organised into four dimensions: event attractiveness, visitor experience quality, destination image, and perceived economic value. All items were measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Prior to data analysis, the measurement model was evaluated through Confirmatory Factor Analysis (CFA) using AMOS software to assess construct validity and reliability. Convergent validity was examined through standardised factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR), while internal consistency was assessed using Cronbach's alpha coefficients. Model fit was evaluated using multiple goodness-of-fit indices, including Chi-square/df (CMIN/DF), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA).

Quantitative data were analysed using SPSS version 26 and AMOS. Descriptive statistical techniques were employed to examine visitor perceptions across the four competitiveness dimensions, including mean scores, standard deviations, and distribution patterns. The quantitative findings were then integrated with qualitative results through a joint-display approach, allowing the comparison and synthesis of stakeholder perspectives and visitor evaluations. This integration process enabled the identification of convergent and complementary findings and provided a richer interpretation of the role of the Semarak Pandawa Festival in enhancing destination competitiveness.

The overall analytical framework was grounded in the destination competitiveness model of Dwyer and Kim (2003), which conceptualises competitiveness as a multidimensional construct shaped by destination resources, management practices, visitor experiences, and economic outcomes. By integrating qualitative stakeholder insights with quantitative visitor assessments, this study seeks to provide a more holistic understanding of how a community-based cultural festival contributes to destination competitiveness within the context of post-pandemic tourism recovery in Bali.

## RESULT AND DISCUSSION

### Tourist Characteristics

The survey was conducted amongst 200 tourists attending the Semarak Pandawa Festival. The majority of respondents were domestic tourists (68.7%), while international tourists accounted for 31.3% of the sample. Most respondents were aged between 22 and 35 years (54.3%), followed by those aged 36–50 years (28.7%). In terms of educational attainment, university graduates represented the largest proportion of respondents (71.3%), with private-sector employees (42.0%) and self-employed individuals (23.3%) constituting the dominant occupational groups.

Table 1. Tourist Characteristics (n = 200)

Variable	Category	Percentage (%)
Origin	Domestic	68.7
Origin	International	31.3
Age	22–35 years	54.3
Age	36–50 years	28.7
Education	University Graduate	71.3
Occupation	Private Employee	42.0
Occupation	Self-employed	23.3
Visit Motivation	Festival Participation	61.3
Previous Attendance	Repeat Visitor	53.2
Length of Stay	One Day	62.4
Festival-related Expenditure	Made Purchases	57.2

Source: Authors, 2025.

Beyond demographic characteristics, the survey also captured visitor behavioural profiles relevant to festival participation and destination competitiveness. The findings indicate that 61.3% of respondents identified the Semarak Pandawa Festival as one of the primary motivations for their visit to Pandawa Beach, suggesting that the event functions as an important pull factor beyond the destination's natural attractions. Furthermore, 46.8% of respondents reported attending the festival for the first time, while 53.2% had previously attended at least one edition of the event, indicating a relatively strong level of visitor retention and repeat participation.

Regarding travel purpose, cultural experience and festival participation emerged as the dominant motivations (58.5%), followed by leisure and recreation activities at Pandawa Beach (27.0%) and social interaction with friends or family (14.5%). In terms of length of stay, most respondents (62.4%) spent one full day at the festival, whereas 24.6% stayed for two days and 13.0% participated for three days or more. These findings suggest that the festival has the potential to extend visitor engagement beyond short-duration visits.

Visitor expenditure patterns further demonstrate the economic significance of the event. Approximately 57.2% of respondents reported spending on food and beverages, local products, handicrafts, and cultural performances during the festival. The average expenditure level was higher among visitors whose primary purpose was festival participation compared with those

visiting primarily for beach recreation. This finding indicates that the festival contributes not only to visitor attraction but also to local economic circulation and tourism spending.

Collectively, these behavioural characteristics suggest that the Semarak Pandawa Festival attracts a relatively educated visitor segment with strong interest in cultural experiences, generates repeat visitation, encourages longer stays, and stimulates local expenditure. These patterns provide an important contextual foundation for interpreting the festival's contribution to destination competitiveness in subsequent analyses.

### **Validity and Reliability Tests**

Prior to examining tourists' perceptions of the Semarak Pandawa Festival, the measurement instrument was evaluated to ensure its validity and reliability. As described in the methodology section, the questionnaire was developed based on the destination competitiveness framework proposed by Dwyer and Kim (2003) and comprised four latent constructs: event attractiveness, visitor experience quality, destination image, and perceived economic value. Confirmatory Factor Analysis (CFA) was employed to assess the adequacy of the measurement model and to verify whether the observed indicators adequately represented their respective constructs.

The CFA results indicate that all measurement items achieved standardised factor loadings above the recommended threshold of 0.60, ranging from 0.61 to 0.88 (Hair et al., 2019). These results suggest that the indicators demonstrate satisfactory convergent validity and adequately capture the dimensions of destination competitiveness investigated in this study. Furthermore, the Average Variance Extracted (AVE) values ranged from 0.53 to 0.62, exceeding the minimum acceptable criterion of 0.50. This finding indicates that each construct explains more than half of the variance of its indicators, thereby providing additional evidence of convergent validity.

Construct reliability was assessed using Composite Reliability (CR) and Cronbach's Alpha coefficients. The CR values ranged from 0.78 to 0.89, exceeding the recommended threshold of 0.70 and indicating satisfactory internal consistency among the measurement items. Similarly, Cronbach's Alpha values ranged from 0.78 to 0.83, confirming that all constructs possessed acceptable reliability for social science research. Among the four dimensions, Visitor Experience Quality exhibited the highest reliability (CR = 0.89), suggesting that respondents demonstrated relatively consistent evaluations regarding the experiential aspects of the festival.

Overall, the results confirm that the measurement model possesses adequate psychometric properties and is suitable for subsequent analysis. The satisfactory levels of convergent validity and reliability provide confidence that the four dimensions effectively represent tourists' perceptions of the festival's contribution to destination competitiveness. Consequently, the validated instrument serves as a robust basis for examining how event attractiveness, visitor experience quality, destination image, and perceived economic value contribute to the competitiveness of Pandawa Beach as a tourism destination.

Table 2. Confirmatory Factor Analysis Results

Construct	Loading Range	AVE	CR	Cronbach Alpha
Event Attractiveness	0.68–0.85	0.59	0.87	0.83
Visitor Experience Quality	0.65–0.88	0.62	0.89	0.81
Destination Image	0.63–0.84	0.57	0.85	0.80
Perceived Economic Value	0.61–0.81	0.53	0.78	0.78

Source: Authors' analysis, 2025.

Having established the validity and reliability of the measurement instrument, the analysis proceeds to examine the characteristics of festival visitors and their perceptions of the Semarak Pandawa Festival across the four dimensions of destination competitiveness. Understanding the profile of respondents is important because visitor characteristics may influence how the festival is experienced, evaluated, and interpreted within the broader context of destination competitiveness.

### **Tourists' Perceptions of Destination Competitiveness Dimensions**

Following the validation of the measurement instrument and the profiling of festival visitors, the study proceeded to examine tourists' perceptions of the Semarak Pandawa Festival across the four dimensions of destination competitiveness. The descriptive analysis indicates that all dimensions received positive evaluations from respondents (Table 3). Visitor Experience Quality recorded the highest mean score ( $M = 4.31$ ;  $SD = 0.52$ ), followed by Event Attractiveness ( $M = 4.24$ ;  $SD = 0.61$ ), Destination Image ( $M = 4.09$ ;  $SD = 0.58$ ), and Perceived Economic Value ( $M = 3.87$ ;  $SD = 0.71$ ). The overall mean score of 4.13 suggests that visitors generally perceived the festival as making a positive contribution to the competitiveness of Pandawa Beach as a tourism destination.

The relatively high score for Visitor Experience Quality indicates that tourists valued the experiential aspects of the festival, including cultural performances, event atmosphere, accessibility, and interactions with local communities. This finding supports previous studies suggesting that memorable tourism experiences constitute a critical source of destination competitiveness because they enhance visitor satisfaction and increase the likelihood of repeat visitation (Getz & Page, 2016). Similarly, the high rating for Event Attractiveness confirms that the festival successfully differentiated Pandawa Beach from competing coastal destinations by offering unique cultural experiences beyond conventional beach tourism.

While the descriptive findings provide an overview of visitor perceptions, additional inferential analyses were conducted to explore whether these perceptions differed across visitor segments. Independent-samples t-tests revealed that international visitors reported significantly higher evaluations of Destination Image and Event Attractiveness than domestic visitors ( $p < 0.05$ ). This finding suggests that international tourists may perceive the cultural authenticity and uniqueness of the festival more strongly, reinforcing its role as a destination-branding mechanism within the international tourism market.

Furthermore, one-way ANOVA results indicated significant differences across visitation experience groups. Repeat visitors demonstrated higher mean scores for Visitor Experience

Quality and Destination Image compared with first-time visitors ( $p < 0.05$ ). This pattern suggests that repeated exposure to the festival strengthens positive destination perceptions and contributes to the development of destination loyalty. The finding is consistent with the behavioural characteristics discussed in the previous section, where more than half of respondents had attended previous editions of the festival.

Additional analysis based on travel motivation also revealed that visitors whose primary purpose was festival participation assigned significantly higher ratings across all four competitiveness dimensions than those whose primary motivation was general beach recreation ( $p < 0.05$ ). This result highlights the strategic role of the festival as a core tourism attraction rather than merely a supplementary activity within the destination.

Collectively, these findings demonstrate that tourists' perceptions of destination competitiveness are not homogeneous across visitor groups. Instead, perceptions vary according to visitor origin, prior attendance, and travel motivation. These differences provide important insights into how various visitor segments experience and evaluate the contribution of the Semarak Pandawa Festival to destination competitiveness. Consequently, destination managers may benefit from adopting more targeted marketing and event development strategies that address the expectations and preferences of different visitor segments.

Table 3. Descriptive Statistics for the Dimensions of Destination Competitiveness

Dimensions	N	Mean	SD	Category
The appeal of the event	200	4,24	0,61	High
Quality of experience	200	4,31	0,52	Very High
Destination image	200	4,09	0,58	High
Perceived economic value	200	3,87	0,71	High
Combined average	200	4,13	0,61	High

Notes: 1.00–2.49 = Low; 2.50–3.49 = Moderate; 3.50–4.49 = High; 4.50–5.00 = Very High

### **Characteristics and Implementation of the Pandawa Festival as an Event-Based Tourism Initiative**

Qualitative findings reveal that the Pandawa Festival was deliberately designed as a tool for promoting tourism based on local cultural identity. The management of Kutuh Traditional Village emphasised that the festival stems from a collective awareness to “turn culture into a product, not merely a heritage” (Informant 1, Pandawa Beach Manager).

The 14th Pandawa Festival was held over eight days (25 December 2025–1 January 2026) at two main venues, namely the Main Stage and Gunung Payung Beach, with programmes lasting an average of 10–12 hours per day. The festival programme comprises four complementary categories of attractions: (1) traditional Balinese performing arts, including the Colossal Dance Drama, Barong Keris Dance, Kecak Fire Dance, Joged Bumbung, Janger Dance, and Tabuh Rindik, held daily; (2) contemporary entertainment featuring Live Music, Live DJ sets, and guest star performances to appeal to a broader segment of tourists; (3) daily themed competitions, including a Colouring Competition, a Children’s Fashion Show, a Fishing Competition, a ‘Fish Soup’ Cooking Competition, a Karaoke Competition, and a Cosplay

Competition; and (4) interactive attractions such as games/quizzes and juggling on Gunung Payung Beach.

The festival concluded with a New Year's Eve celebration featuring spectacular entertainment and fireworks at the stroke of midnight, making it the highlight of the end-of-year holiday season in Bali. The diversity of these cross-genre attractions reflects a deliberate event portfolio strategy aimed at expanding market segments and extending the length of tourists' stays. The involvement of local educational institutions, traditional leaders, provincial officials, and the Kutuh Village-owned enterprise in the series of events strengthens the festival's institutional legitimacy whilst integrating the dimensions of event appeal, quality of experience, destination image, and economic value into a single, structured organisational platform (Dwyer & Kim, 2003).

### **The Festival's Contribution to the Competitiveness of the Destination**

Based on the results of quantitative and qualitative analyses, the following outlines the contribution of the Pandawa Festival to the four dimensions of Pandawa Beach's destination competitiveness. In the 'Event Attractiveness' dimension, it achieved an average score of 4.24 (SD = 0.61), falling into the 'high' category. A total of 78.5% of respondents stated that the Pandawa Festival featured diverse and authentic cultural attractions, whilst 82.0% assessed that the festival possessed a uniqueness that distinguished it from similar events in Bali. These quantitative findings were confirmed by qualitative data, in which all informants agreed that the festival's main strength lies in the integration of traditional attractions within a structured platform. The unique geography of Pandawa Beach, surrounded by iconic limestone cliffs, is strategically utilised as a natural backdrop for performances, creating a visual experience that cannot be replicated at other destinations. The festival committee consistently updates the programme each year by adding new attractions without compromising the value of cultural authenticity, a strategy which, according to Getz and Page (2016), is key to the festival's success in retaining its appeal for repeat visitors. This finding aligns with Getz's (2010) argument that the unique 'experience value' inherent in a specific geographical and community context is the core of non-replicable event-based competitiveness.

The Visitor Experience Quality dimension received the highest average score among the four dimensions (M = 4.31; SD = 0.52), indicating that the Pandawa Festival succeeded in creating a high-quality and memorable tourist experience for visitors. A total of 85.0% of respondents stated they were satisfied with the overall festival experience, and 79.5% confirmed that the experience exceeded their prior expectations. From a qualitative perspective, the organisers revealed that the festival's zoning system which separates the main performance area, the food and drink area, and the craft exhibition area was specifically designed to optimise visitor comfort and ease of movement. Local guides were actively engaged to provide cultural narratives to international tourists, deepening their understanding of the significance behind each attraction. Nevertheless, informants from the local business community acknowledged that infrastructure capacity particularly parking areas and sanitation facilities often becomes a critical issue affecting visitor comfort on days with the highest visitor surges, as reflected in relatively lower scores for facility-related items compared

to overall experience satisfaction. This finding reinforces the argument put forward by Dwyer and Kim (2003) that the quality of the tourist experience is heavily influenced by the synergy between the quality of attractions and the reliability of the destination's supporting infrastructure.

In the Destination Image dimension, an average score of 4.09 (SD = 0.58) was recorded, with 87.5% of respondents stating that the festival reinforced their positive impression of Pandawa Beach and encouraged their intention to recommend the destination to others. Qualitative findings revealed that the Pandawa Festival effectively transformed the perception of Pandawa Beach from merely a beach-based natural destination into a dynamic 'living culture hub'. A representative from the Badung Regency Tourism Office confirmed that the volume of online searches related to Pandawa Beach increased significantly during the festival period, driven by organic content (user-generated content) shared independently by tourists via social media platforms without the need for substantial direct promotional expenditure. Festival organisers also noted a consistent annual increase in online and print media coverage, further cementing the Pandawa Festival's position as an iconic end-of-year tourism event in Bali. These findings reinforce Kadar (2022) argument that festivals rooted in local identity possess a unique capacity to build a destination brand authentically and sustainably, whilst confirming the relevance of the destination image dimension as a critical component within Dwyer and Kim's (2003) framework of competitiveness.

The Perceived Economic Value dimension received the lowest average score among the four dimensions (M = 3.87; SD = 0.71), although it still fell within the high category. This gap in scores indicates that there is significant room for improvement in the economic management of the festival. Qualitative findings revealed that inconsistencies in the pricing of products and food by traders during the festival were a major source of dissatisfaction, particularly for repeat visitors who had price references from previous editions of the festival. Several respondents also highlighted that the significant increase in parking fees during the festival period was not commensurate with the quality of the facilities available

On the other hand, the festival's economic impact on the local community has proven to be significant organisers report an average 75% increase in turnover for local traders compared to normal days, with a multiplier effect felt across the accommodation, transport and food and beverage sectors around the Pandawa Beach area. A total of 74.5% of respondents stated that the festival encouraged them to extend their stay in Bali, which directly contributed to an increase in tourist spending at the destination. This finding aligns with Dwyer and Kim (2003), who emphasise that tourists' perception of economic value is the dimension of competitiveness most sensitive to the consistency of operational management, whilst also serving as the primary area for improvement for festival organisers moving forward.

### **Enabling and Hindering Factors**

The optimisation of the four dimensions of a destination's competitiveness is influenced by a number of enabling and constraining factors identified through qualitative analysis. On the enabling side, there are three main factors. First, the strength of cultural content the diversity of authentic traditional Balinese attractions, consistently scheduled daily, forms the main

foundation of the festival's appeal, which is difficult for other destinations to replicate, in line with the principle of non-replicable competitive advantage (Ritchie & Crouch, 2003). Second, the community's organisational capacity the management of the festival by the Kutuh Traditional Village, which has gained experience through 14 editions, has resulted in increasingly mature event management, supported by the active involvement of local educational institutions, the local government-owned enterprise (BUMDA), and village arts groups as a solid supporting ecosystem. Thirdly, strategic timing the festival's scheduling to coincide with the end-of-year holiday period (25 December-1 January) naturally capitalises on the surge in domestic and international tourist visits to Bali, thereby securing a large captive market without the need for extensive promotional efforts.

Conversely, there are two predominant constraints. Firstly, infrastructure limitations parking capacity and sanitation facilities that are inadequate to cope with the surge in visitors on peak festival days represent a critical issue that directly impacts scores for the dimensions of experience quality and perceived economic value. Second, the absence of a sustainable funding scheme reliance on community self-funding without a structured co-funding mechanism from the local government limits the organisers' capacity to improve infrastructure quality, expand promotional reach, and bring in higher-calibre performers. These two constraining factors operate synergistically funding constraints hinder infrastructure improvements, which in turn depress tourists' perceptions of economic value and limit the festival's overall growth potential. These findings reinforce the argument put forward by Dwyer and Kim (2003) that achieving optimal destination competitiveness requires a simultaneous synergy between the quality of core resources, the reliability of supporting infrastructure, and the effectiveness of institutional governance.

### **Integration of Findings**

The integration of quantitative and qualitative findings provides a more comprehensive understanding of how the Semarak Pandawa Festival contributes to destination competitiveness. Consistent with the sequential exploratory mixed-methods design adopted in this study, the qualitative findings were not used merely to confirm the quantitative results but also to explain and expand their interpretation.

The quantitative analysis demonstrated that all four dimensions of destination competitiveness received positive evaluations from visitors, with Visitor Experience Quality obtaining the highest mean score ( $M = 4.31$ ). While this result indicates that tourists generally perceived the festival positively, the qualitative findings provide additional insights into why this dimension received the strongest evaluation. Interviews with visitors, local business operators, and festival organisers revealed that the festival created a distinctive cultural atmosphere through the integration of traditional performances, community participation, and interactive cultural experiences. These qualitative insights suggest that the high rating of Visitor Experience Quality was driven not only by the event programme itself but also by the authenticity of cultural interactions and the sense of community engagement experienced by visitors.

Similarly, the quantitative findings indicated a relatively high score for Event Attractiveness (M = 4.24). Qualitative evidence further expands this result by demonstrating that the attractiveness of the festival extends beyond entertainment value. Stakeholders consistently emphasised that the festival functions as a cultural showcase that differentiates Pandawa Beach from competing coastal destinations. Thus, the qualitative data reveal that event attractiveness is closely linked to destination differentiation and cultural identity, dimensions that are not fully captured by numerical ratings alone.

The integration process also provides a deeper explanation for the comparatively lower score of Perceived Economic Value (M = 3.87). Although visitors generally agreed that the festival contributed economic benefits, interviews with local entrepreneurs and community representatives revealed concerns regarding uneven spending distribution and the concentration of visitor expenditures within specific commercial areas. These qualitative findings help explain why economic value received lower evaluations than experiential dimensions, despite the overall positive perception of the festival.

Furthermore, qualitative findings challenge a purely descriptive interpretation of the quantitative results. While tourists reported highly positive perceptions across all dimensions, stakeholder interviews identified several structural constraints that may limit the festival’s long-term contribution to destination competitiveness. These include budget dependency, seasonal event implementation, limited international promotion, and the need for stronger stakeholder coordination. Such issues were not directly reflected in visitor survey responses but emerged as important considerations for sustainable event development.

Taken together, the joint-display analysis demonstrates three forms of integration: confirmation, where qualitative findings support quantitative results; expansion, where qualitative insights provide deeper explanations for visitor evaluations; and complementarity, where stakeholder perspectives reveal challenges and opportunities not captured through survey data alone. This integration strengthens the overall interpretation of the findings and highlights the value of combining visitor perceptions with stakeholder experiences in assessing the contribution of event-based tourism to destination competitiveness..

Table 2. Joint Display Integrating Quantitative and Qualitative Findings

<b>Competitiveness Dimension</b>	<b>Quantitative Result</b>	<b>Qualitative Explanation</b>	<b>Integration Type</b>
Event Attractiveness	M = 4.24 (High)	Festival differentiates Pandawa Beach through authentic cultural performances and community participation.	Confirmation + Expansion
Visitor Experience Quality	M = 4.31 (Very High)	Visitors value cultural immersion, local interaction, and festival atmosphere.	Confirmation + Expansion
Destination Image	M = 4.09 (High)	Festival strengthens Pandawa Beach's image as a cultural tourism destination.	Confirmation
Perceived Economic Value	M = 3.87 (High)	Stakeholders report unequal distribution of visitor spending and limited economic spillovers.	Explanation + Complementarity

Source: Authors, 2026.

## **CONCLUSION**

This study examined the contribution of the Semarak Pandawa Festival to the competitiveness of Pandawa Beach as a tourism destination through a sequential exploratory mixed-methods approach integrating stakeholder perspectives and visitor evaluations. The findings demonstrate that the festival contributes positively to all four dimensions of destination competitiveness adapted from Dwyer and Kim's (2003) framework, namely Event Attractiveness, Visitor Experience Quality, Destination Image, and Perceived Economic Value. Among these dimensions, Visitor Experience Quality emerged as the strongest factor, indicating that tourists highly value the cultural authenticity, community participation, and experiential elements embedded within the festival. The findings further confirm that event-based tourism can function not merely as a promotional tool but as a strategic mechanism for destination differentiation and experience creation.

Beyond confirming existing destination competitiveness theories, this study extends the Dwyer and Kim (2003) framework by demonstrating that community-managed cultural festivals play a dual role in enhancing both experiential competitiveness and destination identity. While previous competitiveness studies have primarily focused on destination resources, infrastructure, and management capabilities, the findings highlight the importance of community participation, cultural authenticity, and event-based experiences as critical sources of competitiveness in contemporary tourism destinations. The study therefore contributes to the growing body of event tourism literature by providing empirical evidence from a community-based cultural festival context in Southeast Asia, where local cultural assets and stakeholder collaboration significantly influence destination competitiveness.

The integration of quantitative and qualitative findings further reveals that the festival's contribution extends beyond visitor satisfaction. Stakeholder perspectives indicate that the festival strengthens local cultural preservation efforts, enhances destination branding, and creates opportunities for community economic participation. At the same time, qualitative findings identify several structural challenges, including infrastructure limitations, uneven economic spillovers, dependency on government support, and the need for stronger stakeholder coordination. These issues suggest that sustaining competitiveness requires not only successful event implementation but also long-term governance and destination management strategies.

This study has several limitations that should be acknowledged. First, the research focuses on a single cultural festival at Pandawa Beach, which may limit the generalisability of the findings to other event-based tourism destinations. Second, the quantitative phase employed accidental sampling among festival visitors, which may not fully represent the broader tourist population. Third, the study was conducted within the specific context of post-pandemic tourism recovery, where visitor behaviour and destination performance may differ from normal tourism conditions. Finally, although the mixed-methods design provides a comprehensive understanding of destination competitiveness, future studies may incorporate longitudinal approaches and comparative analyses across multiple festivals to capture the long-term impacts of event-based tourism.

Future research is encouraged to further examine how different types of cultural and

community-based events contribute to destination competitiveness across diverse tourism contexts. Comparative studies involving multiple destinations and event formats would enrich theoretical understanding and provide more robust evidence for destination managers and policymakers. Practically, the findings suggest that strengthening community participation, improving event infrastructure, enhancing stakeholder collaboration, and integrating cultural festivals into broader destination development strategies are essential for sustaining the long-term competitiveness of tourism destinations.

## REFERENCES

- Ariyanto, H. H., et al. (2026). The role of tourist village competitiveness factors in influencing tourist behavioral intentions. *Jurnal Ekonomi dan Manajemen*, 18(1), 1–18. <https://doi.org/10.35508/jom.v19i1.20513>
- Badan Pusat Statistik Provinsi Bali. (2023). *Statistik kunjungan wisatawan mancanegara ke Bali tahun 2023*. BPS Provinsi Bali.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Chen, X., & Li, B. (2022). Rethinking Cultural Creativity and Tourism Resilience in the Post-Pandemic Era in Chinese Traditional Villages. *Sustainability*, 14(19), 12371. <https://doi.org/10.3390/su141912371>
- Creswell, J. W., & Plano Clark, V. L. (2018). *Designing and conducting mixed methods research* (3rd ed.). SAGE Publications.
- Deliana, D., & Prajnanta, F. (2023). Tourism destination competitiveness model for the city of Solo. *Journal of Social Economic Research*, 5(2), 88–101. <https://doi.org/10.54783/jsr.v5i2.187>
- Dwyer, L., & Kim, C. (2003). Destination competitiveness: Determinants and indicators. *Current Issues in Tourism*, 6(5), 369–414. <https://doi.org/10.1080/13683500308667962>
- Getz, D. (2010). The nature and scope of festival studies. *International Journal of Event Management Research*, 5(1), 1–47.
- Getz, D., & Page, S. J. (2016). *Event studies: Theory, research and policy for planned events* (3rd ed.). Routledge.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hidayatullah, S., Windhyastiti, I., Aristanto, E., Rachmawati, I. K., & Roedjinandari, N. (2023). Pentahelix Synergy in Post-Pandemic Tourism Recovery in Batu City. *Proceedings of International Conference of Graduate School on Sustainability*, 7(1), 217–226. <https://doi.org/10.26905/icgss.v7i1.9554>
- Kwon, H.-j. (2022). Tren Baru Pariwisata di Era Pasca-COVID-19: Analisis Big Data Tur Online di Korea. *Ilmu Sosial*, 11 (12), 574. <https://doi.org/10.3390/socsci11120574>
- Kádár, B., & Klaniczay, J. (2022). Branding Built Heritage through Cultural Urban Festivals: An Instagram Analysis Related to Sustainable Co-Creation, in Budapest. *Sustainability*, 14(9), 5020. <https://doi.org/10.3390/su14095020>
- Marimuthu, M., Dewanti, R., & Tarunajaya, W. (2021). Community-Based Tourism And Creative Economy. *ICCD*, 3(1), 48-51. <https://doi.org/10.33068/iccd.Vol3.Iss1.298>
- Morse, J. M. (1995). The significance of saturation. *Qualitative Health Research*, 5(2), 147–149. <https://doi.org/10.1177/104973239500500201>
- Prastyo, R. E. (2025). Tourism and economic development in cultural festival destinations: Implications for destination branding and sustainable tourism. *Jurnal Aplikasi Manajemen*, 23(1), 112–128. <https://doi.org/10.21776/ub.jam.2025.023.1.03>
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342–356. <https://doi.org/10.1177/0047287511410321>
- Purwadi, P., Darma, D. C., & Setini, M. (2023). Festival economy: The impact of events on sustainable tourism. *Jurnal Kepariwisata*, 7(2), 155–170. <https://doi.org/10.34013/jk.v7i2.1220>
- Ritchie, J. R. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. CABI Publishing.
- Salendra, I. W., et al. (2024). A study on the Isen Mulang Cultural Festival: Cultural heritage preservation and tourism development in Central Kalimantan. *International Proceeding on Religion, Culture, Law, Education and Hindu Studies*, 284–291.
- Seraphin, H., & Dosquet, F. (2020). Mountain tourism and second home tourism as post COVID-19 lockdown placebo? *Worldwide Hospitality and Tourism Themes*, 12(4), 485–500. <https://doi.org/10.1108/WHATT-05-2020-0027>

- Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism Management Perspectives*, 37, 100786. [10.1016/j.tmp.2020.100786](https://doi.org/10.1016/j.tmp.2020.100786)
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312–321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Siryayasa, I. N. (2024). Local festival and visitor experience: Festival innovation as a driver of tourism attractiveness. *Journal of Environmental, Economic and Social Sustainability*, 3(1), 55–69. <https://doi.org/10.62794/je3s.v5i3.3740>
- Uslu, A., Tosun, P., & Al-Sulaiti, K. (2025). Event and destination image as antecedents of supportive communication, visit and purchase intentions. *Journal of Policy Research in Tourism, Leisure and Events*, 1–19. <https://doi.org/10.1080/19407963.2025.2511964>
- UNWTO. (2023). *World Tourism Barometer*. Madrid: United Nations World Tourism Organization.
- Yusof, Z. B., Ismail, H. N., & Omar, S. I. (2022). Event tourism and destination image: Evidence from Southeast Asian festivals. *International Journal of Tourism Research*, 24(3), 412–425. <https://doi.org/10.1002/jtr.2510>
- Wise, Nicholas. (2021). Events across ASEAN. 10.4324/9780367823764-4.