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International Tourists' Preferences and Willingness to Pay for Community-Based Cultural Edutourism: A Discrete Choice Experiment at Sanggar Paiketan Swara, Bali

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ABSTRACT

Community-based cultural edutourism integrates visitor learning with support for local cultural practitioners. This study evaluates cultural workshop attributes and package development at Sanggar Paiketan Swara, Bali. A discrete choice experiment framework analyzed 300 model-generated tourist profiles, comprising 2,400 choice occasions and 7,200 alternative-level records. Conditional multinomial logit estimates informed willingness to pay, package-choice probabilities, and price sensitivity. Guided hands-on learning had the strongest positive coefficient (0.7804), followed by community-benefit transparency (0.5035), small-group artist interaction (0.4714), and extended duration (0.1354). Admission price showed a negative coefficient (−0.4969 per IDR 100,000). Corresponding marginal willingness-to-pay estimates were IDR 157,043, 101,327, 94,873, and 27,245. The enhanced package attained a modeled choice probability of 59.8%. Findings prioritize participatory learning and transparent community communication in package design.

Keywords: Cultural Edutourism; Community-Based Tourism; Discrete Choice Experiment; Willingness To Pay; Conditional Logit; Pricing Scenarios.

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INTRODUCTION

Cultural tourism can create value through participation, interpretation and personal interaction rather than through observation alone. In community-based cultural edutourism, visitors may learn basic performance techniques, exchange knowledge with local artists and develop a more concrete understanding of cultural practice. These benefits depend not only on the existence of a cultural activity but also on the way that the experience is organized, communicated and priced.

Recent tourism scholarship also points to complementary considerations in developing culturally grounded visitor products: cultural heritage and local wisdom in educational tourism (Al Firdaus et al., 2026), traditional narratives in Bali tourism (Mahagangga et al., 2025), and the design of music-based special-interest tourism (Soukotta et al., 2026). The design challenge is especially salient for small cultural groups. An attractive cultural product needs a coherent learning sequence, an appropriate level of interaction, a feasible group size and an admission price that can support the delivery of the experience. A package that appears culturally rich may nevertheless be difficult to operate when artists' time, equipment, preparation, transport and venue costs are taken into account. Conversely, an inexpensive demonstration may be operationally simple but provide less opportunity for visitors to learn by doing.

Sanggar Paiketan Swara in Bantas Village, Tabanan, Bali provides the organizational context. The organizational progress report cited in the original manuscript describes 36 members and a gamelan-and-dance learning concept of approximately 60–90 minutes for groups of 10–30. The report also identifies challenges in promotion, management and product standardization. These conditions establish the relevance of examining experience design, visitor value and pricing in an integrated framework.

An attribute-based approach is suitable because cultural experience packages contain multiple features that may matter simultaneously. Visitors may favor guided practice but reject an excessive price, or value direct artist interaction more than an additional 30 minutes of activity. Examining attributes separately without modeling trade-offs cannot establish how the package as a whole would perform when alternatives are presented together.

The study addresses the need to connect cultural-experience attributes, communication of community benefits, monetary trade-offs and package-level choice within a unified DCE specification. This approach enables a systematic comparison of product configurations and provides a basis for subsequent field-based evaluation.

The paper pursues four linked objectives: first, to examine the direction and relative size of the model coefficients for five cultural-edutourism attributes; second, to translate the non-price coefficients into marginal monetary equivalents; third, to compare conditional probabilities for basic, enhanced and neither alternatives; and fourth, to explore how price changes affect modeled selection and illustrative contribution. These objectives are sequential: each downstream calculation depends on the same coefficient set.

LITERATURE REVIEW

The literature is organized around attribute-based choice, experiential learning, artist interaction, community benefit, and monetary trade-offs. Related studies of tourism experience and revisit intention (Martalia et al., 2022) and tourist preferences for destination attributes (Yin et al., 2026) reinforce the importance of distinguishing experience characteristics from aggregate destination appeal.

Attribute-Based Consumer Choice and Random Utility

Lancaster (1966) argues that consumers obtain value from the characteristics of goods and services. A cultural workshop is therefore not merely one indivisible product: it is a combination of instructional format, opportunities for interaction, duration, information and price. A DCE operationalizes this insight by presenting respondents with alternative combinations of attribute levels and asking them to select a preferred option.

Random utility theory expresses utility as a systematic component plus an unobserved term. Under the standard extreme-value assumption, the conditional logit model translates differences in systematic utility into choice probabilities (Mo et.al, 2025). This probabilistic representation matters because a positive coefficient does not mean every visitor will select the corresponding package; the relative utility of competing options and the neither alternative remain important.

Stated-choice methods are useful for assessing the relative attractiveness of alternative product designs before large-scale implementation (Amar et al., 2000). Their interpretation requires attention to the distinction between preferences elicited in choice tasks and actual purchasing behavior.

Participatory Learning and Experience Value

Studies of cultural preservation through studio-based activity (Rahayu, 2017) and the integration of heritage and local wisdom into edutourism (Al Firdaus et al., 2026) further contextualize why structured participation may matter. Their settings and methods differ from the present DCE, so they are used to motivate attribute selection rather than to predict a specific coefficient.

Experience-economy theory suggests that participation can transform a service encounter into a memorable learning event (Pine & Gilmore, 1999). In a gamelan or dance workshop, this distinction can be operationalized as demonstration-only instruction versus guided hands-on practice. The latter requires instructor attention and potentially additional equipment, but it may also make the experience more distinctive.
Hands-on participation is not equivalent to entertainment alone. It may allow visitors to understand rhythm, movement, cooperation and cultural context through practice. Its value is likely to depend on the quality of instruction and the visitor's sense of progress. The binary attribute used in the present DCE is a tractable approximation of this richer pedagogical process, not a comprehensive measure of learning quality.

The first proposition is that guided hands-on practice increases package utility relative to demonstration-only learning (H1). This proposition follows from experience-economy theory and is evaluated within the specified utility framework.

Artist Interaction and Co-Creation

The relevance of artist-mediated experiences is also illustrated by music-based special-interest tourism research (Soukotta et al., 2026). Research on tourism experience and subsequent satisfaction and revisit intention (Martalia et al., 2022) offers a related, but distinct, perspective on experiential value.

Co-creation theory emphasizes the role of interaction in shaping experience value (Prahalad & Ramaswamy, 2004). A small-group cultural workshop can allow visitors to ask questions, receive feedback and engage more directly with local artists. The encounter may also create opportunities for cultural explanation that are harder to achieve in larger groups.

Small-group interaction has operational implications. It can increase the time required per participant and limit throughput, especially where artists are responsible for teaching, performing and managing the activity. Consequently, a positive preference effect should be assessed alongside capacity and compensation requirements rather than treated as a costless improvement.

The second expectation is that small-group artist interaction raises modeled utility relative to standard group explanation (H2). The analysis also examines whether its monetary equivalent is large enough to warrant further practical testing.

Community-Benefit Transparency

The governance dimension is complemented by studies of penta-helix collaboration in village tourism (Pramaswari et al., 2025), government and community roles in destination quality (Putra et al., 2024), and sustainable-tourism governance in Bali (Mananda, Negara, et al., 2025). The environmental-accounting perspective on local cultural philosophy (Patma & Kambuaya, 2024) further suggests that community-value claims should be carefully contextualized rather than treated as automatic evidence of benefit distribution.

Community-based tourism places importance on local participation, governance and benefit distribution (Goodwin & Santilli, 2009). A visitor-facing statement explaining how payments support local artists may strengthen the perceived legitimacy of an experience. Yet the statement must be credible and documented; merely claiming that money benefits the community is not an adequate substitute for transparent practice.

Community-benefit transparency is operationalized as the presence of a clear and credible statement about the role of visitor payments in supporting local cultural activities. The attribute focuses on communication quality; any future statement of revenue allocation should reflect arrangements documented and approved by the participating community.

The third expectation is that credible community-benefit information is associated with greater package utility (H3). A positive modeled effect would suggest a promising communication feature, not proof that any particular allocation policy is ethically sufficient.

Duration, Price and The Opt-Out Alternative

Research on price sensitivity in environmentally oriented consumer decisions (Saragi, 2025) and willingness to pay in a national-park tourism setting (Sasmita et al., 2025) offers adjacent evidence that monetary considerations merit explicit measurement. Neither study supplies a transferable admission-price coefficient for this cultural workshop.

Longer duration may provide more learning time but also consume scarce holiday time. The comparison between 60 and 90 minutes therefore tests whether additional time contributes enough value to justify its inclusion. The expected direction is exploratory (H4) because the balance between learning depth and convenience may differ across travelers.

Price enters utility as a monetary sacrifice. A negative coefficient is theoretically expected (H5), and its magnitude establishes the denominator for MWTP calculations. Because a price coefficient is expressed per IDR 100,000, all derived monetary ratios must be scaled consistently.

The neither-option is integral to the choice set. Without it, respondents would be forced to select one of two packages even when neither is attractive. Including opt-out better reflects the possibility of nonparticipation, although the resulting probabilities remain conditional on the particular alternatives shown.

Conceptual Integration and Research Questions
Empirical studies of foreign visitors' destination-attribute preferences (Yin et al., 2026) and adoption decisions for digital consumer services (Kuek et al., 2026) illustrate that preferences are context-specific and should not be assumed to transfer unchanged between product categories.

The conceptual sequence is: cultural experience attributes and price → systematic utility → conditional package choice → monetary trade-offs and scenario analysis. Prior cultural participation and travel characteristics are plausible sources of preference heterogeneity, but the source material does not establish a validated heterogeneous-preference model. Accordingly, these factors are treated as directions for subsequent research rather than additional confirmed findings.

The four research questions follow the objectives directly: Which attributes produce the largest differences in estimated utility? What monetary equivalents correspond to these attributes? Which package obtains the highest conditional selection probability in the defined three-option choice set? How do alternative admission prices affect calculated selection and contribution under explicitly specified scenario parameters?

Hypotheses Development
The five hypotheses synthesize experiential, community, and economic reasoning. They are motivated by cultural-studio preservation (Rahayu, 2017), heritage-based education (Al Firdaus et al., 2026), music tourism (Soukotta et al., 2026), sustainability governance (Mananda, Negara, et al., 2025), and price-sensitive consumer behavior (Saragi, 2025), without implying that these studies estimated the same five effects.

Guided Hands-On Participation and Package Utility (H1)
Cultural edutourism offers more than passive observation: it allows visitors to acquire cultural knowledge through direct participation in artistic practices. The experience-economy perspective emphasizes the value of active engagement in creating distinctive experiences (Pine & Gilmore, 1999). In the Balinese context, Rahayu (2017) addresses strategies for preserving dance traditions through a cultural studio, while Al Firdaus et al. (2026) examine the integration of cultural heritage and local wisdom into edutourism. These studies provide relevant cultural and educational contexts, although they do not directly estimate the effect of hands-on instruction on tourist package utility. In a gamelan-and-dance workshop, guided practice may increase perceived authenticity, learning opportunities, and personal involvement compared with a demonstration-only format. Consistent with attribute-based choice theory (Lancaster, 1966), these added characteristics are expected to raise the systematic utility of the offered package, holding other attributes constant.
H1: Guided hands-on participation positively influences the utility of cultural edutourism packages.

Small-Group Interaction with Local Artists and Package Utility (H2)
Interaction with cultural practitioners can facilitate questions, personalized feedback, and exchange of local knowledge. The value co-creation perspective suggests that service value is shaped partly through interaction between providers and participants (Prahalad & Ramaswamy, 2004). Soukotta et al. (2026) examine an integrated model of music-based special-interest tourism in Ambon, offering a pertinent context for experiences

centered on local artistic practice. Mahagangga et al. (2025) similarly address the relationship between traditional myth, culture, and tourism in Bali. Neither reference, on the information available here, establishes a directly comparable small-group coefficient; rather, they support the relevance of local cultural content and practitioner involvement. Compared with standard group explanations, small-group encounters are expected to offer more opportunities for individualized engagement and thereby increase the perceived value of the package. This expectation must also be balanced against artist capacity and remuneration.
H2: Small-group interaction with local artists positively influences package utility.

Community-Benefit Transparency and Package Utility (H3)
Community-based cultural tourism is concerned not only with visitor experience but also with the participation and benefits of local cultural practitioners. Goodwin and Santilli (2009) foreground local involvement and benefit distribution in community-based tourism. Mananda et al. (2025) discuss a penta-helix governance model for sustainable tourism in Bali, while Mananda and Sudiarta (2024) examine government policy, tourist awareness, and preferences in sustainable tourism development. These publications offer governance and sustainability contexts rather than direct experimental estimates of the effect of benefit disclosures. A credible explanation of how admission payments support artists and cultural activities may reduce uncertainty and strengthen perceived legitimacy, making an otherwise identical package more attractive. The predicted effect concerns transparent communication, not proof that a particular revenue-sharing arrangement is fair or has been implemented.
H3: Community-benefit transparency positively influences package utility.

Extended Activity Duration and Package Utility (H4)
The duration of a cultural workshop involves a trade-off between opportunities for deeper learning and the time cost of participation. An additional 30 minutes may enable more practice, feedback, and cultural interpretation, but it can also reduce scheduling flexibility for visitors. The attribute-based perspective (Lancaster, 1966) suggests that duration may affect utility as one feature of a broader experience bundle, while discrete choice methods permit its value to be assessed alongside other characteristics (Friedel et al., 2022; Szinay et al., 2021). Tirtawati et al. (2024) investigate the feasibility of green-hybrid conference management in Bali, illustrating the importance of practical event design, although this is not direct evidence of a tourist preference for longer cultural workshops. Because additional learning benefits and opportunity costs may offset each other, the direction of the duration effect is treated as exploratory. The proposed DCE compares a 90-minute workshop with a 60-minute reference level.
H4: Extended activity duration influences package utility.

Admission Price and Package Utility (H5)
Admission price represents the monetary sacrifice required to participate in a cultural-edutourism package. Within random utility and stated-choice frameworks, price is included alongside non-price attributes to reveal trade-offs among alternatives (Mo et.al, 2025). Szinay et al. (2021) provide a methodological illustration of designing discrete choice experiments, while Friedel et al. (2022) introduce their use in behavioral research. Saragi (2025) examines price sensitivity in the context of green purchase intentions among young Indonesian consumers; this is an adjacent consumer setting, not direct evidence about international tourists purchasing Balinese cultural workshops. Nevertheless, the economic expectation is that, with learning format, artist interaction, duration, and benefit information held constant, a higher admission price reduces the relative attractiveness of a package. The negative price coefficient also provides the monetary scale for marginal willingness-to-pay estimates.
H5: Higher admission prices negatively influence package utility.

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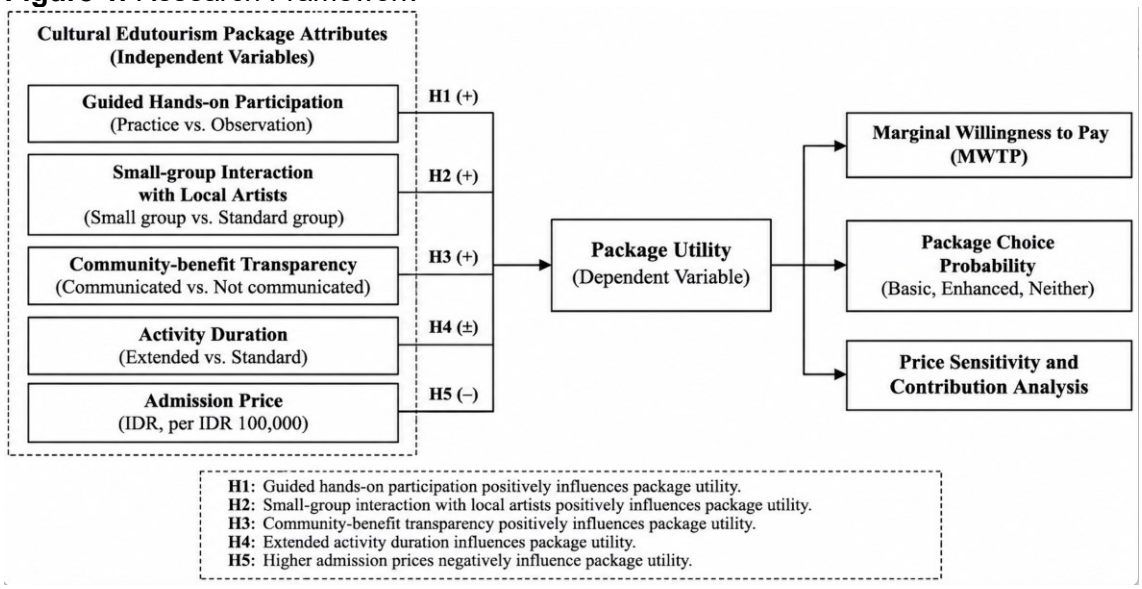
Conceptual Framework

The study framework model is depicted in Figure 1

Figure 1. Research Framework



RESEARCH METHOD

Sampling: Target Population, Research Context, Units of Analysis and Profiles

Tourism sampling considerations are informed by research on visitor motivations and digital promotion (Basterani et al., 2025) and destination marketing strategies (Mariana et al., 2025). Together, these studies identify relevant visitor characteristics and recruitment considerations for interpreting the analytical profile structure and designing a subsequent external validation study.

The research context is Sanggar Paiketan Swara in Bantas Village, Tabanan, Bali, where the proposed cultural-edutourism product combines gamelan and dance learning. The organizational information reported in the manuscript describes 36 members and a 60–90-minute activity concept for groups of 10–30. The target population for eventual field research is international visitors to Bali aged 18 years or older who could consider purchasing a cultural-learning package. The present analytical unit is an alternative within a choice occasion, nested within a tourist profile; the unit is not an independently recruited tourist.

The analysis is organized around 300 model-generated tourist profiles, each contributing eight choice occasions with three alternatives. This yields a clearly defined analytical structure of 2,400 choice occasions and 7,200 alternative-level records. The profiles are computational analytical units, rather than documented recruited respondents. For external validation, the proposed sampling protocol uses purposive intercept recruitment of eligible international visitors in selected Bali tourism areas, supported by documented recruitment locations, allocation and response tracking.

The profile composition available for description includes nationality, age, gender, visit history, previous cultural-activity participation and travel party. These characteristics describe the analytical profiles rather than a probability sample of international visitors. Table 4 in the Results section reports the available category counts and percentages; the manuscript does not provide a complete demographic distribution for every category.

Sampling frame and respondent profiles

Because travel motivations and preferences may vary across visitor contexts (Basterani et al., 2025; Yin et al., 2026), any later field sample should report how recruitment channels and visitor characteristics affect coverage.

The intended population for subsequent external validation comprises international tourists aged 18 years or older visiting Bali and potentially interested in cultural learning. A purposive intercept protocol can document recruitment sites, operating periods and eligibility criteria. The analytical profile distribution is informative about the composition of the modeled dataset but is not a population-representative estimate. Within these profiles, 184 of 300 (61.3%) are first-time Bali visitors, 125 (41.7%) indicate prior cultural-activity participation, and 156 (52.0%) are classified as female.

A field implementation should document the number approached, eligible, refusing, completing and excluded, together with reasons for exclusion. Without those records, no response rate can be calculated. Quota-based purposive recruitment would also require cautious interpretation of generalizability.

Data Collection and Choice-Task Design

The proposed design follows general DCE principles for defining credible attributes and levels (Friedel et al., 2022; Szinay et al., 2021). A cross-sector application by E et al. (2026) additionally illustrates why choice tasks must be interpreted within the specific decision context.

The field collection protocol described below is a proposed validation procedure. It includes consent and eligibility screening, a practice choice task, eight substantive choice tasks, and recording of travel characteristics and choice certainty. The source manuscript does not establish fieldwork dates, survey locations, response counts, interviewer administration or ethics approval for completed human-participant data collection; these details therefore cannot be reported as completed procedures.

The analysis uses a structured analytical choice dataset with four binary non-price attributes and a four-level admission-price attribute, yielding 64 potential attribute combinations before design restrictions. This explicit attribute structure supports transparent specification of utility differences and monetary trade-offs. The dataset is computational rather than a record of completed visitor questionnaires; standardized field choice cards provide the corresponding protocol for future validation. Table 1 presents the attributes and levels.

Table 1. Attributes and levels in the proposed DCE

Attribute	Reference level	Enhanced / alternative level
Learning format	Demonstration only	Guided hands-on practice
Artist interaction	Standard group explanation	Small-group artist interaction
Duration	60 minutes	90 minutes
Community-benefit information	No allocation statement	Credible transparent statement
Admission price	IDR 100,000	IDR 150,000; 200,000; 250,000

The price levels should be assessed for realism during a pilot. The transparency wording should be approved by community representatives and should not imply an unverified distribution of revenue. Similarly, the small-group level must correspond to an

operationally feasible instructor-to-visitor ratio. Methodological decisions are informed by discrete choice experiment guidance (Friedel et al., 2022; Szinay et al., 2021) and an applied DCE in benefit–risk preference elicitation (E et al., 2026).

Choice-task construction

Choice-task construction should be documented and piloted for comprehension and design efficiency, consistent with methodological discussions by Szinay et al. (2021) and Friedel et al. (2022). The planned instrument comprises 24 choice tasks in three blocks of eight. Each field participant would receive one block, with two package options and a neither option per task. This arrangement is a proposed collection procedure, not evidence that those tasks have been administered to actual tourists. The existing analytical demonstration randomized attributes independently and therefore does not establish the efficiency of a field-ready experimental design.

Table 2. Illustrative three-alternative choice task

Feature	Package A	Package B	Neither
Learning	Demonstration	Hands-on	—
Artist interaction	Standard group	Small group	—
Duration	60 minutes	90 minutes	—
Benefit statement	Not stated	Transparent	—
Admission price	IDR 100,000	IDR 200,000	IDR 0

The task shown in Table 2 is an example rather than evidence of a particular respondent's selection. Package A represents the basic option and Package B represents the enhanced option. The neither alternative allows rejection of both offers. Before field deployment, the design should be checked for attribute balance, implausible combinations, dominated options, price correlations, block balance and statistical efficiency.

Questionnaire Procedures, Pilot and Ethics

A transparent record of pilot revisions and qualitative feedback can complement the quantitative design. Creswell and Inoue (2024) discuss mixed-methods data-analysis processes, providing a methodological foundation for a future qualitative validation component alongside the present quantitative choice-model analysis.

A field questionnaire should include informed consent, eligibility screening, travel characteristics, prior participation in cultural activities, standardized descriptions of each attribute, a practice task, eight choice tasks and a choice-certainty question. Neutral wording is important because value-laden descriptions can influence the choice independently of the intended attribute levels.

The source plan proposes a pilot involving approximately 30–50 eligible visitors. The pilot should assess comprehension, response time, perceived realism of price levels, clarity of the neither alternative and whether respondents distinguish the two interaction formats. Revisions should be documented before finalizing the task matrix.

Research involving community cultural knowledge requires attention to local authorization and fair representation. Descriptions of artistic practice, learning activities and community benefits should be reviewed with the participating organization. Ethics approval, consent procedures and recruitment records should be reported accurately once available; they are not established by the numerical demonstration.

Measures and Variable Coding

The operationalization of price and non-price features follows characteristics-based consumer choice (Lancaster, 1966) and the use of explicitly described attributes in DCEs (Friedel et al., 2022).

Measurement levels are defined by the package descriptions: HANDS distinguishes guided practice from demonstration; ARTIST distinguishes small-group contact from standard-group explanation; LONG compares 90 with 60 minutes; and TRANSP distinguishes a credible community-benefit statement from no such statement. The admission-price levels are IDR 100,000, 150,000, 200,000 and 250,000. The binary measures represent package design features, not validated psychometric scales or direct observations of learning outcomes. A field pilot should verify that respondents understand these contrasts and perceive the proposed prices as realistic.

The outcome measure is CHOICE, coded 1 for the selected alternative and 0 for alternatives not selected in the same task. Explanatory measures are guided hands-on participation (HANDS), small-group artist interaction (ARTIST), extended duration (LONG), community-benefit transparency (TRANSP), admission price (PRICE) and the neither-option indicator (OPTOUT). Each binary attribute contrasts the enhanced level with its reference condition. PRICE is measured in IDR 100,000 units. Respondent-profile and task identifiers specify the repeated-choice structure. Table 3 provides the operational coding.

Table 3. Variable coding

Variable	Operational definition
HANDS	1 = guided hands-on; 0 = demonstration
ARTIST	1 = small-group interaction; 0 = standard group
LONG	1 = 90 minutes; 0 = 60 minutes
TRANSP	1 = credible statement; 0 = no statement
PRICE	Admission price divided by IDR 100,000
OPTOUT	1 = neither alternative; 0 = Package A or B
CHOICE	1 = selected alternative; 0 = not selected

For real field data, incomplete tasks, duplicate responses and eligibility failures should be handled using prespecified rules. The final analysis file should retain an auditable record of exclusions and a link between the experimental design and the observed response. These procedures are necessary for reproducibility but cannot be verified from summary tables alone.

Conditional Multinomial Logit Specification

This specification is grounded in random utility and conditional choice modeling (Mo et.al, 2009), with stated-choice design considerations described by Amar et al. (2000).

The model is written as
$U_{njt} = V_{njt} + \varepsilon_{njt}$, where n indexes individuals, j alternatives and t tasks. Systematic utility is $V_{njt} = \beta H\ HANDS_{njt} + \beta A\ ARTIST_{njt} + \beta L\ LONG_{njt} + \beta T\ TRANSP_{njt} + \beta P\ PRICE_{njt} + \alpha 0\ OPTOUT_{njt}$.

Conditional choice probability is $P_{njt} = \exp(V_{njt}) / \Sigma k \exp(V_{nkt})$, with the denominator summing over all alternatives in the same task.
A positive non-price coefficient increases the systematic utility of a package relative to its reference level, holding other terms fixed. A negative price coefficient means that

higher admission price reduces utility. The opt-out constant captures baseline utility associated with rejecting both packages under the chosen normalization. Coefficients are not probabilities and should not be interpreted as percentage changes without a transformation.

The conditional multinomial logit framework is estimated by maximum likelihood. In a field implementation, respondent-clustered uncertainty estimates would account for repeated choices, and model convergence, confidence intervals and fit measures would be documented. The present manuscript reports the coefficient and uncertainty values available in the source analysis.

Marginal Willingness to Pay

Using the price coefficient to express non-price attributes in monetary units follows the trade-off logic of stated-choice models (Amar et al., 2000). Tourism-focused willingness-to-pay research (Sasmita et al., 2025) provides a related application, without establishing comparability of monetary estimates.

For a binary attribute k, $MWTP_k = -(\beta k / \beta P) \times IDR\ 100{,}000$. The scaling factor is required because the price variable is expressed in units of IDR 100,000. MWTP is the model-implied price change that offsets a one-unit change in an attribute, with other characteristics held constant.

The monetary ratio depends on both the attribute and price coefficients. Standard errors and confidence intervals are presented as reported in the source analysis. Full replication of these measures requires the estimated coefficient covariance matrix. MWTP is interpreted as a model-derived monetary trade-off rather than a directly observed payment.

Package Scenarios and Contribution Accounting

The distinction between modeled choice, realized booking, and financial contribution is consistent with the caution required in contribution analysis (Mayne, 2012). Package-development research in village tourism (Syukur et al., 2024) offers a relevant operational context, while green-hybrid event feasibility research (Tirtawati et al., 2024) highlights the separate question of delivery constraints.

The modeled utility of each package is calculated from the same coefficient set and converted into conditional probabilities using the softmax formula. To examine price sensitivity, the attributes of Package B are held constant while its price changes. Package A remains at IDR 100,000 and the neither-option remains available.

For the scenario calculations, expected bookings are defined as $N \times Pj \times qj$, gross revenue as $N \times Pj \times qj \times pj$, and contribution as $N \times Pj \times qj \times (pj - cj)$. Here N is the specified prospect base, Pj is the conditional model probability, qj is the scenario conversion factor, pj is admission price, and cj is variable cost per participant. Contribution is a clearly delimited pre-fixed-cost indicator, not net profit.

The price-comparison scenario uses a standardized base of 100 prospective visitors, a conversion factor of 1, and IDR 95,000 in variable cost per Package B participant. Fixing these parameters isolates the effects of the tested admission prices and makes the comparisons reproducible. The conversion factor and cost are scenario inputs, not empirically measured booking or expenditure figures; practical deployment should substitute documented operating values.

Analytical Sequence and Interpretation Boundaries

A sequential interpretation is important because stated-choice findings (Amar et al., 2025) and contribution claims (Mo et.al, 2024) answer different evaluative questions;

neither alone validates actual tourist purchases. The four objectives are addressed through a unified analytical sequence. Coefficient estimates define the utility structure; MWTP expresses non-price effects in monetary terms; package probabilities combine the attributes within a specified choice set; and price scenarios apply transparent operating parameters. Using the same parameter set throughout supports internal comparability and traceable calculations.

All four analytical objectives use the same CMNL coefficient series. Maintaining this common parameter basis ensures that the MWTP estimates, conditional choice probabilities and price scenarios can be interpreted together without differences arising from alternative model specifications.

RESULTS

Dataset Structure and Profile Composition

The profile descriptors are included to make the analytical scenario interpretable, not to generalize to tourists. Studies of visitor motivation (Basterani et al., 2025) and foreign-tourist attribute preferences (Yin et al., 2026) underscore why future empirical sampling should examine differences between segments.

The analytical dataset consists of 300 model-generated profiles, each contributing eight choice occasions, for a total of 2,400 choice occasions and 7,200 alternative-level records. This structured design supports the comparison of attribute effects and package configurations. Table 4 describes the composition of the analytical profiles; the figures refer to model profiles, not independently recruited tourists.

Table 4. Characteristics of analytical tourist profiles (N = 300)

Dimension	Category	n	%
Nationality	Australia	57	19.0
Nationality	United Kingdom	51	17.0
Nationality	Germany	38	12.7
Nationality	Japan	37	12.3
Age	25–34	111	37.0
Age	35–44	70	23.3
Gender	Female	156	52.0
Gender	Male	140	46.7
Bali visit	First-time	184	61.3
Bali visit	Repeat	116	38.7
Prior cultural activity	No	175	58.3
Prior cultural activity	Yes	125	41.7
Travel party	Family/friends	122	40.7
Travel party	Couple	117	39.0
Travel party	Solo	61	20.3

Within the analytical profiles, Australia is the largest nationality category, followed by the United Kingdom. The 25–34 age group is the most frequent, and first-time visitors outnumber repeat visitors. These distributions characterize the analytical dataset and provide a structured basis for examining background variables in subsequent field research.

The analytical sample size is relevant to the internal structure of the model, but the number of alternative-level rows is not the same as the number of independent respondents. Each profile contributes repeated choices, and each choice occasion contributes three alternatives. A future empirical analysis must account for this clustering when quantifying uncertainty.

Attribute Coefficients and Modeled Utility

The coefficient ordering can be discussed in relation to experience-economy theory (Pine & Gilmore, 1999), value co-creation (Prahalad & Ramaswamy, 2004), and community-based tourism (Goodwin & Santilli, 2009), but these sources do not independently validate the reported numerical estimates.

Table 5 presents the CMNL coefficient series used throughout the analysis. All four enhanced non-price attributes have positive coefficients, whereas the admission-price coefficient is negative. The opt-out coefficient is small relative to its reported standard error. The coefficients form the common numerical basis for the MWTP and package-choice calculations that follow.

Table 5. Conditional multinomial logit coefficients

Term	β	SE	p-value
Guided hands-on participation	0.7804	0.0650	<0.001
Small-group artist interaction	0.4714	0.0650	<0.001
Extended duration (90 minutes)	0.1354	0.0637	0.0336
Community-benefit transparency	0.5035	0.0642	<0.001
Price per IDR 100,000	−0.4969	0.0581	<0.001
Neither-option constant	0.0373	0.1263	0.7678

The coefficient for guided hands-on participation is the largest positive value. Its exponentiated coefficient is approximately 2.18, indicating that the odds of selecting an otherwise identical package relative to another option are multiplied by this factor when the hands-on attribute changes from 0 to 1. This is a conditional odds interpretation, not a claim that participation doubles total demand.

Community-benefit transparency has the second-largest positive coefficient (0.5035), followed by small-group interaction (0.4714). Their corresponding odds multipliers are approximately 1.65 and 1.60. The difference between these two coefficients is small, and a formal test would be needed before concluding that one effect is statistically larger than the other.

The extended-duration coefficient is positive but substantially smaller (0.1354). Its odds multiplier is approximately 1.15, suggesting a more modest contribution to utility in the reported model. In practical terms, an additional half hour should not automatically be assumed to offer as much perceived value as active instruction or more personal artist contact.

The price coefficient of −0.4969 indicates lower utility as the price rises. For a price increase of IDR 100,000, the odds multiplier is approximately exp(−0.4969) = 0.61, all else equal. This parameter is also central to the MWTP calculations; a different price coefficient would change every monetary-equivalent estimate.

The neither-option coefficient is 0.0373, with a reported p-value of 0.7678. The source table does not indicate a statistically distinguishable opt-out constant under its reported uncertainty. Nevertheless, the neither alternative remains substantively important because it permits nonparticipation and affects the denominator of every package-choice probability.

Marginal willingness to pay

Comparable questions about willingness to pay arise in tourism-environment settings (Sasmita et al., 2025) and price-sensitive consumption (Saragi, 2025); the amounts and populations differ, so no numerical cross-study comparison is asserted.

The monetary equivalents in Table 6 are calculated using the same source-reported coefficient series. Guided hands-on participation has the highest reported MWTP, followed by community-benefit transparency, small-group artist interaction and extended duration. The figures describe modeled trade-offs and do not measure observed expenditure.

Table 6. Marginal willingness to pay derived from CMNL coefficients

Attribute	MWTP (IDR)	SE (IDR)	95% CI (IDR)
Guided hands-on participation	157,043	21,996	113,931–200,156
Community-benefit transparency	101,327	17,426	67,172–135,481
Small-group artist interaction	94,873	16,677	62,186–127,561
Extended duration	27,245	13,100	1,569–52,921

The hands-on estimate of IDR 157,043 is approximately 5.76 times the duration estimate of IDR 27,245. This comparison suggests that the modeled preference structure assigns more value to the quality and mode of engagement than to time extension alone. It does not mean that a workshop can add IDR 157,043 to its ticket price without changing participation.

The transparency estimate of IDR 101,327 and artist-interaction estimate of IDR 94,873 are relatively close. Their confidence intervals overlap substantially, so their ordering should be presented as a descriptive ranking rather than a statistically proven difference. Both attributes could be important components of an enhanced product, provided they can be delivered credibly and affordably.

Duration has the smallest monetary equivalent and the confidence interval closest to zero. This reinforces the need to consider whether a longer workshop actually improves the learning process. A shorter, well-structured session may offer better value than an extended session that adds time without meaningful instruction.

The MWTP estimates refer to one attribute change at a time, holding other attributes constant. Adding the four monetary equivalents to obtain a package price would be inappropriate without considering the full choice model, interaction effects, operating costs and competitive alternatives. Package selection is therefore examined separately in the next section.

Conditional Package-Choice Probabilities

The opt-out-inclusive comparison reflects stated-choice principles (Amar et al., 2024) and random-utility modeling (Mo et.al, 2025). The probabilities are scenario outputs rather than market observations.

Package A combines demonstration-based learning, standard group interaction, a 60-minute session, no benefit statement and an admission price of IDR 100,000. Package B combines guided hands-on learning, small-group interaction, a 90-minute session, a community-benefit statement and a price of IDR 200,000. The neither-option completes the three-alternative choice set. Table 7 reports the utilities and corresponding conditional choice probabilities.

Table 7. Conditional utilities and package-choice probabilities

Alternative	Utility	Choice probability
Package A (basic)	−0.497	14.8%
Package B (enhanced)	0.897	59.8%
Neither	0.037	25.3%

The enhanced package receives the highest modeled selection probability despite its higher price. This reflects the combined positive utility of hands-on learning, artist interaction, longer duration and benefit transparency. The comparison does not isolate which feature is responsible for the difference, because all four enhanced features change together in this particular task.

The basic package has a modeled probability of approximately 14.8%, while the neither alternative receives approximately 25.3%. The opt-out share is analytically important: it prevents the enhanced package's 59.8% probability from being interpreted as a guaranteed booking rate or as an observed market share. The probabilities apply only to this exact three-option set.

The displayed percentages total 99.9% because of rounding. For another competitor, another basic-package price or a different opt-out specification, the probabilities would change even if the enhanced package remained the same. Consequently, the comparison is a scenario-specific illustration rather than a forecast of tourist arrivals.

Price Sensitivity and Illustrative Contribution

The financial interpretation should distinguish the analytical contribution calculation from causal attribution of actual outcomes (Mayne, 2012). Feasibility and packaging studies in tourism (Tirtawati et al., 2024; Syukur et al., 2024) reinforce the need to examine implementation costs separately.

The price comparison holds Package A at IDR 100,000 while varying the admission price of Package B between IDR 150,000 and IDR 250,000. The corresponding choice probabilities are calculated from the common CMNL coefficient set. For financial comparison, the calculations use 100 prospects, a conversion factor of 1 and a variable cost of IDR 95,000 per Package B participant.

Table 8. Package B price sensitivity and calculated contribution

B price	B probability	Bookings / 100	Gross revenue (IDR)	Contribution (IDR)
150,000	65.6%	65.6	9,844,158	3,609,525
200,000	59.8%	59.8	11,965,573	6,281,926
250,000	53.7%	53.7	13,434,801	8,329,576

Among the tested admission prices, IDR 150,000 produces the highest conditional selection probability for Package B. At IDR 250,000, its probability is lower while its calculated contribution is higher because the per-booking margin increases. This contrast quantifies the participation–contribution trade-off within the explicitly specified scenario parameters.

The revenue and contribution figures in Table 8 follow directly from the stated price, conversion and variable-cost inputs. They provide comparable financial indicators across the three tested prices. For operational planning, these calculations should be extended to include fixed expenses, artist compensation, commissions, taxes, minimum group sizes and available session capacity.

The tested prices do not identify a global optimum. A price above IDR 250,000 might change the balance of uptake and contribution, but extrapolation beyond the experimental range would be unsupported. Even within the range, actual booking conversion may be below one and may vary with price, distribution channel and travel context.

Synthesis Across the Four Research Objectives

This synthesis is consistent with the characteristics-based framework (Lancaster, 1966) and DCE guidance (Friedel et al., 2022), while the translation into operating implications remains provisional.

The results form a consistent sequence. The coefficient table suggests which attributes contribute most to modeled utility; the MWTP table expresses their trade-offs relative to price; the package comparison combines the attributes into a choice set; and the price scenarios explore how one package's attractiveness changes with admission price. All four steps use the same retained coefficient series.

Taken together, the findings indicate that experience attributes contribute positively to package utility within the specified model, while admission price remains an important constraint. The results therefore support joint consideration of learning quality, community communication and price in package development.

Hypothesis Testing Results

Table 9. Summary of Hypothesis Testing Results

Hypothesis	Coefficient (β)	p-value	Interpretation
H1	+0.7804	<0.001	Positive and statistically significant relationship
H2	+0.4714	<0.001	Positive and statistically significant relationship
H3	+0.5035	<0.001	Positive and statistically significant relationship
H4	+0.1354	0.0336	Positive and statistically significant relationship
H5	−0.4969	<0.001	Negative and statistically significant relationship

The hypothesis testing results presented in Table 9 demonstrate statistically significant relationships between the five proposed attributes and the utility of community-based cultural edutourism packages. Based on the reported conditional multinomial logit (CMNL) coefficients and p-values, all five hypotheses are supported within the specified analytical model. The findings highlight the relative importance of experiential, community-oriented, and economic attributes in shaping package preferences.

H1: Guided Hands-on Participation and Package Utility

The results indicate that guided hands-on participation has a positive and statistically significant relationship with package utility (β = 0.7804, p < 0.001). This attribute exhibits the largest positive coefficient among the evaluated characteristics, suggesting that active engagement in cultural activities contributes substantially to the attractiveness of cultural edutourism packages. This finding is conceptually consistent with Rahayu (2017), who examined cultural preservation strategies through traditional dance studios, emphasizing the relevance of cultural institutions in maintaining artistic traditions. Furthermore, Al Firdaus et al. (2026) highlighted the integration of cultural heritage and local wisdom into educational tourism, supporting the importance of culturally grounded learning experiences. Mahagangga et al. (2025) also explored the relationship between traditional cultural heritage and tourism development in Bali, providing additional context for the importance of authentic cultural experiences. These studies collectively support the relevance of participatory cultural activities in developing meaningful educational tourism experiences, although they do not directly estimate package utility. Therefore, H1 is supported within the specified model.

H2: Small-group Interaction with Local Artists and Package Utility
Small-group interaction with local artists demonstrates a positive and statistically significant relationship with package utility (β = 0.4714, p < 0.001). This result indicates that opportunities for personalized communication, direct interaction, and cultural knowledge exchange contribute positively to the modeled value of tourism experiences. The finding is conceptually aligned with Soukotta et al. (2026), who examined an integrated model of music-based special-interest tourism in Ambon, Indonesia, highlighting the relevance of local artistic practices in developing distinctive tourism experiences. Additionally, Martalia et al. (2022) investigated the relationship between tourism experiences, satisfaction, and revisit intentions, providing a complementary perspective on the importance of experiential quality. Research by Mahagangga et al. (2025) further contextualizes the role of traditional cultural practices in Bali's tourism development. Together, these studies provide a foundation for interpreting direct artist interaction as a potentially valuable component of cultural edutourism packages. Accordingly, H2 is supported within the specified model.

H3: Community-benefit Transparency and Package Utility
Community-benefit transparency has a positive and statistically significant relationship with package utility (β = 0.5035, p < 0.001). The coefficient represents the second-largest positive effect among the non-price attributes, indicating that clearly communicating the contribution of tourism activities to local cultural practitioners and community development is associated with higher modeled package utility. This finding is consistent with the sustainability governance perspective discussed by Mananda et al. (2025), who examined a penta-helix governance model for sustainable tourism development in Bali. Similarly, Mananda and Sudiarta (2024) explored the role of government policy, tourist awareness, and preferences in sustainable tourism development, providing a relevant perspective on the relationship between sustainability communication and tourism decision-making. Putra et al. (2024) also investigated government involvement and community participation in improving tourism destination quality, while Pramaswari et al. (2025) examined collaborative governance in village tourism development. These studies reinforce the relevance of community participation, governance, and transparent communication in sustainable tourism management, although they do not directly test benefit-transparency attributes in a discrete choice experiment. Therefore, H3 is supported within the specified model.

H4: Extended Activity Duration and Package Utility
Extended activity duration exhibits a positive and statistically significant relationship with package utility (β = 0.1354, p = 0.0336). Although the coefficient is smaller than those of

the other non-price attributes, the result indicates that extending cultural workshop activities from 60 to 90 minutes is associated with increased utility within the specified model. Additional activity time may provide greater opportunities for cultural learning, artistic practice, and interaction with local practitioners. This interpretation can be contextualized through Al Firdaus et al. (2026), who examined the integration of cultural heritage and local wisdom into educational tourism, emphasizing the educational dimension of tourism activities. Furthermore, Soukotta et al. (2026) discussed music-based special-interest tourism, providing a relevant foundation for designing structured cultural experiences. From a methodological perspective, Szinay et al. (2021) and Friedel et al. (2022) demonstrated the usefulness of discrete choice experiments for evaluating preferences across different product or service attributes. These studies support the inclusion of activity duration as an attribute for preference evaluation but do not establish that longer workshops are necessarily preferred. Because H4 was formulated as a non-directional hypothesis, the positive coefficient identifies the direction of the modeled relationship. Thus, H4 is supported within the specified model.

H5: Admission Price and Package Utility

Admission price demonstrates a negative and statistically significant relationship with package utility ($\beta = -0.4969$, $p < 0.001$). This finding indicates that higher admission prices reduce the relative utility of cultural edutourism packages when other attributes remain constant. The result is conceptually consistent with Saragi (2025), who examined the influence of price sensitivity and knowledge on green purchase intentions among young Indonesian consumers, highlighting the relevance of monetary considerations in purchasing decisions. Similarly, Sasmita et al. (2025) investigated factors associated with tourists' willingness to pay in Mount Rinjani National Park, providing tourism-specific context for understanding monetary valuation. From a methodological perspective, Szinay et al. (2021) demonstrated the application of discrete choice experiments in evaluating product preferences, while Friedel et al. (2022) discussed their application in behavioral analysis. These studies support the relevance of incorporating price into preference models and examining trade-offs between monetary and non-monetary attributes. Furthermore, the negative price coefficient provides the monetary basis for calculating marginal willingness to pay for cultural experience attributes. Therefore, H5 is supported within the specified model.

Overall Interpretation of Hypothesis Testing Results

Collectively, the hypothesis testing results indicate that guided hands-on participation, community-benefit transparency, small-group artist interaction, and extended activity duration are positively associated with cultural edutourism package utility, whereas admission price exhibits a negative relationship. Guided hands-on participation emerges as the strongest positive attribute based on coefficient magnitude, followed by community-benefit transparency, small-group artist interaction, and extended activity duration. All five relationships are statistically significant at the 5% level according to the reported CMNL estimates.

These findings can be interpreted within the broader context of cultural heritage preservation, community-based tourism, and sustainable destination development. Rahayu (2017) and Al Firdaus et al. (2026) provide relevant perspectives on the integration of cultural preservation and educational experiences, while Soukotta et al. (2026) highlight the development of music-based special-interest tourism. Additionally, Mananda et al. (2025) and Pramaswari et al. (2025) provide governance perspectives relevant to community participation and collaborative tourism development. The importance of price sensitivity is further contextualized by Saragi (2025) and Sasmita et al. (2025), whose studies address monetary considerations in consumer and tourism settings.

From a managerial perspective, the findings suggest that Sanggar Paiketan Swara should prioritize guided cultural participation, meaningful interaction with local artists, and transparent communication of community benefits when developing cultural edutourism packages. These experience-related attributes should be integrated with pricing strategies that consider visitors' willingness to pay and the operational sustainability of local cultural practitioners. Such an approach is consistent with broader discussions of sustainable tourism management and stakeholder collaboration in Bali (Mananda & Sudiarta, 2024; Putra et al., 2024). The five hypotheses are supported by the reported coefficient directions and statistical significance within the specified CMNL model. As the analysis is based on model-generated profiles, the results provide an internally consistent analytical basis for package development, with empirical validation among international tourists remaining necessary.

DISCUSSION

Study purpose and principal contribution

The proposed integration also responds to research on cultural-event promotion and digital creativity (Mananda, Ariwangsa, & Antara, 2025) and sustainable transportation stakeholders in Bali (Mananda, Wiratma, et al., 2025): experience design occurs within a wider system of communication, access, and governance.

This study aimed to integrate attribute-level utility, marginal willingness to pay (MWTP), conditional package choice and admission-price scenarios within one discrete choice experiment (DCE) framework for community-based cultural edutourism at Sanggar Paiketan Swara, Bali. Its four objectives were to evaluate the direction and relative magnitude of the reported attribute coefficients, translate non-price effects into monetary equivalents, compare basic and enhanced packages with a neither alternative, and examine the sensitivity of package choice and calculated contribution to admission price. The principal contribution is the consistent integration of attribute-level utility, monetary valuation, conditional package probabilities, and contribution accounting using a common conditional multinomial logit (CMNL) coefficient set. These outputs address distinct decisions faced by cultural organizations and provide a transparent analytical basis for prioritizing package features and comparing prices. The results establish internally consistent model-based evidence; their application to actual tourist purchases requires independent visitor-level validation.

Findings in relation to objectives and hypotheses

The positive experience-related signs are conceptually compatible with prior tourism-experience work (Martalia et al., 2022), while the negative price sign is directionally consistent with broader consumer price-sensitivity discussions (Saragi, 2025). These are interpretive comparisons, not independent hypothesis replications.

For the first objective, guided hands-on participation has the largest positive reported coefficient ($\beta = 0.7804$; H1), followed by community-benefit transparency ($\beta = 0.5035$; H3), small-group artist interaction ($\beta = 0.4714$; H2) and extended duration ($\beta = 0.1354$; H4). Admission price has a negative coefficient ($\beta = -0.4969$ per IDR 100,000; H5). The source-reported p-values are below 0.001 for H1, H2, H3 and H5 and 0.0336 for H4. Thus, the coefficient signs and reported uncertainty are consistent with H1–H5 within the specified model. H4 was formulated as a non-directional exploratory hypothesis, and its positive sign should not be reinterpreted as a prespecified prediction.

For the second objective, the model-derived MWTP values are IDR 157,043 for hands-on learning, IDR 101,327 for transparency, IDR 94,873 for artist interaction and IDR 27,245 for extended duration. These figures rank the monetary equivalents of one-at-a-

time attribute changes; they are neither observed payments nor amounts that can simply be added to establish a ticket price. The reported confidence intervals for transparency and artist interaction overlap, so their numerical ranking does not establish a statistically reliable difference between these two effects.

For the third objective, the enhanced package at IDR 200,000 has a conditional choice probability of 59.8%, compared with 14.8% for the basic package at IDR 100,000 and 25.3% for neither. These probabilities depend on the exact three-option choice set and do not represent realized market shares. For the fourth objective, increasing the enhanced-package price from IDR 150,000 to IDR 250,000 reduces its modeled choice probability from 65.6% to 53.7%, while calculated contribution rises from IDR 3,609,525 to IDR 8,329,576 under the stated conversion and variable-cost parameters. This is a conditional scenario comparison, not an observed profit result or a global optimum.

Interpretation in relation to the literature

Bali-focused research on cultural myths (Mahagangga et al., 2025), digital cultural-event engagement (Mananda, Ariwangsa, & Antara, 2025), and sustainable-tourism policy and awareness (Mananda & Sudiarta, 2024) provides a broader setting for interpreting cultural value and visitor communication.

The prominence of guided practice is conceptually consistent with Pine and Gilmore's (1999) experience-economy perspective, in which active engagement is central to experiential value. In this case, the distinction between demonstration and hands-on learning appears more consequential in the model than adding 30 minutes to a session. This is an interpretation of the reported attribute ranking, not direct evidence that learning outcomes or satisfaction improved.

The positive artist-interaction coefficient aligns conceptually with Prahalad and Ramaswamy's (2004) account of value co-creation through provider–consumer interaction. Likewise, the modeled importance of community-benefit information is compatible with Goodwin and Santilli's (2009) emphasis on community participation and benefit distribution. However, a preference for information about community benefits does not establish that any actual revenue-sharing arrangement is fair, documented or effective.

Lancaster's (1966) characteristics-based view of consumption and the random-utility formulation associated with Mo et.al (2025) explain why improvements in several package attributes can offset, but not eliminate, the negative utility of price. Amar et al. (2024) provide the stated-choice methodological basis for comparing alternative bundles. These sources establish theoretical and methodological consistency; the manuscript does not report directly comparable coefficient estimates from independent cultural-edutourism studies, so claims of empirical replication or superiority over other researchers' numerical results would be unwarranted.

Modest, unexpected and non-significant effects

The modest duration effect can be interpreted against practical program-design considerations in tourism packages (Syukur et al., 2024) and event feasibility (Tirtawati et al., 2024); neither study establishes the causal mechanism behind the coefficient reported here.

Extended duration has the smallest positive non-price coefficient ($\beta = 0.1354$) and MWTP (IDR 27,245). A possible explanation is that additional time has less value when it does not alter the mode or quality of instruction. Alternatively, tourists may face time constraints while traveling. These explanations are plausible interpretations, not

mechanisms identified by the available model; they should be examined by measuring learning outcomes and schedule constraints in a field study.

The neither-option constant is small (β = 0.0373) and not statistically distinguishable from zero under the reported uncertainty (p = 0.7678). This result does not imply that opting out is unimportant: the neither alternative still receives a 25.3% conditional probability in the specified package comparison. The constant describes baseline utility under the model normalization, whereas the predicted neither share also depends on the utilities and prices of the two offered packages. Its non-significance may reflect the specification or the uncertainty reported in the source analysis; the available records do not permit a definitive diagnosis.

Although transparency has a slightly larger coefficient than artist interaction, their overlapping MWTP confidence intervals caution against claiming a meaningful difference in relative importance. More generally, the reported p-values cannot be independently audited without the underlying alternative-level data, estimation script and covariance matrix.

Managerial implications for cultural edutourism

Potential implementation pathways include collaborative village-tourism governance (Pramaswari et al., 2025), community participation in destination quality (Putra et al., 2024), digital promotion for cultural events (Mananda, Ariwangsa, & Antara, 2025), and tourism marketing strategy (Mariana et al., 2025). Stakeholder perspectives on sustainable tourism transportation (Mananda, Wiratma, et al., 2025) also remind managers to consider access beyond the workshop itself.

For Sanggar Paiketan Swara, the model suggests prioritizing a clearly differentiated participatory package rather than assuming that longer sessions alone create commensurate value. A basic option could focus on demonstration, while an enhanced option could include guided gamelan or dance practice, structured feedback and feasible small-group interaction. The final configuration should be tested against instructor availability, equipment, learning objectives and appropriate compensation.

Community-benefit communication should be precise, understandable and approved by the participating organization. The positive modeled transparency coefficient supports testing credible information as part of the visitor experience, but not inventing allocation percentages or charging an ethical premium unsupported by actual practice. Operational managers should document where visitor payments go before using benefit statements in promotion.

Pricing decisions should consider both access and financial sustainability. Within the three tested prices, lower admission increases modeled selection while higher admission produces greater calculated contribution under the fixed inputs. Managers should not treat these scenarios as forecasts until they have verified booking conversion, artist remuneration, distribution commissions, fixed costs, minimum group sizes, capacity and seasonal demand. A pilot that records actual bookings and costs can establish whether the modeled trade-off is operationally relevant.

Implications for internal and external validity

Cross-domain DCE applications (E et al., 2026; Kuek et al., 2026) should not be treated as external validation of these tourist coefficients. A mixed-methods validation process could use the analytic considerations discussed by Creswell and Inoue (2024).

The analysis provides a coherent coefficient-based framework and traceable downstream calculations. Independent replication of the reported standard errors and

confidence intervals requires the original alternative-level records, estimation code, design diagnostics, and coefficient covariance matrix. The conditional logit model also imposes a specific substitution structure; testing heterogeneous preferences would be a valuable methodological extension.

The evidence is best interpreted at the analytical-model level: 300 model-generated profiles contribute 2,400 repeated choice occasions and 7,200 alternative-level records. These are not observations from completed international-tourist interviews, so the resulting preference parameters and choice probabilities describe the specified model rather than population demand in Bali. Future visitor-level choice data and actual booking records would allow external validation. Likewise, the financial comparison is conditional on its disclosed conversion and cost parameters.

Future research opportunities

Future research could combine a field DCE with qualitative interpretation, following mixed-methods analysis considerations (Creswell & Inoue, 2024), and evaluate whether communication and access mechanisms identified in digital-tourism and stakeholder studies (Basterani et al., 2025; Mananda, Wiratma, et al., 2025) shape observed choices.

A priority is to implement a field DCE with a documented sampling frame, piloted attribute descriptions, efficient and balanced choice tasks, an explicit neither alternative and reproducible estimation. Linking stated selections to subsequent bookings would reveal whether the modeled monetary trade-offs survive the transition from choice tasks to actual expenditure. A panel mixed-logit or latent-class specification could then investigate whether cultural experience, travel-party composition or time constraints explain heterogeneous responses, subject to sufficient empirical data.

A more distinctive opportunity is to jointly study cultural-learning outcomes and economic preferences. For example, future work could test whether guided practice produces measurable knowledge or skill gains and whether these gains mediate willingness to pay, rather than assuming that participation alone delivers learning. Another avenue is to experimentally compare independently verified community-benefit disclosures with generic promotional language to separate the value of trustworthy information from the effect of persuasive wording.

Finally, future research could integrate visitor choice with artist workload and community governance. Capacity-constrained pricing and scheduling models could assess whether a package that maximizes modeled visitor contribution also provides fair artist compensation and acceptable cultural stewardship. This would extend the present demand-side framework into a two-sided evaluation of visitor value and community outcomes.

Integrative discussion

A wider sustainability perspective includes community-based governance (Mananda, Negara, et al., 2025), local cultural values and environmental accounting (Patma & Kambuaya, 2024), and contribution-oriented evaluation (Mayne, 2012). These are complementary interpretive lenses, not evidence of measured community impacts in the present dataset.

Taken together, the reported results indicate a coherent model-based pattern: experiential and transparency attributes contribute positively to package utility, price reduces it, and enhanced features can increase conditional package attractiveness without eliminating the possibility of nonparticipation. The discussion connects these results to the four objectives and H1–H5 while distinguishing analytical consistency from

empirical confirmation. The next research step is therefore not to infer a definitive market-optimal package, but to test the framework with observed visitor choices, verified delivery costs and community-approved operating arrangements.

CONCLUSION

This study demonstrates the value of integrating cultural experience design, visitor preferences, and pricing considerations into a unified analytical framework for community-based cultural edutourism at Sanggar Paiketan Swara, Bali. The findings indicate that the quality of visitor engagement deserves greater attention than simply extending the duration of cultural activities. Guided hands-on participation, meaningful interaction with local artists, and transparent communication of community benefits emerge as important attributes within the specified choice model. At the same time, admission price remains a relevant constraint, indicating that improvements in experiential value must be considered alongside affordability and operational feasibility.The study contributes to cultural tourism research by connecting attribute-level utility, marginal willingness to pay, package-choice probabilities, and pricing scenarios within a consistent analytical structure. From a managerial perspective, cultural organizations should prioritize participatory learning, strengthen artists' instructional capabilities, communicate community benefits credibly, and establish package prices based on both visitor value and documented operating costs. Pricing decisions should also balance financial sustainability with accessibility and fair compensation for cultural practitioners.

For future researchers, the priority is to validate these model-based relationships using observed choices from international tourists and actual booking behavior. Further investigation should examine preference differences across visitor segments, the effects of cultural learning outcomes, and the relationship between community-benefit communication and tourists' trust. Combining discrete choice experiments with operational cost assessments and post-experience evaluations could provide a stronger basis for developing culturally responsible and economically sustainable tourism experiences.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that they have no potential conflicts of interest concerning the research, authorship, and/or publication of this article.

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