

***Analysis of International Tourists' Experiences at Sindhu Night Market, Sanur*** Milawaty  
as a chief counselor

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***ABSTRACT***

*This study aims to explore the extent of experiences perceived by international tourists at Sindhu Night Market, particularly in relation to the components that constitute tourism experiences involving local culture. It also seeks to identify existing issues within the market that contribute to shaping those experiences. Sindhu Night Market is a well-known cultural tourism destination located in the Sanur area of Bali, offering a distinct local atmosphere through its variety of street food and providing tourists with opportunities to engage directly in the daily lives of local residents. A qualitative descriptive method was employed, with data collected through in-depth interviews involving 30 international tourists visiting the market, selected via purposive sampling. Data were analyzed thematically based on the framework of Memorable Tourism Experiences by Zhang et al. (2018), which identifies seven key dimensions of tourist experiences: hedonism, novelty, local culture, refreshment, involvement, meaningfulness, and knowledge. The findings reveal that most international tourists visit the night market in search of authentic cultural experiences, such as sampling traditional dishes and observing the cooking process firsthand. Although the majority of visitors remained passive observers, they still reported a sense of connection with local life. The study concludes that Sindhu Night Market possesses strong potential as a culture-based tourism destination capable of delivering positive and memorable experiences for international tourists. Nevertheless, it is essential for the management to preserve the local atmosphere while improving supporting facilities.*

***Key words:*** Tourist Experience, Sindhu Night Market, Local Culture, International Tourists, Memorable Tourism Experiences