

# TOURIST PERSPECTIVE TOWARDS GLAMPING ACCOMODATION IN THE ERA OF INDUSTRY 4.0 AND SOCIETY 5.0

*by Santi 2 Dkk*

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## TOURIST PERSPECTIVE TOWARDS GLAMPING ACCOMODATION IN THE ERA OF INDUSTRY 4.0 AND SOCIETY 5.0

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### Abstract:

Background, The Formulation Of The Problem Posed Is "How Is Glamping From The Perspective Of Domestic Tourists In The Industrial Era 4.0 And Society 5.0". This Study Aims To Determine The Opinion Of Domestic Tourists In Choosing Accommodation When Traveling In Bali. The Research Is A Descriptive Research With Quantitative Research Approach To Answer The Questions Related To Glamping In The Tourist's Perspectives. This Study Shows The Results That Nomadic Tourism Synergizes With Educational Tourism, Digitalization And Events. The Combination Of These Various Factors Shows An Important Role In Driving The Destination Economy With The Homestay Business. The Data Analysis Technique Used In This Research Is Descriptive Analysis Technique, In Which The Research Results Are Described Descriptively Which Describes The Findings Obtained. Tourist Preferences For The Glamping Accommodation Business In Bali Prefer Glamping Which Is Promoted In An Attractive Way, With A Large Number Of Followers (A Large Number Of Followers, And Promoted By Well-Known Artists).

**Keywords:** Public; Traveler; Industry; Glamping accommodation.

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### INTRODUCTION

The Covid-19 pandemic has devastated accommodation service businesses around the world. The Jakarta Post (14 July 2020) explains that 5.9 trillion revenues from the tourism sector in Indonesia have disappeared due to the outbreak of this virus, only four months after the virus had reached Indonesia. Haryadi Sukamdani (Kompas.com March 8 2020) explained, the

hotel and restaurant business in Indonesia was experiencing a downturn. A study conducted by the Indonesian Hotel and Restaurant Association (2020) shows the impact of the spread of the corona virus since January 2020 on the hotel and restaurant business in Indonesia. Hotel occupancy rates have fallen to single digits, below 10%, and thousands of hotels have been forced to close, with millions of workers furloughed, laid off, or changing jobs. The Indonesian Hotel and Restaurant Association even said that there were cancellations of 40,000 room bookings, and the level of losses in the hotel sector reached 1 trillion, and 50 million people lost jobs related to the accommodation services business globally.

The Central Bureau of Statistics in (Kusuma et al., 2021) explains that the number of accommodation provider businesses in Indonesia in 2019 was recorded at 29,243 businesses with the number of available rooms reaching 776,025 rooms. Among these accommodation businesses, 3,516 businesses or 12.02% are hotels that have been accommodated as star hotels with a total of 363,749 rooms. The Central Bureau of Statistics recorded that there were 507 star hotels in the province of Bali, 495 star hotels in the province of West Java, 397 star hotels in Jakarta, 311 star hotels in Central Java, and 258 star hotels in East Java. The Indonesian Hotel and Restaurant Association explained that as many as 281 hotels in Bali, or 55% of the number of star hotels in Bali had to close due to the impact of Covid - 19 (Kusuma et al., 2021).

The impact of the corona virus outbreak also hit the hotel business in Bali. Hotel occupancy rates fell by 60-80 percent, especially in the favorite areas for Chinese tourists, namely Nusa Dua, Tuban and Legian. Chinese tourists are the biggest contribution of foreign tourists in Bali. Therefore, the decline in Chinese tourist arrivals due to the corona virus outbreak has had a major impact on Bali tourism. Kompas reported (March 8 2020), as of early March 2020, 1.6 million people canceled their flights, PHRI reported that there were 40,000 hotel room cancellations with a total loss of IDR 1 trillion. It is predicted that 50 million people lost their jobs in the tourism sector due to the global pandemic.

The pandemic situation and the strict health protocols that have been implemented have caused visits by foreign tourists to drop drastically, causing hotel occupancy rates to decline. The government and hotel management are targeting domestic tourists as their target market share, as is the case in Bali. Domestic tourists are a potential market for accommodation service businesses in Bali. In the midst of intense industry competition due to the large number of accommodations, the accommodation industry seeks to develop the right marketing mix by finding and understanding the wishes of tourists, so as to encourage tourists' decisions to stay and make a profit. Tourists have different preferences for the attributes of the accommodation service business.

Tourists choose attractive, safe and comfortable accommodations, returning to nature, avoiding large crowds during the Covid-19 pandemic. The alternative presented by accommodation service entrepreneurs is glamping. Glamping is a contemporary phenomenon

as an alternative accommodation for tourists. Glamping is an alternative to camping, but still provides a sense of security and comfort in enjoying the natural atmosphere (Diwyarthi, 2022); (Monita, 2019); (Ferdian, 2020). The glamping phenomenon also appeared during the Moto GP event in Mandalika. The Menparekraf stated that glamping was also alerted in order to support the success of the Moto GP event (Kemenparekraf.go.id., 2022). The full occupancy rate of various hotels in Lombok, and still in the atmosphere of the Covid-19 pandemic, has made some tourists choose glamping as an alternative to stay.

The development of tourism makes a lot of development and development of resources related to tourism. This aims to improve people's welfare and tourist satisfaction. Thus, an appropriate study is needed in an effort to determine the preferences of the public and tourists. Traveller preferences are important in constructing and establishing next steps. Tourist preferences are the main basis for taking into account the expectations and needs of tourists, both for products in the form of goods and services desired, including the services received by tourist facilities.

The steps taken by tourism entrepreneurs in adjusting to market demand require adequate data related to tourists. This is also the case in accommodation efforts in the era of the new normal order. The data needed regarding tourists includes demographic characteristics of tourists, such as gender, age, area of origin, education, occupation (Kusmayadi, 2000), tourist behavior, namely the type of attractions preferred, the type of accommodation expected, the time needed to stay, affordability of tourist destinations (Wardiyanta et al., 2022), and tourist psychology which includes understanding, perception, behavior, attitudes of tourists towards various tourist activities, social and economic conditions of the tourists concerned (Joaqui and Jaume, 2020).

Preferences are a component in making decisions (Burton et al., 2017); (Koranti et al., 2018). Preference is a tendency to choose something that is preferred or accepted compared to other things. Preference as a study of individual behavior can be used to assess or measure someone's desire for something that is planned. This makes preference something important, as a form of participation in a planning process (Ayesha et al., 2022); (Koranti et al., 2018).

Kotler explained that preferences are consumers' preferences from a wide selection of products or services. Preferences can also be interpreted as preferences, choices or something that consumers are more interested in. This research conducts a study of consumer behavior based on preference or preference for accommodation. Research on tourist preferences is an important matter to study and understand, and to be used as a reference for future hotel management actions, in determining marketing strategies and treatment of tourists (Salah et al., 2020).

Cleaver, Green and Muller (2020) argue that every tourist has various physical and psychological needs, so they must receive special attention. Francese (2003) suggests that senior tourists are a very potential segment, especially in the tourism and hospitality industry.

This is not only due to the large size of the market segment, but also because senior tourists have more time to travel, and are more willing to spend a significant portion of their income on travel and leisure activities when compared to other consumer groups (Wijaya & Furqan, 2018).

Hotel attributes include value attributes, service attributes, room attributes, sleep quality attributes, location attributes and cleanliness attributes. Value attributes include room rates, and rooms that come with breakfast. Service attributes include the friendliness and professionalism of the staff, 24-hour room service. Room attributes include size, cleanliness and comfort of the room. Sleep quality attributes include bed comfort, soundproofing of the room. Location attributes such as easy access to the airport, close to stations and easy access to public transportation. Cleanliness attributes such as the cleanliness of the hotel lobby, elevator or corridor (Rhee & Yang, 2015).

Overall attributes, service and facilities attributes, room attributes, and food and beverage attributes. Overall attributes include value for money, ease of reaching tourist attractions, security, room rates, atmosphere, reputation. Service and facility attributes include efficiency in the check-in and check-out process, 24-hour room service, transportation to and from the airport. Room attributes include cleanliness, size, bed comfort, soundproofing of the room. Food and beverage attributes include a variety of places to eat, quality food and beverage dishes (Tsai, et al, 2021).

Glamping is unique because it's relation with the development of cultural tourism, it makes glamping as interesting thing to observe. The development of glamping and nomadic tourism is related to cultural tourism. Tourists are trying to get closer to the culture that is growing in an area, but still with the health protocol standards that apply during a pandemic. The phenomenon of glamping development in the archipelago, including Bali, has grown rapidly since 2018. Glamping or camping offers a different sensation of enjoying nature when compared to staying at a hotel or tourist lodge.

Glamping also offers tourists direct contact with social life. Tourists can enjoy cultural tourism directly, interact with cultural-bearing communities, and carry out activities together. Glamping is a combination of the concepts of glamor and camping that have evolved, where the facilities offered are staying in luxury canvas tents, supported by services that provide comfort while camping. Glamping is a new trend in outdoor tourism that combines luxury and nature, comfort and a sense of care for the environment, and provides exclusivity and uniqueness in offering accommodation (Brooker & Joppe, 2013); (Andrey et al., 2014); (Ferdian, 2020). Glamping provides an additional alternative for tourists who want to stay in a luxury accommodation in an open space, with the feel of camping and various activities that are around the glamping area.

Indonesian tourists prefer accommodation that is close to the crowds, that they have never stayed in before, and that have complete room amenities. Even though the hotel concept is standard, domestic tourists are more interested in hotels that have a well-known reputation.

Research by (Toule, 2015) found that domestic tourists are not too concerned with accommodations that can offer loyalty programs. These domestic tourists also think that the location attribute is the most considered attribute, followed by experience, room amenities, hotel concept, brand reputation, and loyalty program.

Hotel attributes are something that is considered important by domestic tourists. Research by (Juvan & Dolnicar, 2016) proves tourist preferences related to hotel attributes including: image attributes (familiarity with the brand, review ratings, and reputation), value attributes (room rates, value for money, discounts), general hotel attributes (size hotel, hotel cleanliness, swimming pool and fitness facilities), room attributes (room size, room cleanliness and comfort, soundproof rooms, amenities provided in the bathroom), service attributes (speed of check-in and check-out, laundry service, morning calls, wake-up call, 24 hour service, staff friendliness), marketing attributes (word of mouth, recommendations from travel agents), food and beverage attributes (food and beverage quality), security attributes (hotel and room security), attributes location (ease of access to airports, urban centers, places to eat), other attributes (such as gifts, hotel newsletters).

There were changes in tourist preferences that occurred during the Covid-19 pandemic. Research has proven that tourists during the Covid-19 pandemic avoided traveling en masse and staying in hotels. Travelers traveling during a pandemic are more likely to choose to travel in small groups, hotels that are smaller and at one with nature. The easing of restrictions on people's movements is welcomed, tourists choose glamping as a new sensation in enjoying accommodation amid a pandemic atmosphere. (Ferdian, 2020) explains the concept of glamorous camping (Glamping) as an alternative tourism for the millennial generation in Indonesia (Case Study in Glamorous Camping, Bukit Lintang Sewu, Bantul). (Mahadewi, 2019) Nomadic Tourism, Educational Tourism, Digitalization and Event Tourism in the Development of Homestay Accommodation Service Businesses in Tourist Destinations. This study suggests the results that nomadic tourism synergizes with educational tourism, digitalization and events. The combination of these various factors shows an important role in driving the economy of the destination with the homestay business.



**Figure 1. The luxury offered by glamping managers**

Source: <http://www.gotravelly.com/blog/19-tempat-glamping-paling-seru-di-bali/>, quoted  
October 2nd 2022

This phenomenon is interesting for further research, what is the opinion of tourists about glamping, the development of the glamping business, its impact on the existence of other accommodation service businesses, community participation in the promotion of glamping, and the role of glamping in increasing the welfare of the community where the glamping business is located. This prompted the conduct of this research, which aims to find out the opinions of domestic tourists in choosing accommodations while on tour in Bali. Domestic tourists' preferences in choosing accommodation are important as information on changes in tourist behavior during the pandemic and post-pandemic Covid-19. Based on the description on the background of the problem above, the formulation of the problem posed is "How is glamping in domestic tourists perspectives in the era of industry 4.0 and society 5.0?"

#### **METHODS**

The research is a descriptive research with quantitative research approach to answer the questions related to glamping in the tourist's perspectives. The population is domestic tourists who are considered adequate in providing responses related to glamping in the era of industry 4.0 and society 5.0. The sample is part of the population taken in a certain way which is considered to be representative of the population and can provide responses related to research (Sugiyono, 2018). The sampling technique used is accidental sampling and purposive sampling, accidental sampling is a technique of determining a sample based on chance, that is, anyone who happens to meet a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. Purposive sampling is a sampling technique that is determined purposively (purposive) by considering certain criteria (Kusmayadi, 2000). The criteria used were tourists who were selected as respondents at the time the research was conducted. The criteria for determining the respondent were anyone able to provide a response regarding tourist preferences for glamping accommodation service businesses in Bali. Data collection techniques using observation, interviews, questionnaires and documentation studies.

Contains descriptions of variables and operational definitions of each research variable. The relationship between research variables is shown in the form of charts or diagrams. In this study, there were five variables studied, including services received, promotions, glamping amenities, food and beverages, and the surrounding area and glamping rates. The operational definition of a research variable according to (Sugiyono, 2015) is an attribute or characteristic or value of an object or activity that has certain variations. This variant has been determined by

the researcher to be studied and then conclusions drawn. The following is an indicator of the operational definition of the variables from this study.

The data analysis technique used in this study is a descriptive analysis technique, in which the research results are described in a description that describes the findings obtained. Descriptive analysis techniques are used to describe tourist characteristics, and KMS analysis (Idrus, 2013) is used to see the level of attributes of a product or service when the product is evaluated by consumers before the product is purchased. The stages in carrying out this analysis according to Gudono (2012) are: determining attributes and attribute levels, making product combinations (stimuli), ranking using a Likert scale for existing stimuli, determining attributes that are tourist preferences and utility values to find out the level of attributes that most desired by tourists.

## RESULTS AND DISCUSSION

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### A. Overview

Glamping as a new perspective in the world of accommodation business in the new normal era. Glamping offers the sensation of living in nature, enjoying the atmosphere together with nature and the surrounding environment. Even though you are in the open, carrying out outdoor activities, the existence of glamping cannot be separated from technology. Some glamping are equipped with heating, even heated beds, wifi facilities and bathrooms inside the tents.

Gotravelly stated that there are 18 attractive glamping sites in Bali with exciting activities that attract tourists to visit (Gotravelly.com, 2021). These glamping include, Menjangan Dynasty Resort in Pejarakan Buleleng, Suara Glamping in Melaya Jembrana, Escape Nomade Sanctuary in Abiansemal Badung, Sandat Glamping Tents in Pejeng Kawan Ubud, Bubble Hotel Bali in Uluwatu Jimbaran, Sang Giri Mountain Tent Resort in Jatiluwih Tabanan, Bali Dynasty Resorts in Kuta, Bamboo Mount Batur on the shores of Lake Batur, Pondanu Cabins by The Lake in Baturiti Tabanan, Baliwoso Camp in Pengotan Bangli, N'Jung Bali Camp in Kintamani Bangli, Authentic Penida Glamping in Nusa Penida, Tropical Glamping Bali in Nusa Penida, Galalima Glamping in Meliling Tabanan, Bali Jungle Glamping in Padangan Tabanan, Igloo Glamping in Kintamani Bangli, Romantic Bubble Dome Ubud in Tampaksiring, Sebatu Sanctuary in Tegallalang Gianyar, Origin Uluwatu in Uluwatu (Gotravelly.com, 2021). Of the glamping in Bali, five of them are in Tabanan. But actually there are many other interesting glamping that are not widely known by domestic and foreign tourists, such as 14 other glamping in Tabanan District.

As a new tourism trend that is starting to develop, especially during the Covid-19 pandemic, glamping has added alternative accommodations for tourists visiting Bali (Santi Diwyarthi, Prabawati, 2022). Each glamping manager strives to provide excellent satisfaction in serving guests. For example, Menjangan Dynasty Resort, which presents the sensation of



being in an inn with an alternative to various glamping tents that are unique and attractive like in Africa, with beautiful natural scenery of the beach and sea, protected forests and mangroves around the glamping accommodation, including enjoying the beauty of the underwater world.



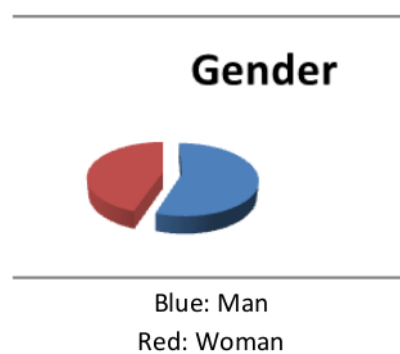
**Picture 2. Igloo Glamping Bali at Kintamani, Bangli**

Source: <http://www.gotravelly.com/blog/19-tempat-glamping-paling-seru-di-bali/>, dikutip 2 Oktober 2022

The picture shows gamping in Bali. Glamping in Tabanan has a unique style for the tourist, near the lake, has an organic farm, and located in the highlands (Santi Diwyarthi dan Prabawati, 2022).

#### **B. Analysis**

Profile of respondent, gender, age, education, occupation, salary.



**Figure 3. Diagram Gender Tourist Perception towards Glamping in industry 4.0 and society 5.0**

Source: processed research data

Based on research data, there were 29 female respondents (52.73%) and 36 male respondents (65.45%) in the study "Tourist preferences for glamping accommodation in Bali" who responded to the Google form that had been distributed. There was a number of one respondent (1.82%) aged less than 20 years, 45 respondents (81.81%) aged 20-35 years, 3 respondents (5.45%) aged 35-50 years, and 6 respondents (10, 91 %) are over 50 years old in the study "Tourist perception towards glamping in industry 4.0 and society 5.0 era".

Based on work, there were 26 respondents (47.27%) students, 21 respondents (38.18%) employees, and 8 respondents (14.55%) entrepreneurs/entrepreneurs in the study "Tourist preferences for glamping accommodation in Bali". Based on education, it is known that there were 7 respondents (12.71%) high school students, 45 respondents (81.82%) undergraduate / Diploma program students, and 3 respondents (5.45%) doctoral graduates in the research "Tourist perception towards glamping in industry 4.0 and society 5.0 era".

Based on the available data, it is known that there were 16 respondents (29.09%) who had stayed more than once at glamping, and 39 respondents (70.91%) who had stayed at glamping for the first time in the study "Tourist perception towards glamping in industry 4.0 and society 5.0 era".

Based on the amount of income, in this study there were 17 respondents (30.91%) with an income below 2 million rupiah per month, 18 respondents (32.73%) with an income of 2-5 million rupiah per month, 17 respondents (30.91 %) with an income of 5-10 million rupiah per month, and 3 respondents (5.45%) with income above 10 million rupiah per month in the study "Tourist perception towards glamping in industry 4.0 and society 5.0 era".

**Table 1. Data Recapitulation Tourist Perception towards Glamping in industry 4.0 and society 5.0**

No.	Description	SS	S	C	TS	STS
<b>A. Service Attribute</b>						
1.	Friendly glamping employee	20	4	31		
2.	Fast service glamping employee	15	31	9		
3.	Concern on duty glamping employee	20	23	12		
<b>B. Promotion Attribute</b>						
1.	Glamping with interesting advertisement	21	26	8		
2.	Glamping with social media and lot of follower	22	27	6		
3.	Glamping promoted by	14	25	14	1	1

Tourist Perspective towards Glamping Accomodation  
in The Era Of Industry 4.0 and Society 5.0

	famous artists					
C.	Glamping Attribute					
	1.Clean Glamping	29	21	5		
	2.Big space glamping	20	23	12		
	3.Glamping Amenities (toiletries)	18	26	11		
D.	Food & Beverages Attributes					
	1.Affordable food	20	28	7		
	2.Varied menus	15	26	14		
	3.Qualified foods	3	31	9	1	1
E.	Glamping Area and Price Attributes					
	1.Clean and healthy area of glamping	24	22	9		
	2.Safety Glamping	26	25	4		
	3.Glamping with interesting activities	25	28	1	1	
	4.Glamping with interesting scenery	39	15	1		
	5.Glamping at affordable rates	24	22	9		

Source: Processed data research

Tourist preferences in making choices and making decisions are determined by the attributes attached to the product in question. The goods and services offered consist of various attributes. Attributes can be measured by conducting a Conjoint analysis. Conjoint analysis is used to find out how important (relatively important) an attribute is attached to a product or service, when the product is evaluated by tourists before making a decision or making a choice (Gudono, 2012, Idrus, 2013). Gudono and Idrus in Wahyuni et al (2021) explain that the stages in conducting a Conjoint analysis are: determining attributes and attribute levels, making product combinations (stimuli), ranking using a Likert Scale for existing stimuli, determining attributes that are tourist preferences and value utility of these attributes for tourists.

This study uses Likert scale in determinant tourist perspective, namely, strongly agree, agree, normal, disagree, and strongly disagree. The research uses five attributes with each attribute consisting of three to five levels / attribute levels. These five attributes include service attributes, promotional attributes, glamping amenities attributes, food and beverage attributes, and area

**Tabel 2. Recapitulation of Validity Tests Results**

Code	Item	R count value	Valid (>0,3) Not Valid (<0,3)
X1	<b>Service Attribute</b>		
X1.1	Friendly glamping employee	0,429	Valid
X1.2	Fast service glamping employee	0,581	Valid
X1.3	Concern on duty glamping employee	0,696	Valid
X2	<b>Promotion Attribute</b>		
X2.1	Glamping with interesting advertise	0,457	Valid
X2.2	Glamping with social media and lot of follower	0,403	Valid
X2.3	Glamping promoted by famous artists	0,734	Valid
X3	<b>Product Attribute</b>		
X3.1	Clean & healthy Glamping	0,629	Valid
X3.2	Big room glamping	0,301	Valid
X3.3	Amenities (toiletries)	0,558	Valid
X4	<b>Food &amp; Beverages Attributes</b>		
X4.1	Affordable food	0,680	Valid
X4.2	Varied menus	0,684	Valid
X4.3	Qualified food	0,676	Valid
X5	<b>Glamping Area</b>		
X5.1	Clean & healthy glamping	0,683	Valid
X5.2	Safety glamping	0,612	Valid
X5.3	Glamping with interesting activities	0,502	Valid
X5.4	Glamping with interesting scenery	0,300	Valid
X5.5	Glamping at affordable price	0,397	Valid

Source: Processed data research

Table above shows that the research instruments are valid. Based on Sugiyono (2021) in the Validity Test, if r count is greater than r table then item (X) is said to be valid and vice versa if r count is less than r table then the item is said to be invalid. In the SPSS program, the value of r is with a minimum requirement of 0.3. This means that the research instrument used is valid, namely the statements on the questionnaire are able to reveal what is measured by the questionnaire.

**Table 3. Reliability test**

Cronbach's Alpha	N
0,853	17

Based on the reliability test results above, the Cronbach's Alpha number was 0.853. This means that the Alpha value is greater than the minimum Alpha value, which is 0.6. So that the research instrument can be declared feasible to be used in measuring hotel attributes that are considered important by domestic tourists.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.727
Bartlett's Test of Sphericity	Approx. Chi-Square	382.890
	df	136
	Sig.	.000

**Figure 3. Significant Value of Glamping Attribute**

The KMO and Bartlett's Test tables are useful for determining the feasibility of a variable, whether the variable can be further processed using this factor analysis technique or not. You do this by looking at the KMO MSA (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) value. If the KMO MSA value is  $> 0.5$  then the factor analysis technique can be continued.

Based on the output above, it is known that the KMO MSA value is  $0.727 > 0.5$  and the Bartlett's Test of Sphericity (Sig.) value is  $0.000 < 0.05$ , so the factor analysis in this study can be continued because it meets the first requirement. The results of this analysis show that there is a high correlation between the preferences of domestic tourists and the glamping attribute profile. In other words, the preferences of domestic tourists by 72.7% are influenced by the combination of attributes in the questionnaire. While the remaining 27.3% is influenced by factors other than the model or outside the existing model. Thus, it can be concluded that the opinions of the 55 respondents are acceptable to describe tourist preferences for glamping in Bali.

The factor analysis contained in this study can also produce utility values. The utility value shows the attribute level and the attribute level that is most liked by tourists. The utility value of the attributes and attribute levels can be identified in the form of the most preferred and least preferred stimuli by tourists. The utility value of the attributes and attribute levels in glamping for domestic tourists can be seen from the data in the following table.

**Table 4. Correlation Test Result (Anti-Image Correlation) MSA (Measure of Sampling Adequacy)**

Code	Item	MSA value	influence (>0,5) not influence (<0,5)
X1	<b>Service Attribute</b>		
X1.1	Friendly employee	0,750	important
X1.2	Fast service employee	0,744	important
X1.3	Concern on duty employee	0,829	important
X2	<b>Promotion Attribute</b>		
X2.1	Attractive advertisement	0,845	important
X2.2	Glamping with social media and lot of follower	0,554	important
X2.3	Promoted by famous actor	0,756	important
X3	<b>Product Attribute</b>		
X3.1	Clean & healthy glamping	0,742	important
X3.2	Big space glamping	0,434	not important
X3.3	Glamping ammenites (toiletries)	0,651	important
X4	<b>Food &amp; Beverage Attribute</b>		
X4.1	Affordable food & beverages price	0,780	important
X4.2	Varied menus	0,775	important
X4.3	Qualified food & beverages	0,841	important
X5	<b>Glamping Area &amp; Price Attribute</b>		
X5.1	Clean & healthy area of glamping	0,831	important
X5.2	Safety area of glamping	0,668	important
X5.3	Glamping with interesting activities	0,635	important
X5.4	Glamping with interesting scenery	0,588	important
X5.5	Glamping with affordable price	0,670	important

Source: Processed data research

Attribute X3.2 A large glamping room for overnight stay is considered unimportant, so it will not be used for further analysis. In terms of service attributes, tourists prefer glamping staff who are conscientious in serving, because the utility value for thoroughness in serving (0.829), is greater when compared to glamping staff who are friendly (0.750), or higher when compared to glamping staff who are adept in serving (0.744). This means that tourists' preferences for glamping accommodation are glamping staff who are conscientious in serving. Being in an open area, staying in glamping, in an atmosphere of the Covid-19

pandemic has made tourists prefer the service attributes of glamping staff who are meticulous in various matters related to glamping.

On the promotion attribute, tourists prefer glamping that has attractive advertisements (0.854) bigger than glamping accompanied by famous artists (0.756). Glamping ads on social media that have a large number of followers (0.554). This shows travelers rating glamping based on the quality of the glamping ads that appeals to them. Tourists in the new normal era, industrial 4.0 and society 5.0 era, are well educated tourists, prepare them self with information about the destination. Today's tourists prefer to gather better and more information before making a decision to buy. Domestic tourists towards glamping who are not solely influenced by advertisements with famous artists or glamping advertisements with a lot of followers.

In terms of product attributes, tourists prefer clean glamping, because the utility value of clean glamping (0.742) is greater than complete glamping amenities (0.651). The large number of tourists who come to visit glamping with a preference for clean glamping shows that glamping managers must always maintain and improve the quality of the cleanliness of their glamping.

On the attributes of food and beverages available at glamping, tourists prefer qualified food (0.841). The Covid-19 pandemic situation has increased public awareness of healthy lifestyle, maintaining cleanliness and a healthy diet. This encourages tourists to choose glamping which has standard healthy food and beverages as well. Next, new domestic tourists choose food at affordable prices (0.780), greater than food with a variety of menu types (0.775). This description shows that the Covid-19 pandemic has led to increased awareness of having a healthy and quality lifestyle for domestic tourists.

For the interesting area and tariff attributes, tourists prefer a clean glamping area (0.831) with the highest utility value, followed by affordable rates offered by the glamping manager (0.670), then glamping with a safe area of (0.668), then glamping with fun activities offered by the management (0.635), and lastly, glamping with attractive views. The large number of tourists who feel bored after being limited by space and movement of activities during the Covid-19 pandemic, encourages tourists to choose places where tourists feel free to do their activities, no need to feel anxious because large crowds, namely glamping in open air spaces, are at one with nature. Tourists are more likely to carry out activities in open spaces, gathering together with people who are well known, such as family members, co-workers, friends, in small numbers. Thus, the development strategy that needs to be carried out by glamping managers is to improve the quality of glamping related to a clean, safe and pleasant situation, as well as affordable rates for tourists with various background characteristics.

Based on the data in the table above, tourists' preferences for each existing glamping attribute can be identified. The service attribute in the form of glamping staff who are

conscientious in serving shows the highest level. This attribute has a measuring of sampling adequacy (MSA) value of 0.829. This means that tourists' preference for service attributes from glamping staff has the highest level. This shows that the Covid-19 pandemic situation has made tourists who come to visit glamping generally tourists who want to be free from the routine of daily activities, avoid situations that make the mind heavy, want to get a relaxed atmosphere, so they want to get thorough service.

## **CONCLUSION**

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Based on the value of the attribute correlation coefficient and glamping attribute level in Bali, the most important attribute group for domestic tourists when choosing glamping accommodation has a correlation coefficient of 0.763. This attribute group consists of advertisements that are considered attractive, with a large number of followers (followers), and promotions carried out with famous artists for tourists.

Based on the value of the attribute correlation coefficient and glamping attribute level in Bali, the second important attribute group for domestic tourists when choosing glamping accommodation has a correlation coefficient of R 0.695. This attribute group consists of friendly waiters, speed and thoroughness in work, affordable food prices, variety and guaranteed food quality.

Based on the value of the attribute correlation coefficient and glamping attribute level in Bali, the third important attribute group for domestic tourists when choosing glamping accommodation has a correlation coefficient of 0.303. This attribute group consists of complete glamping amenities, and pleasant views.

Based on the value of the attribute correlation coefficient and glamping attribute level in Bali, the group of attributes that are less important for domestic tourists when choosing glamping accommodation has a correlation coefficient of -0.707. This attribute group consists of glamping cleanliness, fun activities, and glamping rates.

Tourist preferences for glamping accommodation businesses in Bali prefer glamping that is promoted in an attractive way, with a large number of followers (a large number of followers, and promoted by well-known artists).

### 5.2 Suggestions

The advice given is that managers need to pay attention to and evaluate marketing carried out through the mass media. The growing development of the glamping accommodation business in various regions makes marketing methods need to be designed more attractively. The development of innovation and technology in the tourism industry must be supported by the readiness of human resources in the glamping business. For example, glamping staff who are capable of designing and implementing marketing techniques in various mass media. This also includes making photo spots, variations on glamping activities, attractive



advertisements, to attract tourists to come to visit and stay at the glamping accommodation business.

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