

GLAMPING AS AN ALTERNATIVE ACCOMODATION IN NEW NORMAL ERA TOURISM

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GLAMPING AS AN ALTERNATIVE ACCOMODATION IN NEW NORMAL ERA TOURISM

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Abstrak

The pandemic situation and the strict health protocols implemented have resulted in tourist visit decline and hotel occupancy rates decline. The government and hotel management carry out various potential businesses for the accommodation service business. In the midst of intense industry competition, the accommodation service business seeks to develop the right marketing mix by finding and understanding tourists' desires, so as to encourage tourists' decisions to stay. Tourists have different preferences for the attributes of accommodation service businesses.

One of the things that are trending for tourists is choosing attractive, safe and comfortable accommodation, 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. This glamorous camping (glamping) concept presents an alternative in camping, but still provides a sense of security and comfort in enjoying the natural atmosphere (Monita, 2019, Ferdian, 2020).

Candi Kuning Tourism Village has succeeded in showing the readiness of glamping management in accepting tourists with health protocols according to the government's rule. The revival of Bali tourism is also marked by the stretching of the increase in glamping occupancy in Candi Kuning Tourism Village, Baturiti District, Tabanan Regency. This proves the success of glamping management in a new normal era tourism, based on Industry 4.0 and Society 5.0.

Keywords: Glamping, accommodation, new habits, industry4.0, society5.0

I. Research Background

The pandemic caused by the Corona virus since the end of 2019 has resulted in a situation of disruption, or chaos around the world. The economic, education, health, trade, and social situation of the community slumped. The strict health protocols implemented resulted in a drastic decline in tourist visits and a decline in hotel occupancy rates. The government and hotel management carry out various potential businesses for the accommodation service business. In the midst of intense industry competition, the accommodation service business seeks to develop the right marketing mix by finding and understanding tourists' desires, so as to encourage tourists' decisions to stay. Tourists have different preferences for the attributes of accommodation service businesses.

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II. Theories and Previous Research

Glamping is a contemporary phenomenon as an alternative accommodation for tourists. This glamorous camping (glamping) concept presents an alternative in camping, but still provides a sense of security and comfort in enjoying the natural atmosphere (Monita, 2019, Ferdian, 2020). Glamping or glamor camping is an activity where tourists stay in tents equipped with lodging facilities. The glamping accommodation business is developing as a new tourist alternative in the new normal era after the Covid-19 pandemic. People tend to avoid accommodations consisting of many rooms with high occupancy rates and resulting in high tourist crowds (Adi Pratama, Santi Diwyarthi, Prabawati, 2022).

The development of the glamping accommodation business in Bali as a new form of tourism in the form of nomadic tourism is growing in areas such as the Kintamani area in Bangli, the Ubud area in Gianyar, Munduk in Singaraja, and Jatiluwih in Tabanan. Glamping is a new trend for tourists who avoid traveling and doing activities en masse, in the new normal era. Now starting to rise again after being forced to close for a year due to the Covid-19 pandemic situation (Utami, 2019, Santi Diwyarthi, 2022).

Glamping is an attractive and quite complete accommodation with various facilities available for the lifestyle of tourists in the industrial 4.0 and society 5.0 era. The pattern of glamping is environmentally friendly and blends with the style of its surroundings, including innovations that appear in aspects of architecture, interior, available facilities, as a supporting factor for the existence of glamping that is easily accepted by tourists (Santi Diwyarthi, Mas Wiartha, Prabawati, 2022).

Koentjaraningrat suggests a collection of people consisting of various educational backgrounds, experiences, habits, interests and abilities. In this era of industry 4.0 and society 5.0, the community of diverse backgrounds takes place in various forms and patterns, symbols, styles and languages. They form communities with diverse roles and activities. Creating a variety of opportunities and challenges that are present around them. One of them, in the form of a lifestyle, an offer that is present for activities in open spaces, staying in glamping, feeling an unforgettable sensation by gathering together on the shores of the lake.

III. Research Methods

The research was conducted in October 2021 in Candi Kuning village, Tabanan district, Bali Province. There is a community consisting of 13 glamping accommodation entrepreneurs in Candi Kuning Village. The owner and manager of glamping is a native of Candi Kuning village. There are eight research respondents who are owners and managers of glamping. The eight respondents were asked a list of questions consisting of the background of managing glamping accommodation, the management system applied, the obstacles and challenges encountered especially during the Covid-19 pandemic, the opportunities for the development of glamping accommodation in the industry 4.0 and society 5.0 era.

IV. Discussion

Glamping as a new trend in enjoying the stay and camping in the open. In Candi Kuning village, there are six traditional villages or banjar. The six traditional villages

include Batusesa, Bukitcatu, Candi Kuning I, Candi Kuning II, Kembang Merta and Pemuteran. This village has several glamping businesses which are managed by the community together with the village government. One of them is the traditional village of Kembang Merta which has 13 glamping accommodation businesses. The glamping accommodation business cannot be separated from agro-tourism, as well as the glamping accommodation business in the traditional village of Kembang Merta.

Tourism and agro-tourism villages have also experienced the impact of the Covid-19 pandemic with almost 90% of activities completely halted. Slowly but surely, tourism village and agro-tourism activities are reopening to the public in accordance with the health protocols set by the government. In early 2021, glamping will resume operations, although the dominant tourist visits and overnight tourists are domestic tourists

The village government together with the managers and owners of glamping are trying to establish cooperation, reviving tourism activities which had been suspended for a year due to the pandemic caused by the Corona-19 virus. Readiness in carrying out tourism activities, including limiting the number of tourists who come to visit, if it exceeds the capacity of 50% of the glamping capacity. Provision of body temperature measuring devices for tourists who come to visit, hand sanitizers, disinfectants, at various glamping locations, including in cabins and tents to stay overnight. The owners and managers of glamping equip their employees with complete vaccines, up to booster vaccines.

Owners and managers of glamping recognize that reliable and agile human resources at work are the main problems. Owners and managers of glamping accommodation hope that the cooperation between the government and higher education institutions can provide excellent service training, processing and managing dishes for their employees.

The owners and managers of glamping state the readiness of glamping management to operate in the era of industry 4.0 and society 5.0. For example, glamping managers also make various efforts to establish interaction with other parties, follow trends that are developing in the world community, apply innovation and information technology supported by internet networks, carry out marketing efforts through digital media, collaborate with other glamping accommodation networks. The glamping manager in Candi Kuning Village stated that almost 75% of reservations from tourists came thanks to glamping marketing through internet network media.

Glamping as an alternative to accommodation in open spaces, is greatly affected by the natural weather that occurs. The atmosphere that was originally bright, suddenly turned cloudy, accompanied by rain and thunder. Tourists who want to enjoy the atmosphere at night while doing activities grilled corn, cassava or potatoes, become disappointed.

V. Conclusion

Glamping has proven to be an alternative accommodation trend during the Covid-19 pandemic. The supporting factors for glamping as an attractive and innovative accommodation in terms of architecture, facilities owned, complete and luxurious interiors, have increased the tendency of people to stay in open spaces.

Candi Kuning Tourism Village has succeeded in showing the readiness of glamping management in accepting tourists with health protocols according to regulations set by the government. Efforts to improve service quality are also carried out by cooperating with the government and educational institutions. The revival of Bali tourism is also marked by the increase in glamping occupancy in the Candi Kuning Tourism Village, Baturiti District,

Tabanan Regency. This proves the success of glamping management in accordance with the era of the new custom order, based on Industry 4.0 and Society 5.0.

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