

Implementation of Green Tourism Concept on Glamping Tourism in Bali

I Made Budiasa
Tourism Departement
Politeknik Negeri Bali
 Denpasar, Indonesia
 madebudiasa@pnb.ac.id

I Ketut Suparta
Tourism Departement
Politeknik Negeri Bali
 Denpasar, Indonesia
 ktutsuparta@pnb.ac.id

I Wayan Nurjaya
Tourism Departement
Politeknik Negeri Bali
 Denpasar, Indonesia
 wayannurjaya@pnb.ac.id

Abstract—One of the currently trends in the world of tourism is Glamping. Glamping or glamorous / luxurious camping are camping activities that do not neglect comfort and luxury. This study is aimed to identify implementation of the green tourism concept in glamping sites in Bali. The approach used is qualitative exploratory and descriptive research. The research location includes glamping sites in several areas in Bali such as Bangli-Kintamani, Ubud-Gianyar, Uluwatu, Canggu, Mengwi-Badung, Jatiluwih-Tabanan, and Gerokgak-Singaraja. Collection of data through observation, interviews and documentation on destination components such as attractions, accessibilities, amenities, and ancillaries. Samples are determined purposively. The results of the study show that the implementation of the green tourism concept includes environment responsibility, local economic vitality, cultural diversity, and experiential richness. There are two of eleven glamping sites in Bali apply green tourism that already certified by recognised bodies.

Keywords— *glamping; green tourism concept*

I. INTRODUCTION

One of the currently trends in tourism that is the phenomena in the world is Glamping [1-6]. Glamping is derived from a combination of two words i.e. ‘glamorous’ and ‘camping’ which means a form of camping using accommodation and facilities which are more luxurious than traditional camping [7].

Glamping or glamorous / luxurious camping are camping activities that do not neglect comfort and luxury. Glamping is related to nomadic tourism. Nomadic tourism is any activity or business related to culture of migration and lifestyle, which is associated with products, services, and experience in tourism. The market of this type of tourism is middle class aged 35-55 years with diploma or undergraduate education. This was stated by D Gansukh, the adviser to Mongolia's Minister of Environment and Tourism (UNWTO) [8].

According to the history, glamping currently exists since the time of the Ottoman Empire. The Ottoman emperor built luxurious tents like palaces that could be moved with conveyances embellished with silk and other scarce things. It can be assumed as the preliminary of glamping history. It currently appeared at the beginning of 1990s, when rich travelers avoided to neglect the luxurious lifestyle during their safari tour in Africa [9].

According to data at Indonesian Tourism Ministry, the potential of world millennial tourists who travel as backpackers or traveling tourists around the world reaches 39.7 million. These tourists are divided into 3 major groups

namely flash packer or digital nomad of around 5 million people, glam packer or millennial nomads who settle while in a destination while working around 27 million people, and lux packers or luxurious nomads who wander in various instagramable world destinations by 7, 7 million people. The lux packers prefer to wander to forget the hustle and bustle of world activity and they prefer glamping amenities in natural tourist areas; lakes, mountains, beaches or rivers.

Glamping tourism has also developed in Bali which is the main gateway for Indonesian tourism. Some interesting glamping tourist destinations are marketed through online media. Based on searches on the internet, there are several glamping tourist destinations in Bali that are in Kintamani, Bangli; Ubud, Gianyar; Uluwatu, Mengwi and Tuban / Kuta, Badung; Jatiluwih, Tabanan; Sambangan, Singaraja; and Pejarakan / Gerokgak, Buleleng and Penginuman, Negara.

Green tourism is an ideal concept for tourism development. Glamping tourism that develops in several areas in Bali must be in accordance with principles of the green tourism.

This study is aimed to identify green tourism components in glamping destinations (glamping sites) in several areas in Bali.

II. LITERATURE REVIEW

A. Glamping

According to Sakáčová [8], glamping is luxurious camping in remarkable nature-based settings. Glamping appears as comfortable and most expensive services, includes the enjoyment of good food and beverage. Glamping is divided into two, namely Resort Glamping and Caravan Glamping. Resort Glamping is done at a luxury resort, while the Caravan Glamping is glamping which is done by using a luxury caravan along the way.

In relation to motivations of people to travel, there are three main motivations of glamping.

1) *Nature based tourism*: Nature based tourism or close to nature are considered to be suitable in literary work of tourism [10-13]. It is related with tourist motivation. Meng, Tepanon & Uysal divided nature based tourists into three types in relation to particular motivation namely tourists who visit parks motivated by beautiful and comfortable atmosphere; tourists who visit adventurous attractions mainly pursuing self-recognition; and tourists who visit natural resort for relax and bond with family [14]. Lindberg differentiates there are four kinds of nature-based tourists: hard-core nature tourists who study and preserve nature;

dedicated nature tourists who want to study local nature, culture and history; mainstream nature tourists who travel for extraordinary holidays; and casual nature tourists who visit natural attraction unintentionally [15].

2) *Luxury*: One of the motivations of tourists in glamorous or luxurious camping is to consume luxury goods and services. It is said that tourists are willing to buy with more expensive price for luxurious product and services in searching self-recognition [16-19]. The tourists look to be special and stand out among others [17, 20]. Other motivation to pay for higher price is to ensure that the product and service are of high quality [16, 21, 22].

3) *Happiness*: Happiness is one of the motivations for people to do glamping. Such a positive feeling are very important because happiness creates healthier people and quality of life improvement in a social and professional settings [14, 23]. However, it can be said that healthier people are happy people [23, 14]. The scientific investigation find that happiness has a good impact on one's mental and phisical health [24-25, 23], and therefore worthy and valuable scientific search [24-25, 15, 23]. Happiness can result in a more successful lives in personal and profession or careers and may help other people and society [27, 14]. Horáková [5] stated that the glamping businesses create chances for accommodation to attract adventurous tourists who used to stay in hotels. Cvelič-Bonifačić [28] stated from the glamping experts viewpoints (managers and equipment producers), glamping accommodation refers to wooden houses, forms of accommodation that are not normally filled with tents, the main feature is equipment and the amenities of top-level, high-quality services and with the natural environment.

As destinations, glamping sites can be seen from their destination area components, namely attraction, accessibility, amenity and ancillary [7].

B. *Green Tourism*

Green Tourism means environmentally friendly with various emphasis. In both side, green tourism deals with environmentally friendly tourists or prepare environmentally services for tourists. The principles of green tourism can be implemented by tourism entrepreneurs and may create a positive environment atmosphere.

Green Tourism is part of sustainable tourism. It is defined as a visit to flora, fauna and culture heritage as the main attraction [29]. It can be also defined further as visit to destination with the purpose of honoring and conserving natural attraction to improve its fragile resources [30]. Dodds and Joppe differentiate principle of tourism into four components: Environment Responsibility include the way how to protect, conserve and enhance nature for sustainable health and ecosystem; Local Economic Vitality include the way how to support local economy sustainability; Cultural Diversity include the way how to respect the diversity of local people and tourist culture; and Experiential Richness include to prepare quality experiences for tourists.

III. METHODOLOGY

This research uses exploratory and descriptive qualitative approach. The research location includes glamping destinations in several areas in Bali such as Kintamani-Bangli; Ubud-Gianyar; Uluwatu, Kuta / Tuban, and Mengwi-Badung; Jatiluwih-Tabanan; Melaya-Negara; and Sambangan and Gerokgak-Buleleng. Data collection is done through observation, interviews and documentation on the destination area component of glamping sites namely the main picture, the attractions (something that attract glampers to the glamping sites), the accessibilities (condition of road and transportation to get to the glamping sites), the amenities (accommodation and its facilities), and the ancillaries (supporting services) of the glamping sites in the above mentioned areas, related to green tourism components. Primary information of glamping sites is taken from travel website and blogs through internet, continue to observation on glamping location. Interview with the manager and staff of glamping sites, directly or indirectly through mobile phone. There are about 21 glamping sites are existed, but only 11 are taken as samples due to limitation of time and expenses. Presentation of analysis results with matrix or table, pictures and descriptions.

IV. RESULT AND DISCUSSION

A. *Result*

Based on observations, interviews and documentation on the attractions, accessibilities, amenities, and ancillaries of the glamping sites in Bali, the results can be displayed as in Table I.








B. *Discussion*





Based on the data in Table I, almost all glamping sites in Bali are included in the category of resort glamping, namely glamping which is carried out at a resort and there is no caravan glamping namely glamping by using caravan along the way. The attraction that is used as a mainstay by all glamping sites is natural scenery such as mountain view, lake, sea view, river view, jungle view and rice terrace view .

The types of accommodation used in glamping sites are various such as inn, lodge, bungalows, hostels, 2-star guest houses, 4-star hotel resorts and 5-star hotel resorts. The luxury shown by accommodation prices starts from low budget (under one million rupiah) to luxury (in over one million rupiah). The typical Balinese architectural accommodation in glamping sites is Lumbung, the granary.

Because all glamping sites rely on natural scenery, so conservation efforts through minimization of energy, waste and pollution in the surrounding environment will be carried out for the sake of their survival. This is relevant to the green tourism concept, namely Environmental responsibility. By prioritizing the surrounding resources such as local people and local materials, glamping sites will support the vitality and economic sustainability of the surrounding community (Local economic vitality).

TABLE I. RESULT OF OBSERVATION, INTERVIEW AND DOCUMENTATION ON GLAMPING SITES IN BALI

Glamping sites	Main picture	Attractions, accessibilities, amenities, ancillaries	Green Tourism components
Black Lava Hostel. Kintamani, Bangli		View of Mount & lake Batur, Abang, and Agung, cool weather, natural hot water pool; tents	Environment responsible, Local economic vitality, Cultural diversity, and Experiential richness.
Sandat Glamping Tents. Ubud, Gianyar.		Luxurious natural tent in the middle of rice field, traditional accommodation, but air conditioning suite Safari tents and Lumbung tents. It featuring eco-architectural designs surrounded by lush greenery.	Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.
Glamping Little House. Mengwi, Badung.		It has a garden, terrace and free WiFi.. The rooms come with a patio with garden views. It is two star hotel	Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.
Bali Jungle Camping. Padangan, Pupuan, Tabanan		Accommodations with free WiFi and a garden with a terrace and garden views and barbecue amenity	Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.
Tepi Sawah Lodge, Jatiluwih, Tabanan		The room offers a personal safe, a dining area and open air bathroom with hot/cold shower, a garden and barbecue facilities	Environment responsibility, local economic vitality, Cultural diversity, and Experiential richness.
Bali Dynasty Resort. Kuta / Tuban,		5 star luxurious resort. Price USD 161.00	Environment responsibility, local economic vitality, Cultural diversity, and Experiential richness. Certified by Holidaysreaders' choice, top 10 awards 2018, 2019 tripadvisor travelers' choice.
Menjangan Dynasty Resort. Gerokgak, Buleleng		White sand Beach Glamping and Dive Centre, this eco-friendly, tented, boutique, safari style tented room & villas with bamboo and alang-alang.	Environment responsibility, local economic vitality, Cultural diversity, and Experiential richness. Certified by Prime Plaza Hotel & Resort, Prime Biz Hotels, Accolades, Glamping.Com, The Romantic Tourist, Sehr Gut.

<p>Bubble Hotel Bali. Uluwatu, Badung,</p>		<p>Magnificent view of the ocean and starry sky as the part of magical nature Bali, bubble glamping pod, \$100 per day.</p>	<p>Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.</p>
<p>Sebatu Sanctuary. Tegallalang, Gianyar.</p>		<p>Eco-resort features free bikes. Featuring a garden, the 4-star resort has air-conditioned rooms with a private bathroom. Deluxe bungalows with garden.</p>	<p>Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.</p>
<p>Escape Nomade Sanctuary. Mambal, Badung.</p>		<p>In the midst of beautiful rice fields and streams, Escape Nomade offers six tents with luxurious facilities.</p>	<p>Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.</p>
<p>Baliwoso Camp. Pengotan, Kintamani, Bangli.</p>		<p>An agro and culture adventure camp, Serengeti Tents to promote conservation of nature and local culture and at the same time give sustainable benefits to local communities.</p>	<p>Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness.</p>

Through glamping sites, people from different tribes, different religions and races can meet and interact, so there is mutual respect for cultural diversity (Cultural diversity). Through participation in the glamping site, it enriches the experience of involvement with different nature, people, places and cultures (Experiential richness). All glamping sites in Bali is trying to implement green tourism concept, but there are two resort glamping sites namely Menjangan Dynasty Resort and Bali Dynasty Resort are certified by recognised bodies and the rest are not certified yet.

V. CONCLUSION

The conclusion that can be drawn from this research is that the implementation of the green tourism concept or principles on glamping sites in Bali includes the component of Environment responsibility, Local economic vitality, Cultural diversity, and Experiential richness. All glamping sites in Bali is trying to implement green tourism concept as much as possible, but until now there are only two resort glamping sites are certified by recognised bodies and the rest are not certified yet. It means that about 18 % apply green tourism.

ACKNOWLEDGMENT

The author would like to appreciate Directorate of Research and Public Services Directorate General of Research Empowerment and Development Ministry of Research, Technological and Higher Education of The Republic of Indonesia and Politeknik Negeri Bali for the support.

REFERENCES

- [1] B. M. Burger and R. Carpenter, Rural Real Estate Markets and Conservation Development In the Intermountain West: Perspectives, Challenges and Opportunities Emerging from the Great Recession. 2010.
- [2] K. Callan, Dazed But Not Confused: Tales of A Wilderness Wanderer. Toronto: Dundurn, 2013.
- [3] J. Conlin, Camping? Yes. Roughing It? Not Quite. *New York Times*, TR4, 2008.
- [4] Global Glamping Summit Denver. 2019.
- [5] H. Horáková and A. Boscoboinik, From Production to Consumption: Transformation of Rural Communities. Zürich: LIT Verlag, 2012
- [6] M. Lucivero, "Camping and open-air tourism: an opportunity for sustainable tourism in coastal areas," Conference of the International Forum on Urbanism, pp. 1-9, 2012.

- [7] C. Cooper, J. Fletcher, D. Gilbert, and S. Wanhill, *Tourism Principles and Practice*. England: Addison Wesley Longman Limited, 1993.
- [8] L. L. Sakacova, *Glamping - Nature Served On Silver Platter*. Master's Thesis. Aalborg University, 2013.
- [9] "Lexico", downloaded from <https://en.oxforddictionaries.com/definition/glamping>.
- [10] K. Lindberg, J. Enriquez, and K. Sproule, "Ecotourism questioned: Case studies from Belize," *Annals Of Tourism Research*, vol. 23, no. 3, pp. 543-562, 1996.
- [11] Y. Luo and J. Deng, "The new environmental paradigm and nature-based tourism motivation," *Journal of Travel Research*, vol. 46, no. 4, pp. 392-402, 2008.
- [12] M. Mehmetoglu, "Typologising nature-based tourists by activity: Theoretical and practical implications," *Tourism Management*, vol. 28, no. 3, pp. 651-660, 2007.
- [13] P. A. Wight, "Ecotourists: Not a homogeneous market segment," *The Encyclopedia Of Ecotourism*, pp. 37-62, 2001.
- [14] S. Lyubomirsky, L. King, and E. Diener, "The benefits of frequent positive affect: Does happiness lead to success?" *Psychological Bulletin*, vol. 131, no. 6, pp. 803-855, 2005.
- [15] K. Lindberg, *Policies for Maximizing Nature Tourism's Ecological And Economic Benefits*. Washington, DC: World Resources Institute, 1991.
- [16] J. Alegre and C. Juaneda, 2006. "Destination loyalty: Consumers' economic behavior," *Annals of Tourism Research*, vol. 33, no. 3, pp. 684-706, 2006.
- [17] G. Atwal and A. Williams, "Luxury brand marketing—The experience is everything!" *Journal of Brand Management*, vol. 16, no. 5, pp. 338-346, 2009.
- [18] B. Dubois and P. Duquesne, "The market for luxury goods: income versus culture," *European Journal of Marketing*, vol. 27, no. 1, pp. 35-44, 1993.
- [19] F. Vigneron and L. W. Johnson, "Measuring perceptions of brand luxury," *Journal of Brand Management*, vol. 11, no. 6, pp. 484-506, 2004.
- [20] R. Dodds and M. Joppe, "Promoting urban green tourism: The development of the other map of Toronto," *Journal of Vacation Marketing*, vol. 7, no. 3, pp. 261-267, 2001.
- [21] J. Chapman and R. Wahlers, "A revision and empirical test of the extended price-perceived quality model," *Journal of Marketing Theory and Practice*, vol. 7, no. 3, pp. 53-64, 1999.
- [22] M. Lee, "Consumer responses to price: A metatheoretical review," *Journal of Marketing Theory and Practice*, vol. 1, no. 4, pp. 54-70, 1993.
- [23] J. M. Norrish and D. A. Vella-Brodrick, "Is the study of happiness a worthy scientific pursuit?" *Social Indicators Research*, vol. 87, no. 3, pp. 393-407, 2008.
- [24] S. Filep, *Tourists' Happiness Through The Lens Of Positive Psychology*. Doctoral Dissertation, James Cook University, 2009.
- [25] B. L. Fredrickson and C. Branigan, 2005, "Positive emotions broaden the scope of attention and thought-action repertoires," *Cognition & Emotions*, vol. 19, no. 3, pp. 313-332, 2005.
- [26] L. A. King and J. W. Pennebaker, "What's so great about feeling good?" *Psychological Inquiry*, vol. 9, no. 1, pp. 53-56, 1998.
- [27] E. Diener and S. Oishi, "The non obvious social psychology of happiness," *Psychological Inquiry*, vol. 16, no. 4, pp. 162-167, 2005.
- [28] J. Cvilić-Bonifačić, I. Milohnić, and Z. Cerović, "Glamping – creative accommodation," *Tourism in Southern and Eastern Europe*, vol. 4, pp. 101-114, 2017.
- [29] A. Furqan, A. P. M. Som, and R. Hussin, "promoting green tourism for future sustainability," *Theoretical and Empirical Researches in Urban Management*, vol. 8, no. 17, Nov. 2010.
- [30] S. Graci and R. Dodds, "Why go green? the business case for environmental commitment in the Canadian hotel industry," *Anatolia: An International Journal of Tourism and Hospitality Research*, vol. 19, no. 2, pp. 251-270, 2008.