

The Sustainable Glamping Experiencescape: Exploring Visitor Experience and Environmental Awareness

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ABSTRACT

Tourism managers and the government are constantly striving to monitor and encourage every tourism activity to adhere to reasonable limits and principles of sustainable tourism. On the other hand, the pandemic has reshaped people's travel preferences, particularly due to numerous digital changes and a wider choice of attractions and activities that are no longer concentrated in cities. People are increasingly venturing out of their homes in safer and more comfortable ways, often choosing natural outdoor spaces as their destinations. This research aims to explore tourist experiences within the context of the sustainable glamping experiencescape, using Bobocabin West Java as the case study. The analysis focuses on natural, functional, social, sensory, and cultural dimensions. The research employed a literature review and in-depth interviews with 10 visitors categorized as solo travelers, family travelers, and group travelers. Data were analyzed using an open coding approach to identify relevant thematic patterns. Findings reveal that natural landscapes serve as the main attraction, distinguishing glamping from conventional accommodations, complemented by modular facilities and smart technologies that enhance comfort. Social aspects, such as friendly service and safety assurance, alongside the inclusion of local SMEs and cultural representation, enriched visitor experiences. Nonetheless, limitations remain in communicating sustainability agendas, accessibility, and the availability of communal spaces. These results underscore the importance of managing glamping through comprehensive sustainability principles to deliver economic, social, and environmental benefits while enhancing tourism competitiveness.

KEYWORDS

Experiencescape, Glamping, Sustainability, Visitor Awareness



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INTRODUCTION

Tourism in the post-pandemic era has undergone profound adaptations of products, services, and even policies to meet changing tourist needs and ensure economic, social, and environmental sustainability (Gowreesunkar et al., 2023). On the positive side, the pandemic has directly opened the way for the advancement of the tourism business, such as the integration of innovative digital technology into tourism, virtual tours via the internet, and the advancement of digital games. Tourism managers and the government are constantly striving to monitor and encourage every tourism activity to adhere to reasonable limits and principles of sustainable tourism (Abdellatif et al., 2024; Koščak & O'Rourke, 2023). Each aspect includes steps that support sustainability, such as implementing environmentally friendly practices, the efficient use of resources, and the protection of biodiversity and cultural heritage.

According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia (2021), tourism today cannot focus solely on the number of local and international tourist visits but also on developing tourism concepts that can have a longer-term impact, including through sustainable tourism business management, socio-economic, cultural, and environmental aspects. On the other hand, the pandemic has reshaped people's travel preferences, particularly due to numerous digital changes and a wider choice of attractions and activities that are no longer concentrated in cities. People are increasingly venturing out of their

homes in safer and more comfortable ways, often choosing natural outdoor spaces as their destinations. This shift is driven not only by the desire to fulfill human needs for rest, relaxation, and mental refreshment but also by the growing popularity of outdoor hospitality among those seeking nature-based attractions (Vada et al., 2023; Xiang et al., 2023).

One accommodation product that has recently gained popularity is glamping. Glamping accommodation has become a trend that has become increasingly popular and sought after after the pandemic, as a new concept that combines the comfort of camping with direct contact with nature. Glamping has mushroomed significantly in various tourist destinations, especially after the pandemic subsided. One example was during the MotoGP event in Mandalika, where Sandiaga Uno, Minister of Tourism and Creative Economy of the Republic of Indonesia, stated that glamping needed to be prepared to support the success of the MotoGP event (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2022). Amid the pandemic and near-full occupancy rates at almost all accommodations in Lombok, many tourists chose glamping as an alternative accommodation. In the post-pandemic era, glamping has also added to the list of accommodation options offering views of rice fields, beaches, or cultural destinations for tourists visiting Bali (Diwyarthi et al., 2023).

Adopted from two words: glamour and camping, glamping is often categorized as an activity option at 5-star accommodations, offering a unique experience. Terminologically, glamping is often positioned as a synonym for luxury accommodation (Hrgović et al., 2018). Since 2016, the term "glamping" has been included in the Oxford Dictionary, describing a type of camping accommodation using tents with more comfortable and expensive facilities than those typically used for camping (Brochado & Brochado, 2019; Brochado & Pereira, 2017). The idea behind this phenomenon is that more people can now enjoy the outdoors without having to learn how to build a fire, assemble a tent, and cook from locally available materials (Connolly & Sentinel, 2020).

A key part of glamping is connecting with nature. Previously, being in the midst of nature was a bit intimidating for those unfamiliar with adventure tourism. The emergence of the glamping trend is partly due to the opportunity to experience the allure of nature without the need for traditional forest trekking (Gallagher, 2020). The unique characteristics of glamping also differentiate it from typical camping accommodations. The natural environment with stunning views is the most appreciated characteristic, according to Utami (2020). Furthermore, architectural design, service from the management, and maximum cleanliness are other factors in the decision-making process. Complete supporting facilities such as electricity and power outlets, smooth WiFi access, a bathtub, air conditioning, and interesting photo spots are very important to consider.

One of the most well-known glamping service providers in Indonesia is Bobocabin Indonesia. Bobocabin is a sub-product of Bobobox, a hotel chain that started its business as a capsule hotel franchise in 2018 and is based in Indonesia. Bobocabin was launched during the pandemic in 2021. Adapted from the Bobobox.com website, Bobocabin offers a glamping concept, namely modular housing in the middle of nature with different views at each location, to provide more than just a pleasant stay but also an authentic experience to be enjoyed with loved ones. The cabin concept is complete with an en-suite bathroom, terrace, campfire area, and an all-digital experience, making Bobocabin glamping a luxurious accommodation in a green open area. Each Bobocabin unit has integrated various advanced Internet of Things (IoT)

technology features, such as a Smart Window system, Mood Lamp, and QR-based door locks, among other features that can be controlled through a single application. Bobocabin is currently spread across 17 natural tourist destinations in Indonesia, including Lembang, Gunung Mas Bogor, Coban Rondo, Toba, Ubud, and others.

The experience offered by staying in glamping accommodations like Bobocabin is considered to provide a sense of safety and comfort, especially for families who typically have to put in extra effort to prepare for vacations, from preparation to consideration of the discomfort of the mattress provided to access to restaurants far from the accommodation. This experience aligns with the principles of the *experiencescape* concept, which refers to an experience that is a combination of various elements that come together (Shaw & Ivens, 2002 in Mossberg, 2007). An *experiencescape* can consist of sensory, functional, social, natural, and cultural stimuli within a product or service environment, enriched by a culture of hospitality. All these elements contribute to shaping the experience for consumers, employees, and other stakeholders, resulting in positive or negative cognitive, affective, and behavioral reactions to the product (Pizam & Tasci, 2019). Visitors are indirectly stimulated emotionally, physically, intellectually, and spiritually when they visit diverse green tourism areas (Förster & Kreuz, 2002 in Mossberg, 2007). Pizam and Tasci (2019) explain at least six components of the experiential landscape in hospitality environments: (1) the social component, (2) the natural component, (3) the cultural component, (4) the sensory component, and (5) the functional component.

The term *experiencescape* parallels the *servicescape* introduced by Bitner (1992), but broadens to encompass activities that provide pleasure, enjoyment, and entertainment, while also serving as a meeting place for diverse groups to move and interact with one another (O'Dell, 2005). Consumers seek meaningful and memorable experiences, not simply consuming or being satisfied with tangible or intangible attributes (Pizam & Tasci, 2019). Therefore, within the framework of experience-based consumption, *servicescape* is not entirely appropriate because it is limited to the perspective of the service provider, whereas *experiencescape* can provide a perspective from the consumer's perspective. Mossberg (2007) argues that, regardless of the tourism service offered, the *experiencescape* shapes destination choice and the likelihood of tourists returning. Although experiences are individual constructs, they are closely connected and highly dependent on the surrounding environment in the tourism context (O'Dell, 2005). Therefore, it is important to understand the realistic, imaginative, and experiential characteristics of tourist interactions, as well as to understand visitors' perceptions of the *experiencescape* as authentic (Chronis & Hampton, 2008).

The combination of the search for meaningful experiences and the demand for sustainable practices underscores the urgency of research on glamping as a form of tourism that simultaneously delivers experiential value and environmental awareness. This research aims to explore the sustainable glamping *experiencescape* offered by Bobocabin, West Java, by highlighting how tourist experiences are shaped through physical, social, and emotional dimensions, and how environmental awareness plays a role in these experiences. The research findings are expected to provide theoretical contributions to tourism studies as well as practical insights for the development of competitive and sustainable glamping products.

METHOD

To enrich and explore tourists' deep experiences of glamping, the researcher used qualitative research methods and collected data through direct observation and interviews with 10 visitors from Bobocabin. In this paper, the researcher focused on 5 Bobocabin locations in West Java, namely Cikole, Ranca Upas, Pangalengan, Madasari, and Gunung Mas Bogor. Although as of August 2025 Bobocabin has a total of 7 branches, these five locations were chosen to answer the relevance of different experiences from all interviewed visitors. This research used an open coding approach, examining relationships between important points in sustainability principles, accommodation concepts, visitor experiences and developing core categories through discussions with respondents.

Data were collected without any predetermined hypotheses, except assumptions regarding differences in experiences among tourists from each category (see Table 1). Although representativeness was not the primary criterion, respondents were selected from five different locations. Therefore, the data collection and analysis process was conducted openly and iteratively between data, literature, and the researcher's prior knowledge. Interviews were conducted in an unstructured manner, where respondents discussed their stay experiences and connections to sustainable activities found during their stay at Bobocabin accommodations, guided by several key initial topics introduced by the researcher such as social and economic aspects, expectations built in finding marketing activities, and natural resources that could be enjoyed during the stay. Subsequent interviews were more directed by findings from previous interviews, aiming to clarify results while remaining open to new categories.

Table 1. Summary of Interview Topics

Initials	Characteristics	Location	Type Green Area	Topic
MFE	Solo Traveler	Bobocabin Rancaupas	Lake, Green Forest	Exploration of visitor experiences and relationships with discovered resources
HS	Family Traveler	Bobocabin Gunung Mas	Tea Plantation	Exploration of visitor experiences and supporting accessibility
YSS	Solo Traveler	Bobocabin Rancaupas	Lake, Green Forest	Exploration of visitor experiences, location, construction, and supporting activities
NR	Family Traveler	Bobocabin Cikole	Pine Forest	Exploration of visitor experiences and marketing contributions
SH	Group Traveler	Bobocabin Pangalengan	Tea Plantation	Exploration of visitor experiences and relationships with discovered resources
NA	Solo Traveler	Bobocabin Madasari	Madasari Beach	Exploration of visitor experiences and supporting accessibility, supporting activities
MAA	Group Traveler	Bobocabin Gunung Mas	Tea Plantation	Exploration of visitor experiences, location, construction, landscape, and topography
SM	Family Traveler	Bobocabin Madasari	Madasari Beach	Exploration of visitor experiences and marketing contributions
SA	Group Traveler	Bobocabin Pangalengan	Tea Plantation	Exploring visitor experiences and relationships with the resources found
ILP	Solo Traveler	Bobocabin Cikole	Pine Forest	Exploring visitor experiences and risk management during their stay

From the data collection results, respondents in this research identified different experiences, especially regarding the purpose of using glamping accommodation and the characteristics that represent the respondents. This resulted in a discussion of the sustainable glamping experiencescape divided into three main visitor characteristics, namely (1) solo travelers, (2) group travelers, and (3) family travelers in enjoying glamping accommodation. These three market categories also align with the target market of Bobocabin obtained through the website and related media. All interviews were recorded and transcribed following the ethical principles of informed consent.

RESULT AND DISCUSSION

All respondents emphasized that a similar sustainable glamping experiencescape emerged, especially when they directly described the natural resources enjoyed while staying at the glamping accommodation. In the context of Bobocabin, this was evident because all locations consistently offered natural landscapes as a key experience that differentiated them from other accommodations. For example, Bobocabin Ranca Upas boasts a lake as its main attraction, while Bobocabin Madasari directly faces the beach. Being amidst green tourism areas makes the staycation experience at Bobocabin unique and different from the usual accommodations typically found in cities. HS visitors described the building's modular design, dominated by wood, as a positive perception: Bobocabin's construction was perceived as more environmentally friendly, did not require heavy vehicles, and did not damage the green tourism area, which is the main attraction.

Respondents also explained that the green tourism area, which is the main attraction of glamping, creates high expectations for the staycation experience, particularly due to the narrative constructed through social media and digital marketing strategies. Nearly all interviewed guests admitted to booking online, either through the Bobobox.com website, the app, or online travel agents (OTAs), where their decisions were heavily influenced by reviews, photos, and experience content shared by previous users on various platforms. This widespread information on social media has led to significant expectations for a different and more personalized experience compared to other types of accommodation.

However, respondents indicated an understanding that glamping cannot fully be positioned on a par with five-star hotels. Their expectations tended to be more moderate, focusing on the availability of additional activities that can enrich the stay experience, such as nature-based recreation, basic amenities that support comfort, or the availability of food and beverage services. These findings indicate that the presence of recreational activities and simple supporting facilities is an essential element in glamping development, as these aspects serve as a bridge between tourist expectations and the natural characteristics of glamping, which differentiate it from conventional accommodations.

Respondents explained that they encountered various sustainability initiatives during their stays, fostering awareness that Bobocabin actively promotes sustainable practices. Some of the most frequently mentioned aspects included water and electricity savings through indoor signage, information on emergency assembly points, and waste reduction efforts through the provision of drinking water refill facilities. These elements were deemed quite effective in conveying the impression that sustainability is part of the stay experience. However, most

respondents also highlighted the limitations of the information they received. Respondent SA mentioned carbon offset calculations, waste management processes and final disposal locations, and a more detailed explanation of Bobocabin's overall sustainability agenda. These findings indicate a gap between visible efforts directly observable by visitors and invisible practices that are important but under-publicized. Therefore, there is room for development in the sustainability communication aspect, so that tourists not only experience practical eco-friendliness but also understand the broader contribution of glamping activities to environmental issues.

In the next section, these findings will be further elaborated and organized into a framework with five main experienscape components, based on the statements and characteristics of the interviewees, as summarized in Table 2.

Tabel 2. Sustainable Glamping Experienscapes based on Traveler Characteristics

Component	Requirements	Characteristics		
		Solo Traveler	Family Traveler	Group Traveler
Sensory	Sound, aroma, texture, taste	Adequate menu, more appealing with destination-specific highlights	Child- and elderly-friendly menu with supporting facilities (e.g., breast milk storage) is essential	Requires diverse menu to support group activities without disturbing other guests
Functional	Activities, facilities, amenities, buildings, signage	Reliable Wi-Fi and clear signage are necessary	Child-friendly facilities; limited signage and difficult access at night	Comprehensive amenities and spacious communal areas to support group interactions
Social	Crowding, safety, branding, service	Preference for a calm environment with assured safety	Friendly service and comfort for families are crucial	Well-coordinated service to facilitate group activities is required
Natural	Natural resources, sustainability agendas, green tourism areas	Natural landscapes provide meaningful experiences	Green surroundings create positive experiences for children	Requires proper environmental management and accessibility for larger vehicles
Cultural	Local culture, human resources	Appreciation of local community empowerment	Support for local SMEs integration into tourism experiences	Representation of local culture is important, including for international tourists

a. Sensory Components

Within the experiential scape concept, sensory components address the perceiver's identity and evoke sensory reactions through the use of color, sound, aroma, shape, figure, texture, and taste (Pizam & Tasci, 2019). These elements also form the first impression in shaping a brand image for a service product. When discussing sustainable glamping, the indicators examined are those found and can influence the five human senses, such as lighting,

noise, temperature, air quality, and music. These components are included as ambience or aesthetic factors because they relate to the sensory quality of a space.

The sensory experience in glamping tends not to focus on texture, ambience, and aroma. This is because the landscape and natural atmosphere found at the glamping location already align with tourists' initial expectations. For example, the cool and cold atmosphere experienced at Bobocabin Ranca Upas and Cikole, as well as the warm and more tropical atmosphere at Bobocabin Madasari, are considered natural conditions that visitors had anticipated before their arrival. Thus, this sensory dimension does not constitute a significant surprise or differentiation factor, but rather fulfills basic expectations for a nature-based glamping landscape.

Conversely, taste and sound were the sensory components most highlighted by respondents. Regarding taste, most travelers appreciated the availability of menus available via the app and the small kitchen called Bobodeli, but they emphasized the importance of differentiation through offerings unique to the local destination. Family travelers, for example, respondents HS, NR, and SM, highlighted the need for child- and elderly-friendly menu options, as well as supporting facilities such as breast milk storage for family comfort. Meanwhile, for travelers in large groups, a diverse menu was seen as an important element to support shared activities without disturbing other guests.

In addition to taste, sound is another sensory experience considered crucial in the context of glamping. Solo travelers emphasized that silence is a key element they expect during their stay. This is closely related to travelers' motivation to rest, escape the noise of the city, and enjoy a more tranquil natural environment. Noise disturbances, whether from the internal activities of other guests or external factors, are seen as diminishing the quality of the stay. Thus, glamping managers are required to maintain a balance between providing tourist activity facilities and maintaining the quality of silence as the main attraction of nature-based accommodation.

b. Functional Components

Functional components, designed with the harmonious use of sensory elements, provide benefits that enable consumers, employees, and other stakeholders to function, relax, refresh, socialize, learn, build relationships, think, and pursue self-actualization (Pizam & Tasci, 2019). These components include the size, shape, and arrangement of furniture, equipment, and other items within a service environment. These factors are often included as design, layout, space, signage, and functionality in various qualitative and quantitative studies. When discussing glamping, the activities offered, amenities, supporting facilities, buildings, and signage are findings that visitors enjoy.

All respondents in this research demonstrated a consistent understanding of the availability of activities offered by glamping providers, both through apps and notifications prior to their stay. These activities add value and enrich the traveler experience, as they not only provide passive indoor recreation options but also opportunities to explore the facilities provided by each location. For example, Bobocabin Cikole offers child-friendly facilities in the form of a playground, Bobocabin Ranca Upas offers an onsen for relaxation, while Bobocabin Pangalengan offers off-road activities for an additional fee. This variety of activities emphasizes that each glamping destination strives to differentiate its services, although not all activities are equally accessible to tourists.

In terms of buildings, most respondents emphasized that modular features, Internet of Things (IoT)-based technology support, and the presence of smart windows are key attractions driving interest in choosing glamping over other accommodations. These architectural innovations, which prioritize space efficiency and technology integration, are perceived as unique features that differentiate Bobocabin from conventional accommodation concepts. However, from a regional perspective, MAA respondents highlighted that not all glamping locations provide public spaces large enough to accommodate community activities or large group interactions. This has implications for the limited social function of glamping, especially for tourists who come in groups and need a place to engage in shared activities.

The research findings also highlight the more specific needs of solo travelers and family travelers. Both groups emphasized the importance of adequate signage and directions, given that most locations currently rely heavily on digital navigation via Google Maps. For solo travelers, a stable Wi-Fi connection is crucial for supporting individual activities during their stay. Meanwhile, family travelers consider the completeness of amenities to be a crucial aspect, including child-friendly facilities and the availability of basic necessities to ensure the comfort of all family members. Respondent NA highlighted the availability of amenities that align with sustainable practices, such as the provision of wooden toothbrushes, which are considered more environmentally friendly. The need to strengthen accessibility and information on the ground remains a key consideration for management.

c. Social Component

The social component, which is the perception of consumers, employees, and other stakeholders based on their own rules, norms, conventions, and behavioral expectations, influences perceptions of sensory and functional components, and vice versa (Pizam & Tasci, 2019). In understanding the experiencescape enjoyed by glamping guests, service, brand image, crowds, and safety were identified in interviews as indicators that influence their behavior and perceptions.

The service dimension is one of the aspects most appreciated by tourists and forms the basis of hospitality, especially among family travelers. SM respondents emphasized that the staff's friendliness and willingness to assist, for example, with luggage handling or other family logistical needs, contributes to a more comfortable stay. For families who typically arrive with more luggage, this service support is considered significant in creating a positive impression from the moment of arrival, especially when the glamping location is located in an area far from the lobby and requires hiking. Therefore, friendly and responsive service quality is seen not only as a complement but also as a fundamental component in building family travelers' loyalty to the glamping destination.

Meanwhile, solo travelers emphasized the importance of safety and security during their stay at Bobocabin. Safety factors encompass not only protection against crime but also mitigation of potential disaster risks and interactions with wildlife around the glamping area. This assurance of safety provides a sense of peace of mind, a key need for solo travelers who tend to travel unaccompanied. Therefore, implementing comprehensive safety standards and a transparent information system regarding safety procedures are crucial in building a positive perception among solo travelers.

d. Natural Components

Natural components, namely the integration of the built environment with natural elements (flora, fauna, landscape), also influence perceptions of sensory, functional, social, and cultural components, and vice versa (Pizam & Tasci, 2019). Thus, all relationships between components are bidirectional. Rosenbaum (2005) emphasized the importance of the natural dimension, noting its potential to support physical and mental health and well-being by reducing fatigue, stress, burnout, depression, and other mental health issues. Through glamping's natural setting and visitors' awareness of proactive attitudes toward holistic well-being and the way they consume natural resources, glamping combines closeness and intimacy with nature with luxury, making it convenient for travelers.

The natural landscape is consistently perceived as a key attraction by all categories of travelers staying at Bobocabin. Besides being enjoyed for holistic well-being, it can also be part of a marketing strategy that encourages visitors to share their experiences on social media. Solo travelers found the beauty and serenity of the landscape to provide meaningful experiences and opportunities for personal reflection, thus adding to the intrinsic value of glamping. For family travelers, the presence of green landscapes not only creates a refreshing atmosphere but also provides a space for children to interact directly with nature. Simple activities such as playing in open areas or enjoying the fresh air are seen as valuable experiences rarely found in urban areas. This indicates that landscapes are viewed not merely as visual backdrops but as core elements that shape nature-based tourism experiences.

Furthermore, group travelers emphasized the importance of landscapes as a primary attraction, but with a more critical perspective on environmental management aspects. They highlighted the importance of waste management, ecosystem sustainability, and the suitability of the location's topography for accessibility to large vehicles frequently used on group trips. Thus, the presence of landscapes provides more than just aesthetic value but also serves as an indicator of destination quality, assessed through sustainability and accessibility. These findings collectively confirm that landscapes play a central role in shaping the glamping experiencescape and serve as a key differentiator compared to conventional accommodations in urban areas.

e. Cultural Components

Cultural components are those perceived within an environment, based on the values, norms, and rules of various groups, nations, and subgroups. These influence perceptions of sensory, functional, and social components, and vice versa (Pizam & Tasci, 2019). Culture is a comprehensive dimension that influences human behavior and can shape cognitive, affective, and behavioral responses to environmental stimuli (Hofstede, 2003 in Pizam & Tasci, 2019). This research, in this case, was found in the absorption of local human resources, the involvement of MSMEs, and the strong cultural impact during a stay.

Interview results indicate that the cultural component intersects with the socio-economic dimension, becoming a key concern for various categories of travelers regarding their stay at Bobocabin. Solo travelers expressed their appreciation for the direct interaction with local staff, which not only helped enhance a sense of security and comfort but also fostered awareness of glamping's positive contribution to local job creation, as seen at Bobocabin Madasari and Bobocabin Pangalengan. The presence of staff from the surrounding community is seen as a

tangible form of community empowerment, thus adding value to a sustainable tourism experience. At the same time, family travelers emphasized the importance of supporting local micro, small, and medium enterprises (MSMEs) integrated into glamping activities. Respondent HS highlighted how the presence of Bobocabin did not completely eliminate small businesses in Gunung Mas and YSS respondents enjoyed local cuisine at Ranca Upas. This support emerged through consumption of local products or participation in community-based tourism activities, strengthening the relationship between tourists and the surrounding community.

Meanwhile, group travelers highlighted the cultural dimension as an aspect that deserves greater attention, especially if glamping destinations are aimed at non-domestic tourists. Introducing local culture, whether through culinary delights, performing arts, or historical narratives, can enrich the travel experience and differentiate Bobocabin from other accommodations. This not only has the potential to strengthen the destination's identity but also contributes to the preservation of local culture while expanding the economic value of the community. Thus, findings from all three categories of travelers confirm that glamping not only offers landscape-based attractions but also builds social, economic, and cultural relationships that are integral to the destination's sustainability.

CONCLUSION

This research confirms that the tourist experience within the context of sustainable glamping experiences at five Bobocabin locations in West Java is strongly influenced by a combination of natural, functional, social, sensory, and cultural components, addressing the research objectives of exploring how these dimensions shape visitor experiences and environmental awareness. The natural landscape is consistently positioned as the primary attraction that distinguishes glamping from conventional accommodations, while functional aspects such as the availability of activities, facilities, and technology integration contribute to service differentiation. Furthermore, social factors such as service quality and security guarantees form an important foundation of the tourist experience, reinforced by cultural contributions such as empowering local workers and supporting MSMEs. Thus, glamping serves not only as an alternative nature-based accommodation but also as an interactive space that represents sustainable values through a more holistic experiential dimension. Based on the research findings, several recommendations are made for the development of the glamping industry, including strengthening communication regarding sustainability agendas, improving accessibility and signage, and integrating local culture through culinary delights and community activities, which can collectively enhance the competitive advantage and sustainability impact of glamping destinations. Future research should explore the long-term impacts of glamping on local communities and investigate the effectiveness of different sustainability communication strategies in enhancing tourist environmental awareness and behavior change.

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