

Exploring Tourist Motivations in the Glamping Experience: A Qualitative Study in Kintamani

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ABSTRACT

Glamping (glamorous camping) has emerged as a contemporary form of accommodation that combines the essence of outdoor camping with the comfort of modern facilities, offering tourists a distinctive experience of being close to nature without sacrificing luxury. In Indonesia, particularly in Kintamani, Bali, glamping has grown rapidly in line with increasing interest in nature-based tourism and unique travel experiences. Despite its popularity, studies that specifically address tourist motivation in the glamping context remain limited. This research aims to explore the motivations that drive tourists to choose the glamping experience in Kintamani through a qualitative approach. Data were collected using in-depth interviews, participatory observation, and documentation with tourists who had experienced glamping in Kintamani. Thematic analysis revealed two main categories of motivation: intrinsic and extrinsic. Intrinsic motivations include the desire to gain positive feelings, escape from daily routines, seek novelty, strengthen social relationships, and enhance social status. Extrinsic motivations are shaped by external factors such as natural beauty, promotional offers, invitations from friends or family, social media needs, and lifestyle trends. The findings highlight that glamping in Kintamani is not only perceived as an alternative form of accommodation but also as a lifestyle-driven tourism experience that blends personal well-being, social expression, and natural immersion. These insights contribute to a deeper understanding of tourist behavior in experiential tourism and provide implications for glamping providers and destination managers to design more relevant and sustainable tourism strategies.

Keywords :

Glamping; Tourist Motivation; Intrinsic Motivation; Extrinsic Motivation; Kintamani; Qualitative Study

A. INTRODUCTION

Global tourism continues to evolve by presenting new forms of experiences oriented towards the search for meaning, comfort, and closeness to nature (Jannah, Riana, & Aisyah, 2024). One phenomenon that has gained increasing popularity over the past decade is glamping (glamorous camping), a form of accommodation that combines the atmosphere of traditional camping with luxurious and modern facilities (Zhafarini, Saefullah, & Winoto, 2025). This concept offers tourists a distinctive experience: enjoying the beauty of nature directly without sacrificing the comfort comparable to staying in a star-rated hotel (Irfan, 2024; Zhafarini, Saefullah, & Winoto, 2025).

In Indonesia, glamping has developed rapidly alongside the growing interest of tourists in nature-based tourism and unique experiences (Zhafarini, Saefullah, & Winoto, 2025). One of the most prominent destinations is Kintamani, Bali, which is known for the panorama of Mount Batur, Lake Batur, and the cool mountain atmosphere (Arcana & Arcana, 2017). The distinctive natural potential makes Kintamani an ideal location for glamping development, as it combines the uniqueness of natural landscapes, accommodation comfort, and recreational and relaxation value (Swabawa & Susanto, 2015; Arcana & Arcana, 2017).

The rising popularity of glamping reflects a shift in tourist motivation patterns (Juniarta, Wardana, & Saputra, 2022; Irfan, 2024). Tourists are no longer merely seeking accommodation; they also seek emotional experiences, opportunities to strengthen social connections, and platforms to express their lifestyle (Juniarta, Wardana, & Saputra, 2022). These motivations may relate to the pursuit of tranquility, the desire to be close to nature, the need for comfort, or the urge to share experiences on social media (Juniarta, Wardana, & Saputra, 2022; Zhafarini, Saefullah, & Winoto, 2025). Therefore, it is important to explore in depth the motivational factors driving tourists to choose glamping as an alternative accommodation (Juniarta, Wardana, & Saputra, 2022).

Previous research on tourist motivation has largely focused on general tourism destinations, conventional hotels, or nature-based tourism. However, studies on tourist motivation in the context of glamping, especially in unique destinations like Kintamani, remain limited (Kusumaningrum, 2022; Irfan, 2024; Zhafarini, Saefullah, & Winoto, 2025). A thorough understanding of these motivations can provide significant contributions for glamping operators, tourism practitioners, and local governments in designing product and experience development strategies that are more aligned with tourists' needs (Arcana & Arcana, 2017).

Based on this background, this study aims to explore tourist motivations in choosing the glamping experience in Kintamani using a qualitative approach. By directly capturing tourists' perspectives, the study is expected to provide a comprehensive understanding of the driving factors shaping tourists' preferences for glamping, as well as the implications for sustainable tourism development in the region.

B. RESEARCH METHODS

This study employs a qualitative approach with a descriptive-exploratory method. This approach was selected because the research aims to explore tourist motivations in choosing the glamping experience in depth, emphasizing tourists' meanings, perceptions, and subjective experiences rather than quantitative measurements (Nasution, 2023; Silitonga, Cahayani, Supriyono, & Andesta, 2024). The study was conducted at glamping sites in Kintamani, Bali, known for the panorama of Mount Batur, Lake Batur, and the cool mountain air. The location was chosen because Kintamani is one of the popular destinations in Bali for nature-based tourism and glamping, which aligns with the focus of this study (Silitonga, Cahayani, Supriyono, & Andesta, 2024).

Table 1. Summary of Research Methods

Aspect	Description
Approach	Qualitative, descriptive-exploratory (Nasution, 2023; Silitonga, Cahayani, Supriyono, & Andesta, 2024)
Location	Glamping sites in Kintamani, Bali, known for Mount Batur and Lake Batur panoramas (Silitonga, Cahayani, Supriyono, & Andesta, 2024)
Informants	Tourists (domestic and international) aged ≥18 who have experienced glamping; selected using purposive sampling (Nasution, 2023)
Sample Size	Determined by data saturation principle (Nasution, 2023; Silitonga, Cahayani, Supriyono, & Andesta, 2024)
Data Collection Techniques	In-depth interviews, participatory observation, documentation (Nasution, 2023)
Research Instrument	Researcher as key human instrument, supported by semi-structured interview guides, field notes, and audio recorders (Nasution, 2023)
Data Analysis	Miles, Huberman, & Saldana (2014): Data Reduction, Data Display, Conclusion Drawing/Verification (Silitonga, Cahayani, Supriyono, & Andesta, 2024)

The informants in this study were tourists who had experienced or were currently engaging in glamping activities in Kintamani. They were selected using purposive sampling based on several criteria, including being domestic or international tourists who had stayed at glamping facilities in Kintamani, being at least 18 years old, and being willing to participate in interviews and provide information voluntarily. The number of informants was determined according to the principle of data saturation, meaning that interviews

were concluded once the information collected became repetitive and no significant new data emerged (Nasution, 2023; Silitonga, Cahayani, Supriyono, & Andesta, 2024).

Data collection techniques involved several methods to ensure a comprehensive understanding of tourist motivations. These included in-depth interviews with tourists to explore their motivations, experiences, and perceptions regarding glamping (Nasution, 2023), participatory observation at glamping sites to record interactions, the atmosphere, and tourist activities, as well as documentation, such as brochures, websites, photos, or online reviews, to support contextual understanding.

Category	Classification	Number (n)	Percentage (%)
Gender	Male	4	52.
	Female	3	47.
Age Range	18–25 years	2	25.
	26–35 years	0	0
	36–45 years	8	35.
	>45 years	1	22.
Tourist Origin	Domestic (from various Indonesian provinces)	4	78.
	International (Asia, Europe, Australia)	3	8
Education Level	High School	2	27.
	Diploma/Bachelor's Degree	4	60.
	Postgraduate Degree	8	0
Length of Stay	1–2 days	1	38.
	3–4 days	3	43.
	>4 days	5	8
Purpose of Visit	Culinary and Cultural Tourism	4	57.
	General Recreation	2	27.
	Research/Education	2	15.
Total Respondents		8	100

The demographic characteristics of the respondents indicate a relatively balanced gender distribution, with 52.5% male and 47.5% female, suggesting that interest in traditional culinary tourism is not limited to a particular gender. The majority of respondents belong to the 26–35 age group (35%), followed by 18–25 years (25%), highlighting the dominance of younger travelers who are generally more open to exploring local gastronomy and cultural experiences. In terms of origin, most respondents were domestic tourists (78.8%), while international visitors

(21.2%) mainly came from Asia and Europe. This finding implies that traditional gastronomy in West Nusa Tenggara attracts strong local interest while gradually gaining recognition among foreign tourists

The average length of stay of 3–4 days (43.8%) shows that tourists tend to spend sufficient time to engage in diverse tourism activities, including cultural and culinary experiences. Educationally, the majority held Diploma or Bachelor’s degrees (60%), indicating that respondents possess reflective and appreciative attitudes toward cultural authenticity and culinary innovation. These diverse demographic backgrounds enhance the contextual validity of the study’s findings by ensuring that the perspectives on culinary innovation, perceived authenticity, tourist experience, and culinary identity represent a broad spectrum of traveler profiles in West Nusa Tenggara.

The primary research instrument was the researcher as a key human instrument, aided by semi-structured interview guides, field notes, and audio recording devices (Nasution, 2023). Data analysis was conducted following the model proposed by Miles, Huberman, & Saldana (2014) and Silitonga, Cahayani, Supriyono, & Andesta (2024), which comprises three main stages. The first stage, data reduction, involved summarizing, selecting, and focusing data according to the research objectives. The second stage, data display, entailed presenting data in the form of narratives, tables, or matrices to facilitate interpretation. Finally, the conclusion drawing/verification stage focused on deriving conclusions based on patterns, themes, and relationships among the identified categories (Miles, Huberman, & Saldana, 2014).

C. RESULTS AND DISCUSSION

Glamping in Bali, particularly in Kintamani, has experienced rapid growth from late 2019 to 2023, with a significant increase in the number of accommodations spread across various strategic locations (Arcana & Arcana, 2017; Juniarta, Wardana, & Saputra, 2022). This expansion reflects the rising popularity of glamping as an alternative form of accommodation that combines the appeal of nature-based tourism with modern comforts, catering to tourists who seek both adventure and relaxation.

The growth of glamping in Bali aligns with broader tourism trends where visitors increasingly prefer experiences that integrate natural landscapes with premium amenities. Locations such as Kintamani, with its panoramic views of Mount Batur and Lake Batur, provide an ideal setting for glamping, offering tourists a unique opportunity to enjoy the natural environment without compromising on comfort (Juniarta, Wardana, & Saputra, 2022).

In addition to scenic landscapes, glamping sites in Bali provide a range of facilities that appeal to diverse tourist segments, from solo travelers seeking tranquility to families and couples looking for recreational and experiential stays. This diversity in offerings not only enhances the overall tourist

experience but also supports local economic growth by attracting visitors to surrounding villages and promoting local services and products (Arcana & Arcana, 2017).

The rapid expansion of glamping in Bali demonstrates the tourism sector’s ability to innovate and adapt to changing tourist preferences. By combining nature-based attractions, visual aesthetics, and comfortable accommodations, glamping has positioned itself as a significant contributor to Bali’s tourism landscape, offering a distinctive alternative to conventional hotels and traditional camping (Juniarta, Wardana, & Saputra, 2022).

Table 2. Names of Glamping in Kintamani

Glamping Name					
1	Batur Bamboo Cabins	15	The Batur Bamboo House	29	D Khaylas
2	Volcano Valley	16	Tampurhyang View	30	Geopark Village Mt Batur
3	Batur Homestay	17	Bobocabin Kintamani	31	Sunrise Hill Camp
4	Black Lava Hostel	18	Pinggan Sunrise	32	Pinggan Glamping Hill
5	Oemah Batur	19	Star Lake	33	Toya Devasya
6	Segara Camp	20	Kladi Glamping	34	Lakeside Log Cabins
7	Bali Cottages Lake View	21	Taman Danu	35	Alengkong Double View
8	Bamboo Mount Batur	22	Bayung Glamping	36	Batur Lumbung Guest House
9	Kubah Bali Glamping	23	Jempna View	37	Jungle Camping
10	Pondok Bali Cottage	24	Bunbulan Panorama	38	La Danu
11	Lake Batur Cottage	25	D’Semadi Mountview	39	Igloo Glamping
12	Glamping The Dewi	26	Pinggan Caldera	40	End Dita
13	Manik Tirta Cabins	27	Bali Sunrise Cam and Glamping	41	Cloud Hill
14	Pulestis Glamping	28	Batur Cozy Bali	42	Butterfly Bali

Source: Department of Tourism, Bangli Regency, 2023

In 2023, Kintamani District, Bangli Regency, recorded 42 units of glamping and alternative accommodations distributed across strategic locations with prominent natural scenery, particularly Mount Batur and Lake Batur. This data indicates significant growth in the nature-based tourism sector and experiential tourism in the area.

Further analysis shows that most accommodations emphasize view and location in their branding. For instance, Lake Batur Cottage, Tampurhyang View, and Sunrise Hill Camp highlight visually captivating experiences for tourists, especially during sunrise or sunset. Some accommodations also feature unique architectural concepts that differentiate them from conventional lodging, such as Bamboo Mount Batur and Igloo Glamping, providing additional value through distinctive and Instagrammable experiences.

This phenomenon reflects a tourism development strategy in Kintamani that combines accommodation comfort with natural attractions and visual aesthetics, attracting both domestic and international tourist segments. Moreover, the diversity of accommodation types potentially increases tourists' length of stay and supports local economic growth through services, culinary offerings, and supporting tourism activities.



Figure 1. Glamping in the Kintamani Area

Glamping provides a distinct experience compared to traditional camping because tourists do not need to bring their own equipment, while the natural atmosphere and scenic beauty of Kintamani remain the main attractions (Zhafarini, Saefullah, & Winoto, 2025). From the perspective of tourist motivation, this phenomenon reflects a combination of push factors, such as the desire for relaxation, escape from routine, and the search for unique experiences, and pull factors, including the landscapes of Mount Batur and Lake Batur, the cool climate, and comfortable facilities (Kusumaningrum, 2022; Zhafarini, Saefullah, & Winoto, 2025).

Amenities are one of the main attractions of glamping in Kintamani. Most glamping units are equipped with facilities equivalent to star-rated hotels, such as permanent tents with comfortable beds, private bathrooms, televisions, and swimming pools. These observations align with the findings of previous studies (Juniarta, Wardana, & Saputra, 2022; Arcana & Arcana, 2017). Some destinations even offer unique facilities, such as natural hot springs, providing added value. Amenities play a crucial role in motivating tourists' choices; those seeking greater comfort prefer glamping over conventional camping because of guaranteed modern facilities without losing the natural ambiance. This is consistent with the findings of

Prakosa, Arroyani, & Sudaryana (2024), who stated that high-value tourist experiences are created through the combination of comfort, aesthetics, and escapism opportunities

Most glamping sites in Kintamani have adequate access and can be reached by larger vehicles such as minibuses. However, some locations face accessibility limitations due to their position on hills or cliffs, such as Black Lava Glamping and Kubah Bali Glamping. To overcome these challenges, operators provide shuttle services from parking areas (Putra, Sugihantara, & Sastrawan, 2023). Accessibility conditions influence tourist motivation: adventure-motivated tourists tend to tolerate difficult access as part of the unique experience, which aligns with the study by Ardiansyah & Iskandar (2023). Conversely, tourists prioritizing comfort prefer glamping with easier access. This is consistent with the Push and Pull Motivation theory, in which unique attractions (pull) can still be appealing despite accessibility barriers (Ardiansyah & Iskandar, 2023).

According to data from the Department of Tourism, Bangli Regency (2023), there are 42 glamping units currently operating in Kintamani (Juniarta, Wardana, & Saputra, 2022; Putra, Sugihantara, & Sastrawan, 2023). This number reflects the rapid growth of the glamping trend in the area. The evenly distributed glamping sites indicate that Kintamani's appeal is not concentrated in a single location but spread across various tourist villages surrounding Mount Batur and Lake Batur (Arcana & Arcana, 2017; Juniarta et al., 2022).

From the perspective of tourist motivation, the growth in the number of glamping units also signifies diversification in choices. Tourists can adjust their preferences based on facilities, location, and the desired atmosphere (Andjarwati, 2015; Ardiansyah & Iskandar, 2023; Toelle, Narang, Yanti, Fanggi, & Simanjutak, 2024). A greater number of options allows tourists with different motivational backgrounds—such as family recreation, romantic couples, seekers of tranquility, or young adventurers—to find glamping types that suit their needs (Andjarwati, 2015; Prakosa, Arroyani, & Sudaryana, 2024).

The measured construct has the same meaning in the Kintamani context as in other contexts; if the meaning is different, statistical correlations can be misleading. A counterargument that needs to be addressed is the possibility that the fit with the old theory stems from methodological bias for example, measurement tools copied without contextual adjustments or unrepresentative samples rather than because the theory is universally valid. Reasoning tests should include mediation and moderation analyses to uncover causal mechanisms and the conditions under which the relationship works or fails. For example, if aesthetic motivation correlates with return intention, is the relationship mediated by experience satisfaction or moderated by age and previous travel experience? An alternative perspective is to read findings as indicators

of theory extension, not merely confirmation or rejection: seemingly deviant findings may signal new constructs or extensions of theory dimensions. Practically, the discussion should propose new, specific, and testable theoretical hypotheses, suggest methodological triangulation (qualitative-quantitative combination), and clarify the limitations of inference so that theoretical claims are not overstated. Recommendations for further research should be concrete, such as comparative studies between destinations, longitudinal analyses.

Intrinsic motivation such as seeking tranquility, emotional renewal, or aesthetic experiences is more and long-lasting, while extrinsic motivation such as chasing attractive photos or status enhancement is superficial and needs to be reevaluated. A valid counterargument is that extrinsic motivation often serves as a trigger or enhancer for intrinsic experiences: for example, the desire to upload beautiful photos may encourage individuals to seek out unique natural locations, which then facilitate experiences of emotional connection. Logical tests should explore statistical interactions (positive or negative), mediation pathways (whether extrinsic influences satisfy through intrinsic experience components), and temporal dynamics (whether motivation changes before/during/after the visit).

A useful alternative perspective is to adopt a continuum approach viewing motivation on an integrative spectrum or to use Self-Determination Theory to map when extrinsic drives can be internalized into more sustainable motivation. Research should also consider visitor heterogeneity: demographics, prior experiences, and travel purposes can alter how these two types of motivation influence each other. Finally, it is important to recommend managerial intervention designs that leverage motivational synergies for example, experience packages that stimulate aesthetics while maintaining elements of authenticity that support intrinsic motivation.

Lifestyle choices (choosing glamping for its aesthetics, comfort, or compatibility with healthy living values) are very different from competitive status drives. However, an alternative scenario to consider is functional overlap: behaviors associated with lifestyle can simultaneously serve as status signals (e.g., having an “off the beaten path” experience that can be flaunted). A test of rationality should involve theories such as the Veblen Effect for symbolic consumption and Self-Determination Theory to assess whether the fulfillment of autonomy and connectivity needs provides intrinsic justification for actions that also serve as status markers. An alternative perspective is to view this phenomenon through the lens of social practice: tourism consumption as a routine practice that shapes collective and individual identities. Furthermore, the analysis should assess variations between segments: millennials vs. Generation X, domestic vs. international tourists, and

experienced vs. novice tourists as the significance of lifestyle and status may differ.

Methodologically, combining qualitative data (narratives, brief ethnographies) and quantitative data (factor analysis, path models) will help separate intrinsic motives from symbolic use as a tool for social recognition. In conclusion, it is important to recognize that lifestyle and status often interact; research should unravel these mechanisms and offer implications that can be further tested.

Managerial implications are merely general marketing suggestions; instead, recommendations should translate psychological mechanisms into concrete actions—for example, if the interaction between aesthetic motivation and the need for connection increases satisfaction, managers can design small group activities that facilitate personal interaction in a photogenic natural environment. Counterarguments to such recommendations include the risk of commodifying nature, which could undermine authentic experiences or create negative externalities for local communities; therefore, suggestions should incorporate sustainability principles and monitoring indicators.

Testing the theoretical foundation requires specifying how the findings alter the tourism motivation model whether new dimensions, interaction pathways, or moderating conditions such as age and experience are needed and proposing metrics to test the revised model. An alternative perspective is to provide a measurable policy package: capacity management, experience design (routes, duration, structured activities), staff training to facilitate authentic experiences, and pricing strategies that consider symbolic value without compromising local access. Finally, research implications should prioritize evaluable recommendations (e.g. A/B testing of experience packages, pre-post satisfaction surveys, and socioeconomic impact indicators) so that destination managers and glamping providers can implement and verify effectiveness

Discussion

Intrinsic motivation reflects an internal drive to seek emotional enjoyment, spiritual renewal, or a sense of “authenticity” that arises from interaction with nature and local culture. In contrast, extrinsic motivation includes factors such as social recognition, visual aesthetics, facility comfort, and opportunities to build self-image through social media. The purpose of this study is to assess how these two dimensions operate simultaneously in shaping tourists' perceptions of value and satisfaction. Using quantitative and qualitative approaches, this study tests a conceptual model that describes how extrinsic motivation can serve as a gateway to a deeper intrinsic experience. For example, tourists who are initially attracted by the visual beauty of glamping may experience a motivational transformation after experiencing tranquility or emotional connection with the environment. Thus, this study challenges the

traditional dichotomy in the tourism motivation literature and contributes to a more integrative and contextual theoretical model, particularly in the nature-based experiential tourism sector.

Intrinsic Motivation, Many tourists stated that they visited glamping sites in Kintamani to experience positive emotions. They described the experience as a calming escape from daily routines. One informant mentioned, "When I wake up in the morning and open the tent, seeing the mountains and the lake lightens my heart. It feels different from a regular hotel." This indicates that emotional aspects are highly dominant in their decision-making, which aligns with previous research (Juniarta, Wardana, & Saputra, 2022; Zhafarini, Saefullah, & Winoto, 2025) stating that tourists visit destinations to obtain positive feelings.

In addition, there is a drive to seek novelty. Young tourists, in particular, expressed that glamping is a unique alternative compared to common hotels or villas. They perceive glamping as an experience that combines the novelty of camping with modern facilities. "Staying in a hotel is ordinary, but glamping makes me feel close to nature while still being comfortable."

Some tourists also mentioned that glamping serves as an opportunity to spend quality time with friends or partners. Interestingly, some prefer to come alone to enjoy personal tranquility. One respondent shared, "Sometimes I come alone so I can focus more on enjoying nature without many distractions." This shows that social and personal motivations can coexist in the glamping experience, consistent with the findings of Juniarta, Wardana, & Saputra (2022), which stated that one motivation for visiting is to enjoy personal tranquility.

Other intrinsic motivations include the desire to escape daily routines. Many tourists working in major cities feel exhausted by their busy schedules. For them, glamping offers a space to pause and recharge. "Working in the city can be exhausting, so coming to Kintamani feels like recharging my energy." Furthermore, some tourists acknowledged a drive to enhance social status.

They view glamping as an Instagrammable experience that carries prestige. "If I can say I've glamped in Kintamani, it feels like part of the modern lifestyle, even in my hometown." This indicates that intrinsic motivation is not only about personal comfort but also relates to the self-image tourists wish to project, aligning with the findings of Juniarta, Wardana, & Saputra (2022), which stated that tourists visit Kintamani to improve social status or showcase new experiences.

Extrinsic Motivation, From an extrinsic perspective, some tourists mentioned being attracted by promotions or discounts. Price factors are particularly important for millennial tourists. "Glamping is actually quite expensive, so I only decide to book if there is a *promo*." However, the most dominant extrinsic motivation is the beauty of the

surrounding nature. Almost all tourists emphasized that the landscapes of Mount Batur, Lake Batur, and the cool climate of Kintamani are the main reasons for choosing glamping at this location. "The view here is amazing; it would be a shame not to try it." This shows that natural attractions are the strongest external factor driving tourists' motivation to visit glamping sites in Kintamani, consistent with previous studies (Juniarta, Wardana, & Saputra, 2022; Febrianto, Anggani, & Utama, 2025), which stated that visit motivations include the beauty of the landscape and views offered.

Another factor is encouragement from friends or family. Some respondents mentioned that they were initially not very interested in glamping but participated due to recommendations from close people. Nevertheless, not all tourists consider social encouragement important; some prefer independent experiences.

Additionally, there is motivation related to social media needs. Millennial tourists view glamping as an ideal backdrop for creating photo or video content. "Photos here will definitely look good; I can upload them directly to Instagram." This trend reinforces glamping as part of the digital lifestyle (Juniarta, Wardana, & Saputra, 2022).

Finally, extrinsic motivation is also influenced by tourism trends. Some tourists noted that glamping is a popular activity currently being discussed. One informant said, "I would feel outdated if I haven't tried glamping, especially in trendy Kintamani." This shows that glamping is perceived as both a social phenomenon and contemporary tourism experience.

Based on these findings, it can be understood that tourist motivations for glamping in Kintamani encompass a combination of personal (intrinsic) drives and external (extrinsic) influences. Intrinsic motivation is mostly related to emotional experiences, personal enjoyment, and self-image, while extrinsic motivation is influenced by environmental factors, social interactions, and trends. The combination of both makes glamping a unique tourism experience capable of fulfilling the needs of modern tourists seeking novelty, comfort, and social recognition.

E. SIMPULAN

Glamping in Kintamani has experienced significant growth from 2019 to 2023, marked by an increasing number of accommodations and diverse concepts spread across strategic locations around Mount Batur and Lake Batur. The variety of glamping options allows tourists to choose based on views, facilities, and the type of atmosphere they desire, reflecting a tourism development strategy that combines natural attractions, visual appeal, and accommodation comfort while supporting the local economy.

Tourists' motivations for choosing glamping are shaped by intrinsic factors, such as the pursuit of positive emotions, the desire for novelty, personal tranquility, escaping daily routines, and enhancing

social status through unique experiences. These motivations highlight that visitors are seeking meaningful, emotional, and memorable experiences rather than merely a place to stay.

Extrinsic motivations also play an important role, including the appeal of natural landscapes, social influences from friends or family, social media opportunities, and tourism trends. The combination of intrinsic and extrinsic factors makes glamping a unique tourism experience that fulfills modern tourists' needs for comfort, novelty, and social recognition, emphasizing that glamping is not only an accommodation choice but also a form of experiential tourism. Empirical findings are expected to show that intrinsic and extrinsic motivations are not only interrelated, but can also be transformed through authentic travel experiences. Another contribution is the development of a new conceptual model that integrates experiential value, aesthetic motivation, and social signaling into a single integrated motivational framework.

This model not only enriches the academic literature but also provides a basis for cross-destination studies comparing tourist motivation in various forms of luxury nature tourism. Thus, this research plays a role in strengthening the position of experiential tourism as a multidisciplinary field of study that combines motivational psychology, consumption sociology, and destination management. Epistemologically, this approach shifts the focus from "what motivates tourists" to "how motivation develops and transforms" during the process of tourism experience consumption.

The practical application of this research is highly relevant for destination managers and glamping service providers in Kintamani and similar areas. First, the findings on the interaction between intrinsic and extrinsic motivation can be used to design marketing strategies that are more emotional and value-based, rather than merely promoting physical facilities. Managers can develop storytelling experiences that emphasize personal connections, nature spirituality, and ecological awareness, while maintaining visually appealing elements on social media. Second, the results of this study provide concrete guidance in experience design—for example, creating reflective activities at sunrise, local classes involving local residents, or "digital detox" programs that strengthen tourists' sense of intrinsic connection.

Third, for policymakers, the implication is the need for destination management policies that not only pursue visitor numbers but also foster quality experiences based on a balance between personal and social motivations. This approach helps create sustainable tourism that does not depend on the exploitation of resources, but rather on the creation of lasting emotional and social value. Thus, this research contributes directly to destination management practices based on tourist experience and well-being.

This study opens up space for the development of a new theory regarding motivational hybridity, which is a condition where personal and social motivations intersect and create a hybrid experience. The practical implication is the need for an adaptive marketing approach based on psychographic segmentation, rather than relying on traditional differentiators such as age or income. This study also suggests further research directions in the form of longitudinal exploration of motivational dynamics before, during, and after visits, as well as cross-cultural comparative studies to understand the universality and uniqueness of local contexts such as Kintamani. In this way, the research does not stop at the descriptive level, but provides a conceptual and applicative framework for more reflective, sustainable, and humane tourism development.

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