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Business Feasibility Study Glamping Back To Nature

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Abstrak

Glamping Back To Nature merupakan jenis akomodasi modern dan trendi yang berlokasi di Bangka Belitung tepatnya berlokasi di Bangka Botanical Garden, Jl. Raya Pasir Padi – Kelurahan Temberan, Kecamatan Bukit Intan, Air Itam, Bukit Intan, Air Itam, Kec. Bukit intan, Kota Pangkal Pinang. Konsep yang akan digunakan pada akomodasi ini adalah glamping. Glamping atau dikenal dengan istilah glamorous camping diartikan sebagai salah satu jenis camping namun lebih nyaman dan mewah dibandingkan camping pada umumnya, Glamping merupakan sebuah akomodasi yang unik sebab glamping sendiri memiliki tujuan yang sama dengan hotel biasa, tetapi tidak seperti hotel pada umumnya. Tujuan dari penelitian ini adalah untuk mengetahui apakah usaha ini layak atau tidak, dilihat dari aspek pemasaran, operasional, sumber daya manusia, dan finansial. Penulis akan lebih banyak menggunakan metode survei dengan kuesioner untuk mendapatkan data. Hasil penelitian menyatakan bahwa usaha Glamping Back To Nature layak dilakukan.

Kata Kunci: *Glamping, Pop-up Hotel, Bangka Botanical Garden*

Abstract

Glamping Back To Nature is a modern and trendy type of accommodation that will be located in Bangka Belitung precisely located in Bangka Botanical Garden. The concept that will be used for this accommodation is glamping, glamping or known as glamorous camping is defined as a type of camping but it's more comfortable and luxurious than a normal camping, it is truly a unique accommodation because glamping itself serves the same purposes as a normal hotel. The purpose of this research is to know whether this business is feasible or not, from the aspect of marketing, operational, human resource, and financial. the author will be mostly using survey method with questionnaires in order to gain data. The result of this research states that the business namely Glamping Back To Nature is feasible.

Keywords: *Glamping, Pop-up Hotel, Bangka Botanical Garden*

INTRODUCTION

The first glamping site in Indonesia was built in February 2019, at Pangkuan Sedayu which located in the northeast of Pagerharjo, precisely at Sedayu Village, Loano District, Purworejo Regency, Central Java. The director of BOB (Badan Otoritas Borobudur) said that the location of Pangkuan Sedayu was perfect for the development of new tourist attractions with the concept of culture and adventure eco-tourism (*Pangkuan Sedayu Dipilih Jadi Lokasi Glamping Pertama*, 2019). The recent covid_19 also brings back the idea of glamping and it's really piqued the interest of many people since a lot of people are bored with the condition that they're required to stay at home and when the times that the government allow them to go out, they still have doubt since the condition of the pandemic is still unsure and they don't know what they should do to erase their boredom.

The ministry of tourism suggest that glamping can be used to be a solution for them to increase the number of tourists coming to Indonesia since Indonesia has a lot of beautiful nature that is waiting to be seen by our own eyes and the best way to do that is by applying glamping as a type of accommodation (Rasputri, 2018). Not only that, glamping can also be used to support the sustainable tourism and ecotourism (intended to support conservation efforts and observe wildlife) in Indonesia. The building process of glamping itself is also nature friendly so it won't harm the nature as much as if we build a normal hotel or resort and since glamping is categorized as a pop-up hotel.

The reason why the author wanted to used glamping as the type of accommodation for Into the Forest is that glamping itself offers something unique that not an ordinary hotel could provide the guest with. Starting from the ambience that the guest could get. The guest could get a different sensation or experience from staying in glamping and normal hotel. To support the statement there's a guest review from the results of a research that had been done by Ana Brochado, 2019. the review from the guest was "the guest had their perfect honeymoon as the guest said that they got even more romantic experience than the one in normal hotel." Other review was "the environment was very relaxing and it has a beautiful scenery" (Brochado, 2019).

RESEARCH METHOD

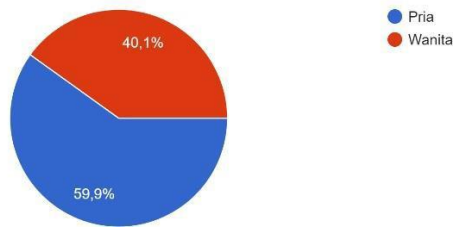
The method that will be used in this research is quantitative research methods. By doing survey or questionnaire. Primary data is a data that obtained first handily by the author without any involvement of a third party or it obtain immediately from the sources such as questionnaire, observation, and interview (Sugiyono, 2014). Likert scale will also be used when making the question for the questionnaire. Likert scale is a scaling method that is used

to determine traits, opinion and perceptions of an individual or a group of people.

Picture 1

Profile of The Respondent

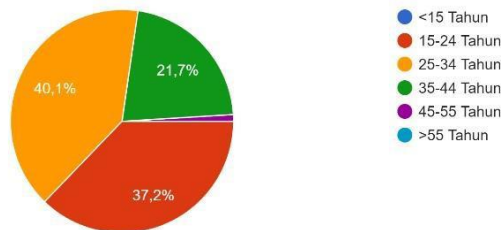
Jenis kelamin
207 jawaban



Picture 2

Profile of The Respondent (Continued)

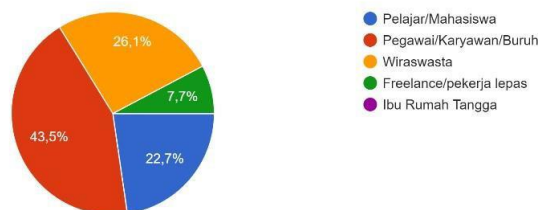
Usia
207 jawaban



Picture 3

Profile of The Respondent (Continued)

Pekerjaan
207 jawaban



RESULT AND DISCUSSION

A. Glamping

Glamping or known as glamorous glamping is a new trend in traveling. It is a type of accommodation where a tent will be transformed into more luxurious and more comfortable that can rival a normal standard hotel room. The recent COVID_19 has increased the popularity of glamping since it's the new trend of traveling.

As for Glamping Back To Nature, the name of the accommodation means that the accommodation itself is a type of camping but its combined with a modern facilities rather than just a traditional camping and with the location of the tent will be located surrounded by the nature. According to Brooker and Joppe, (2013) glamping is a combination of glamour and camping that has evolve from a hut that's used for African safari activity become a new type of accommodation. The author wanted to make Glamping Back To Nature become the perfect accommodation for the guest to stayed in, perfect in here means that the guest could get everything they supposed to get in a normal hotel. The writer's target would be a five-star hotel, so the author wanted to make a glamping site that could compete with a five-star hotel.

Glamping Back To Nature can be considered as a pop-up hotel because one of the reasons Glamping Back To Nature was built because to support the ecotourism and sustainable tourism. There will be human made river inside the glamping site which on shore of the river will be the glamping tent itself, there will be a café with life music that will open up till nighttime, recreational activities which a family could enjoy by taking a walk along the path way and there will be more activities that could be done in Glamping Back To Nature. The author wanted to make it a budget hotel so that people from the low to high segmentation could enjoy it.

B. Marketing Aspect

In market analysis, the writer has given out a survey that consist of 35 questions with the hope that the writer will get 175 respondent or maybe more. Through that survey, the writer wanted to know about the market demand and information about the market regarding staying in an accommodation, and also the marketing mix that will give their opinion about the product, price, place, promotion, people, packaging, programming and partnership that has been planned by Glamping Back To Nature. For the marketing mix, the writer used the Likert scale to know whether the respondent are interested in the marketing mix that has been planned by Glamping Back To Nature or not.

In the offering analysis, the writer did a direct and indirect competitor analysis, five-porter's force, SWOT analysis and BMC analysis. The purpose of direct and indirect competitor analysis is to know the competitor of Glamping Back To Nature, to identify their product and their target market so that Glamping Back To Nature could offer a new and different product from its competitor. By doing a Porter's Five Forces analysis, Glamping Back To Nature was able to find out the business strengths in the industry and identify the competition within the industry. By doing the SWOT analysis, Glamping Back To Nature can

evaluate its own position in the industry and come up with a plan to exploit the strength and opportunities while reducing the threat and deal with the weakness of the business. The BMC analysis is used for visualizing the important elements on Glamping Back To Nature business proposal.

Glamping Back To Nature have a segmentation of a tourist with the age of 25-34 years old. Tourist that stay in hotel 1-3 times in a year. with the budget of Rp 800.000,00

– Rp 1.000.000,00. For the target market, the target market of Glamping Back To Nature is tourist with the age of 25-34. Tourist that stay in hotel 1-3 times in a year with the budget of Rp 800.000,00 – Rp 1.000.000,00 and prioritize complete facilities, affordable price, good location and accessibilities. Glamping Back To Nature positioned itself in the market using differentiation strategy, by offering a new type of accommodation that is nature theme glamping which is different from any other type accommodation that already exist in Bangka Belitung.

In the marketing mix, for the product, Glamping Back To Nature offer the main product which is Glamping tent with supporting facilities such as swimming pool, café with live music, children's playground, mini becak area, and jogging track. For the price, Glamping Back To Nature has decides by setting rates for one glamping tent per one night is Rp 1.000.000. the prices was decided based on the survey and analysing the competitor. For the place elements, Glamping Back To Nature distribution channels are divided into two, namely direct distribution channels such as direct bookings via the website and walk-ins at the property, and indirect distribution channels such as reservations via online travel agents. In the promotion elements, Glamping Back To Nature use a discount in grand opening, and corporate social responsibility. In the people elements, the employee of Glamping Back To Nature has to dressed up according to the standard that has been decided by the company and they trained to have knowledge of existing facilities, be reliable, have an initiative attitude, be responsive, be able to foster guest trust, be able to handle guest complaints, and be sensitive to guest needs. In the packaging elements, Glamping Back To Nature offer a BBQ night package. In programming elements, Glamping Back To Nature offer a package where the guest could use paid facilities freely if they choose the package. For the partnership elements, Glamping Back To Nature will be partnering with travel agent, local tourist attraction and nearby local shop and also social media artist.

C. Operational Aspect

In operational aspect, there are activities that will be done by the guest which is customer action and activities that will be done by the employee of Glamping Back To

Nature that will be divided into two, Front-stage activities and back-stage activities. To support the activities of the guest and the employee, Glamping Back To Nature has provided some facilities such as guest parking area, the lobby area, back office area, employee restroom, guest restroom, seating area, jogging track, swimming pool, children's playground, mini becak area, staff parking area, back of the house area.

Glamping Back To Nature will be built on 7,000m² of land, with the total used area of 4,751m². To choose the location of Glamping Back To Nature, the writer has done a comparison between two location between Pantai Rebo and Bangka Botanical Garden. Based on ten physical attributes access, visibility, traffic, parking area availability, expansion space availability, surrounding environment, competitor location, government regulations, workforce availability, and complementary services Bangka Botanical Garden achieve 86 out of 100 points meanwhile Pantai Rebo received 77 out of 100 points.

To strengthen the operational activities, Glamping Back To Nature will be using some technology such as, computer, printer, AC, television, Telephone, mini fridge, water kettle, hair dryer, water heater, smart lock for the door, property management system (PMS), CCTV, metal detector, smoke detector, attendance fingerprint machine, WIFI, TV cable, and safe deposit box.

D. Human Resources Aspect

Glamping Back To did a job analysis procedure to produce job descriptions and required job specifications. In the organizational structure of Glamping Back To Nature, led by the commissioner supported by the director and glamping manager. The glamping manager oversees the human resources department, housekeeping department, front office department, recreation staff, security staff, engineering crew, Fnb staff and cost control. The total number of employees that Glamping Back To Nature have is 20 employees, this does not include the commissioner and the director. Those 20 employees are required to work for eight working hours for one day and 40 hours in one week for 5 working days, which according to the regulations that has been made by the government and implemented by Glamping Back To Nature. To support 24-hour operations, there are employees who work according to office hours and employees who work according to a shift system. All of the employees that work in Glamping Back To Nature will receive a financial compensation such as their salary, and also their social security program (BPJS) and also paid leave. The employees of Glamping Back To Nature will also receive a training and development program that has been planned by Glamping Back To Nature to make sure they are ready for the job. Glamping Back To Nature is a business managed by PT. Metalotus Asia Mandiri.

In making a limited liability company (PT), Glamping Back To Nature has already fulfilled all the juridical aspect that is needed to make a limited liability company.

E. Financial Aspect

Picture 4 Initial Investment

Glamping Back To Nature Initial Investment							
No.	Expenditure	Amount	Fixed Asset	Pre-op and Prepaid	Period in years	Depreciation/amortization per year	Statement
1.	Land	Rp4.200.000.000	Rp4.200.000.000				
2.	Construction Expenses	Rp3.500.000.000	Rp3.500.000.000		5	Rp 87.500.000	Depreciation
3.	Equipment Expenses	Rp836.239.838	Rp836.239.838		5	Rp 167.247.968	Depreciation
4.	Supplies (1 month)	Rp1.985.090		Rp1.985.090			
5.	Pre-operating Expenses	Rp390.015.833		Rp390.015.833	10	Rp 39.001.583	Amortization
6.	PAR Insurance	Rp2.550.532		Rp2.550.532			
7.	Beginning Inventory (1 month)	Rp14.213.900		Rp14.213.900			
8.	Cash on Hand	Rp363.561.520		Rp363.561.520			
	Total	Rp9.308.566.712	Rp8.536.239.838	Rp772.326.874			
			Rp9.308.566.712				

Note:		
Owner equity + Cash on Hand	Rp3.723.426.685	40%
Bank Loan	Rp5.585.140.027	60%
Total	Rp9.308.566.712	100%

Owner Equity		Shares @Rp1,425
Grayson Wijaya	Rp2.234.056.011	1567759
Geraldo Wijaya	Rp1.489.370.674	1045172
Total	Rp3.723.426.685	2612931

Glamping Back To Nature has an initial investment of Rp. 9.308.566.712,- of which 40% comes from commissioner capital of Rp. 2.234.056.011,- and director capital of Rp. 1.489.370.674,-. Meanwhile, 60% of the initial investment came from bank loans amounting to Rp. 5.585.140.027,-. All of the initial investment is used for buying the land that will be used to build Glamping Back To Nature, construction expenses, equipment expenses, supplies for one month, pre-operating expenses, PAR insurance expenses, beginning inventory expenses for one month, and cash on hand. The total operational expenses for Glamping Back To Nature in one year is Rp. 1.855.516.922,-.

Picture 5 Income Statement

Glamping Back To Nature Income Statement											
Description	Year										
	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	
Sales Revenue											
Room Revenue	Rp 2.395.312.500	Rp 2.733.814.004	Rp 3.091.644.807	Rp 3.528.550.812	Rp 4.027.199.635	Rp 4.596.316.663	Rp 5.245.860.346	Rp 5.987.196.442	Rp 6.833.296.899	Rp 7.798.966.838	
Cafe	Rp 1.282.378.473	Rp 1.446.579.814	Rp 1.631.806.211	Rp 1.840.749.805	Rp 2.076.447.450	Rp 2.342.324.850	Rp 2.642.246.354	Rp 2.980.571.117	Rp 3.362.216.460	Rp 3.792.729.341	
Pet Care	Rp 136.875.000	Rp 156.217.943	Rp 178.294.398	Rp 203.490.660	Rp 232.247.616	Rp 265.068.455	Rp 302.527.480	Rp 345.280.151	Rp 394.074.557	Rp 449.764.506	
BBQ Equipment Rental	Rp 205.312.500	Rp 234.326.915	Rp 267.441.597	Rp 305.255.991	Rp 348.371.424	Rp 397.602.683	Rp 453.791.220	Rp 517.920.227	Rp 591.111.836	Rp 674.646.759	
Main Break	Rp 20.531.250	Rp 23.423.691	Rp 26.744.160	Rp 30.523.599	Rp 34.833.142	Rp 39.760.268	Rp 45.379.122	Rp 51.790.023	Rp 59.111.184	Rp 67.444.676	
Total Sales	Rp 4.040.409.723	Rp 4.594.371.367	Rp 5.195.931.173	Rp 5.908.550.867	Rp 6.719.103.266	Rp 7.641.072.920	Rp 8.689.804.523	Rp 9.882.759.959	Rp 11.239.810.835	Rp 12.783.572.119	
Discount	Rp 6.437.500	Rp 6.847.910	Rp 7.815.645	Rp 8.920.139	Rp 10.180.717	Rp 11.619.439	Rp 13.261.479	Rp 15.135.568	Rp 17.274.501	Rp 19.715.704	
Total Net Sales	Rp 4.033.972.223	Rp 4.587.523.457	Rp5.188.115.528	Rp5.899.630.729	Rp6.708.922.548	Rp7.629.453.480	Rp 8.676.543.044	Rp 9.867.624.391	Rp 11.222.536.434	Rp 12.763.856.414	
Cost of Goods Sold	Rp 617.825.140	Rp 733.952.386	Rp 831.231.973	Rp 938.218.227	Rp 1.058.711.553	Rp 1.194.662.022	Rp 1.348.073.565	Rp 1.521.191.293	Rp 1.716.547.533	Rp 1.937.000.026	
Gross Profit	Rp 3.416.147.084	Rp 3.853.591.071	Rp4.356.883.555	Rp4.961.412.501	Rp5.650.210.995	Rp6.434.791.459	Rp 7.328.469.479	Rp 8.346.433.098	Rp 9.505.988.901	Rp 10.826.856.389	
Operating Expense											
Compensation Expenses	878.400.000	927.502.560	979.349.953	1.034.095.615	1.091.901.560	1.152.938.858	1.217.388.140	1.285.440.137	1.357.296.240	1.433.169.100	
Uniform Expenses	3.375.000	3.563.663	3.762.871	3.973.216	4.195.318	4.429.837	4.677.465	4.938.935	5.215.021	5.506.541	
Employee Meals Expenses	52.920.000	55.878.228	59.001.821	62.300.023	65.782.594	69.459.841	73.342.646	77.442.500	81.771.536	86.342.565	
Social Security Program Expenses	92.583.360	97.758.770	103.223.483	108.993.678	115.086.424	121.519.756	128.312.710	135.483.390	143.059.024	151.056.023	
PAR Insurance	2.550.532	2.550.532	2.550.532	2.550.532	2.550.532	2.550.532	2.550.532	2.550.532	2.550.532	2.550.532	
Utilities Expenses	270.000.000	285.093.000	301.029.699	317.857.259	335.625.480	354.386.944	374.197.174	395.114.796	417.201.713	440.523.289	
Depreciation	254.747.968	254.747.968	254.747.968	254.747.968	254.747.968	254.747.968	177.233.933	177.233.933	177.233.933	177.233.933	
Amortization	39.001.583	39.001.583	39.001.583	39.001.583	39.001.583	39.001.583	39.001.583	39.001.583	39.001.583	39.001.583	
Training & Development Expenses	5.450.000	5.754.653	6.076.340	6.416.008	6.774.662	7.153.366	7.553.239	7.973.463	8.421.294	8.892.044	
Promotion & Programming Expenses	4.330.000	4.572.047	4.827.624	5.097.489	5.382.438	5.683.317	6.001.014	6.336.471	6.690.679	7.064.688	
Repair & Maintenance Expenses	64.400.000	67.999.960	71.801.150	75.814.842	80.053.992	84.527.849	89.232.956	94.242.196	99.510.335	105.072.962	
Corporate Social Responsibility Expenses	1.576.100	1.664.204	1.757.233	1.855.462	1.959.183	2.068.701	2.184.341	2.306.446	2.435.376	2.571.514	
Campfire and Pet Care Supplies	38.025.600	40.151.231	42.395.683	44.765.604	47.268.001	49.910.282	52.700.267	55.646.212	58.756.835	62.041.342	
Supplies Expenses	23.655.656	25.027.926	26.431.148	27.968.995	29.469.137	31.116.464	32.855.875	34.692.518	36.631.830	38.679.349	
Total Operating Expenses	Rp 1.731.015.798	Rp 1.811.266.326	Rp1.895.957.099	Rp1.985.378.273	Rp2.079.797.773	Rp2.101.981.261	Rp 2.207.251.874	Rp 2.318.407.114	Rp 2.435.775.931	Rp 2.559.705.666	
Earning Before Interest and Tax (EBIT)	Rp 1.685.131.285	Rp 2.042.324.744	Rp2.460.926.456	Rp2.976.034.228	Rp3.570.413.222	Rp4.332.810.197	Rp 5.121.217.605	Rp 6.028.025.985	Rp 7.070.212.969	Rp 8.267.150.723	

Glamping Back To Nature has an assumed income in the first year of Rp. 4.040.409.723,- which is projected based on the average room occupancy rate, inflation rate and GRDP growth. Those income came from the sales of room, café rental, pet care, BBQ rental equipment, and mini becak. In the first-year balance sheet projection, Glamping Back To Nature has total assets of Rp. 9.308.566.712,- consisting of current assets, fixed assets and intangible assets. Glamping Back To Nature also has total liabilities and shareholder's equity of Rp. 9.308.566.712,- consisting of short term debt, long term debt, common stock and retained earnings. According to the income statement of Glamping Back To nature, in the first year, the net income or earning after tax of Glamping Back To Nature is Rp. 1.022.307.428,- which is obtained from reductions in gross profit, operational costs, and interest and tax costs. Meanwhile, based on the cash flow report, in the first year Glamping Back To Nature had a net cash flow of Rp. 876.375.211,- which is obtained from reducing cash inflows from cash outflows. According to the BEP analysis, Glamping Back To Nature will reach the break even point at Rp. 2.155.683.912,- or 42% of the first year sales. According to the investment appraisal, Glamping Back To Nature has a percentage of IRR of 17,42% which is bigger than the percentage of WACC of 5,60%The payback period of Glamping Back To Nature that has been discounted with the WACC is 7 years 1 months 16 days with the profitability index of 1,96 and NPV for Rp. 18.208.979.251,-.

CONCLUSION

Glamping Back To Nature is an pop-up type of hotel, with a glamping concept, Glamping Back To Nature will be the first accommodation that use glamping as its concept in Bangka Belitung. Glamping Back To Nature will be built on top of a land with the area of 7000m² in Bangka Botanical Garden, Jl. Raya Pasir Padi - Kelurahan Temberan, Kecamatan Bukit Intan, Air Itam, Bukit Intan, Air Itam, Kec. Bukitintan, Kota Pangkal Pinang. Glamping Back To Nature is positioned as a unique and differentiated accommodation option that combines the luxury of a five-star hotel with the natural setting of camping. The glamping site aims to attract a specific target market of tourists aged 25-34, who stay in hotels 1-3 times a year with a budget ranging from Rp 800,000 to Rp 1,000,000. The marketing strategy involves a thorough market analysis, competitor analysis, and a focus on the marketing mix, emphasizing the product, price, place, promotion, people, packaging, programming, and partnerships. Financially, the initial investment of Rp. 9.308.566.712,- includes capital from commissioners, directors, and bank loans. Operational expenses are projected at Rp. 1.855.516.922,- per year. Anticipated income in the first year is Rp. 4.040.409.723,- derived from various sources such as room sales, café rental, pet care, BBQ rental equipment, and

mini becak. The financial statements project total assets, liabilities, and equity. The net income after tax in the first year is Rp. 1.022.307.428,- with a net cash flow of Rp. 876.375.211,- Break-even analysis indicates a break-even point at Rp. 2.155.683.912,- or 42% of the first year's sales. Investment appraisal metrics, including IRR, payback period, profitability index, and NPV, suggest a positive outlook for Glamping Back To Nature, indicating its financial viability and potential for profitability. According to all those aspects that has been discussed, the writer can conclude that Glamping Back To Nature is a viable business that will generate profits for years to come. However, it is critical for Glamping Back To Nature to gain profits quickly so that the return on investment can be realized sooner than expected.

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