Shaping Tourist Preferences and Economic Opportunities: A Case of Attraction and E-WOM at Glamping Alengkong Bali Camp

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Abstract:

Bali's tourism sector has grown rapidly, becoming a key driver of the regional economy. Among its emerging trends is glamping—a form of luxury camping that combines natural immersion with modern comfort. Alengkong Bali Camp is one such destination offering unique outdoor lodging experiences. Tourist preferences in choosing glamping accommodations are influenced by multiple factors, particularly destination attraction and electronic word of mouth (E-WOM). This study aims to examine how tourist attraction and E-WOM shape visitor preferences and indirectly contribute to the economic potential of glamping tourism. The research was conducted at Alengkong Bali Camp using a quantitative descriptive approach and Partial Least Squares Structural Equation Modeling (PLS-SEM) with 112 respondents selected through accidental sampling. The findings reveal that both tourist attraction and E-WOM have a significant and positive effect on tourists' decisions to stay, indicating their central role in forming visitor preferences. These preferences are critical not only for operational success but also for creating sustained economic opportunities in the local tourism ecosystem. To enhance these effects, glamping managers are encouraged to enrich nature-based activities, improve family-oriented facilities, and strategically promote online reviews to attract potential visitors.

Keywords: *Tourist Attraction, E-WOM, Tourist Preferences, Economic Opportunities, Glamping, Decision to Stay*

1. Introduction

Tourism in Bali has experienced rapid growth and has become a key sector supporting the regional economy. Bali's superiority as a tourist destination lies in its diverse attractions, ranging from natural beauty such as beaches, mountains, and lakes to a rich cultural heritage and a variety of local cuisines. Each regency and city in Bali possesses unique tourism potential, attracting both domestic and international tourists. In the context of destination development, tourist attractions serve as a crucial

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component that can influence visitors' perceptions and decisions to travel (Rahmayanti, 2021).

According to the 5A theory (Attractions, Activities, Accessibility, Amenities, and Accommodations), accommodation plays a vital role in supporting tourist comfort. Alongside the modern lifestyle trend and growing demand for relaxation, the concept of *staycation* has gained popularity among travelers. A staycation, combining "stay" and "vacation," offers a simpler, more economical, and time-efficient holiday solution by choosing to stay in a hotel, villa, or local accommodation without the need for long-distance travel.

In Bali, the staycation trend has been growing and has become a preferred choice for many travelers, particularly in areas with natural beauty such as Kintamani. According to research by Suyasa et al. (2021), about 24% of tourists choose nature-based staycation destinations such as Ubud, Bedugul, and Kintamani. One increasingly popular form of staycation accommodation is glamping (glamorous camping), which offers a camping experience with luxurious amenities equivalent to those of a star-rated hotel. Glamping provides a unique lodging experience by blending comfort with the serenity of nature (Mustofa, 2022; Utami, 2020).

The glamping phenomenon has gained particular popularity in Kintamani due to its stunning views of Lake Batur and Mount Batur, as well as its cool climate that offers a refreshing escape. One well-known glamping destination in the area is Alengkong Bali Camp. Visitors staying at this site can enjoy breathtaking sunrise views, morning mist, and a tranquil natural environment, making it a favorite for families and couples alike.

However, based on room occupancy data at Alengkong Bali Camp from July 2023 to July 2024, fluctuations in occupancy rates are evident, ranging from a peak of 98% in December 2023 to a low of 53% in March 2024. This indicates that although the glamping trend is on the rise, tourists' decisions to stay are still inconsistent. The monthly variation in room occupancy suggests the presence of other influencing factors that are not yet fully understood by glamping destination managers.

Previous studies have examined factors such as service and facility quality (Dedy & Alfandi, 2022; Maulidiah et al., 2023), tourist experience and satisfaction (Adinegara, 2018; Ardiani & Sukawati, 2024), as well as tourist motivation and ecotourism segmentation (Carvache Franco et al., 2019; 2019a). However, most of these studies have not specifically addressed glamping tourists' behavior in the context of staycations in non-coastal mountainous areas like Kintamani, which possess unique characteristics compared to other regions in Bali.

Hence, there exists a significant research gap in the literature concerning decision-making behavior related to staying at glamping sites in non-beach nature-based destinations. Additionally, studies such as those by Fachlepi et al. (2023) and Budiasa et al. (2019) have primarily focused on marketing strategies and green tourism concepts without deeply exploring the psychological or behavioral aspects of tourists' decision-making processes. This highlights that consumer behavior in the context of glamping remains an underexplored area.

The novelty of this study lies in its specific focus on analyzing glamping tourists' stay decision-making behavior based on staycation experiences in Kintamani, with attention to the area's mountainous landscape, available facilities, and modern millennial tourist preferences. The study will also examine the relationships between experience quality, facilities, and tourist satisfaction with their lodging decisions, drawing upon theories by Kotler & Keller (2012) and decision-satisfaction behavior models (Muhammad et al., 2025; Baskoro Harwindito et al., 2024).

The urgency of this research lies not only in its academic contribution but also in its practical relevance for glamping managers seeking to understand the key factors that can sustainably increase room occupancy rates. In the face of intensifying competition in nature-based tourism, a deep understanding of consumer behavior is crucial to maintaining competitiveness and service quality.

The objective of this study is to identify and analyze the factors that influence tourists' decisions to stay at Alengkong Bali Camp glamping in Kintamani. This research is expected to provide strategic recommendations for glamping destination managers in optimizing the tourist experience and enhancing customer loyalty and repeat visitation.

2. Theoretical Background

Tourist Attractions
Tourist attractions are among the most critical factors influencing tourists' decisions to visit a destination. According to Warpani (2007), a tourist attraction is anything that draws individuals or groups to a location due to its specific appeal or meaning. In the context of tourism, key indicators of attractions include natural beauty, hospitality, and air coolness (Taskia & Hayati, 2012). Natural beauty reflects unspoiled and scenic environmental features, hospitality represents the welcoming and warm interactions by locals or service providers, and air coolness refers to the comfort derived from a refreshing and pleasant climate. Research has shown that these attributes significantly shape the overall experience of glamping tourists, particularly those seeking natural tranquility and cultural immersion (Putra & Ang, 2025; Swariga et al., 2024).

Facilities

Facilities play a vital role in enhancing tourist satisfaction by providing physical and functional conveniences that support the overall tourism experience. Kotler (2014, as cited in Dedy & Alfandi, 2022) defines facilities as tangible physical components offered by service providers to increase consumer comfort. Kotler and Keller (2021, as cited in Maulidiah et al., 2023) outline four key indicators of facility quality: condition (cleanliness and maintenance), completeness (availability of tools and utilities), interior design, and exterior design. In the context of glamping, the availability of modern yet eco-friendly amenities, aesthetic space design, and cleanliness of lodging areas are decisive elements affecting guests' satisfaction and preferences (Yogiswari et al., 2021; Suyasa et al., 2021).

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a powerful tool in the digital age, shaping travelers' perceptions and decisions. Wibowo (2015, as cited in Fadul, 2019) defines E-WOM as online communication among current or former consumers about a brand or product, whether positive or negative. Goyette et al. (2010, as cited in Satria Nurcahyo & Ahmad Ali, 2023) categorize E-WOM into four indicators: intensity (frequency of reviews or comments), content (informational value), positive valence (favorable opinions), and negative valence (unfavorable sentiments). The growing reliance on social media platforms and travel review websites like TripAdvisor has made E-WOM a critical influence on prospective visitors' decisions to choose glamping accommodations (Nirmalasari et al., 2025; Rahjasa et al., 2023).

Outcome of the Stay

The decision to stay, or outcome of the stay, reflects the culmination of tourists' evaluations of destination attributes, facilities, and service experiences. Kristanto and Wahyuni (2019) describe the decision to stay as the act of choosing temporary accommodation during a travel period. Maulana (2018, as cited in Fatwa, 2022) proposed three key indicators for this construct: staying out of necessity, staying due to sufficient information, and staying because of positive service experiences. In the glamping context, tourists' decisions are increasingly influenced by personalized service, informative online content, and emotional fulfillment from nature-based stays (Utami, 2020; Swariga et al., 2024; Putra & Ang, 2025).

Hypothesis

H1: Tourist attraction (X1) has a positive and significant effect on the decision to stay (Y)

H2: Facilities (X2) have a positive and significant effect on the decision to stay (Y)

H3: E-WOM (X3) has a positive and significant effect on the decision to stay (Y)

3. Methodology

The population in this study refers to a general group comprising individuals or subjects that possess specific characteristics and quantities determined by the researcher, from which conclusions are to be drawn. The target population consists of tourists who stay at Alengkong Bali Camp; however, the exact number is unknown.

The sample in this study consists of domestic tourists who engaged in glamping at Alengkong Bali Camp, with a total of 112 respondents. The sampling method applied is accidental sampling, a non-probability technique in which participants are selected based on chance encounters with the researcher and their relevance to the research criteria.

Data collection was carried out through the direct distribution of a Google Form link at the research location. Respondents' answers were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The collected data was then subjected to validity and reliability testing. Validity testing included both convergent and discriminant validity. Convergent validity was assessed by correlating item scores with the construct score, generating a loading factor value, which is considered strong if it exceeds 0.70, and by ensuring that the Average Variance Extracted (AVE) is greater than 0.50.

Discriminant validity was evaluated by comparing the square root of the AVE of each construct with the correlation between that construct and others in the model. To analyze the data, this study employed SmartPLS software using the Partial Least Squares (PLS) method. The PLS analysis consisted of two main stages: the outer model, which tests the validity and reliability of the measurement model, and the inner model, which examines the structural relationships among variables using R-square, Q-square, and path coefficients. Finally, hypothesis testing was conducted using the bootstrapping procedure.

4. Empirical Findings/Result

Respondent Demographics

This research was conducted at Alengkong Bali Camp which is located at Jalan Raya Caldera Batur, Songan B, Kintamani District, Bangli Regency, Bali 80652. Alengkong Bali Camp was chosen as the research object based on the phenomenon of instability in the number of glamping room occupancy every month from July 2023 to July 2024. In addition, negative reviews about facilities from visitors on Alengkong Bali Camp's social media accounts in late 2023 and mid-2024 are also a consideration, as it can affect the plans of other tourists who want to stay there. The target population used was all visitors to Alengkong Bali Camp who stayed there, with 112 respondents obtained through accidental sampling techniques. The identity of the respondents collected includes name, gender, age, occupation, domicile, frequency of stay at

Alengkong Bali Camp, as well as sources of information about the place. The profiles of the 112 participating respondents can be seen in the table below.

Table 2. Respondent characteristics

Characteristic	Frequency	Percentage(%)
Gender		
Woman	78	69,6%
Man	34	30,4%
Age		
< 20 years	16	14,3%
20 – 29 years old	94	83,9%
30 – 39 years old	1	0,9%
40 – 49 years old	1	0,9%
> 50 years	0	0
Work		
Students/Students	69	61,6%
A	32	28,6%
Civil Servants	1	0,9%
Entrepreneurial	7	6,3%
Other	3	2,7%
Domicile		
Bali	89	79,5%
Outside Bali	23	20,5%
Frequency of Stay		
It's the first time	70	62,5%
2-3 times	34	30,4%
>3 times	8	7,1%
Resources		
Social Media	80	71,4%
Website/Blog	2	1,8%
Recommendation of Friends/Relatives	27	24,1%
Online Advertising	3	2,7%

Based on the results of the descriptive analysis, it can be seen that the research respondents were dominated by women with a total of 78 people (69.6%) and male respondents with a total of 34 people (30.4%). In the age category, there were 94 respondents aged 20 to 29 years (83.9%), 16 people aged <20 years (14.3%) while the age groups of 30-39 years and 40-49 years each had only 1 respondent or 0.9% and no respondents were over 50 years old. For the work of the respondents, there were 69 student students (61.6%), entrepreneurs as many as 7 people (6.3%), private employees as many as 32 people (28.6%), civil servants as many as 1 person (0.9%) and other categories as many as 3 people (2.7%). Judging from the domicile of the respondents, there were 89 people (79.5%) and 23 people outside Bali (20.5%). In the frequency of stays, as many as 70 people (62.5%) stay for the first time, the frequency of 2-3 stays is 34 people (30.4%) and those who stay more than 3 times are 8 people (7.1%). Based on the category of information sources, the majority of respondents

knew about Alengkong Bali Camp through Social Media, with a total of 80 people (71.4%), through the recommendation of friends/relatives amounting to 27 people (24.1%), followed by online advertisements as many as 3 people (2.7%), and websites/blogs as many as 2 people (1.8%).

Descriptive Variable Indicators

Table 3. Descriptive indicators of research variables

Indicator	Mean	St.Dev
Tourist Attractions		
TA1. I am interested in staying at Alengkong Bali Camp because of the natural scenery	4,527	0,566
TA2. The friendliness and communicative attitude of the employees at Alengkong Bali Camp made me feel comfortable staying.	4,366	0,641
TA3. The cool and fresh air at Alengkong Bali Camp made me feel at home lingering there.	4,384	0,685
Facilities		
F1. The cleanliness of the parking area, bedrooms, yards, and toilets at Alengkong Bali Camp met my expectations.	4,286	0,633
F2. The availability of relaxation places, photo spots and free WIFI at Alengkong Bali Camp made my visit more impressive.	4,420	0,592
F3. The interior design of the rooms at Alengkong Bali Camp is very comfortable, with good lighting and soft mattresses.	4,295	0,663
F4. I was interested in the unique exterior design of the glamping room in the shape of a barn at Alengkong Bali Camp.	4,339	0,635
E-WOM		
E1. The many positive reviews about Alengkong Bali Camp on Google and social media are very informative and relevant, which boosted my decision to stay at Alengkong Bali Camp.	4,304	0,652
E2. The information available on social media content about the attractions, location, facilities, and prices at Alengkong Bali Camp really helped me in making a decision to stay.	4,357	0,595
E3. Positive recommendations from travellers who have stayed on social media networks reinforce my decision to stay at Alengkong Bali Camp.	4,312	0,744
E4. I tend to consider the decision to stay at Alengkong Bali Camp because of the information on social networks regarding the facilities, the number of bathrooms and accessibility to the location.	4,188	0,738
DtS		
DtS1. I decided to stay at Alengkong Bali Camp with a predetermined purpose, such as sightseeing and leisure trips.	4,304	0,639
DtS2. I am sure that I stayed at Alengkong Bali Camp because I got a lot of information through social media as well as my closest people (friends, family, relatives, etc.).	4,393	0,660
DtS3. I chose to stay at Alengkong Bali Camp because of the quality of friendly and good service.	4,384	0,658

Each indicator is measured on a likert scale of 1-5; 1= strongly disagree; 2= disagree; 3= lack of agreement; 4= Agree; 5= Strongly agree

From the results of the above study, it can be seen that the average value of the tourist attraction variable is 4,425 and the highest value is 4,527. Thus, it can be stated that the respondents agree with the statements that have been submitted. The average value of the facility variable is 4,335 and the highest value is 4,420. Thus, it can be stated that the respondents agree with the statements that have been submitted by the researcher. The average value of the E-WOM variable is 4,290 and the highest value is 4,357. Thus, it can be stated that the respondents agree with the statements that have been submitted by the researcher. The average value of the decision to stay was 4,360 and the highest value was 4,393. Thus, it can be stated that the respondents agree with the statements that have been submitted by the researcher.

Outer Model Measurement

The outer *model measurement* was carried out to assess the relationship between indicators and latent variables. *The outer model* is used to measure the validity or reliability of the model. In the *outer model* with reflective indicators, the evaluation is carried out through the convergent validity and discrimination of the latent construct-forming indicators, as well as composite reliability and cronbach alpha for the indicator blocks (Ghozali, 2015).
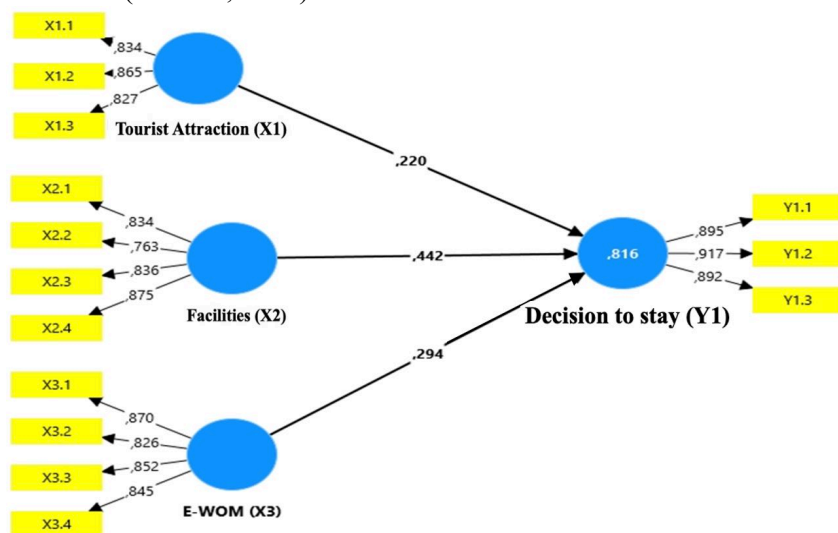

Figure 2. PLS *Outer model*

Table 4. Validity and reliability test results

Indicator	AVE	Loadings	Cronbach's
Tourist Attraction (TA)			
DTW1	0.709	0.834	0.795
DTW2		0.865	
DTW3		0.827	
Facilities (F)			
F1	0.686	0.834	0.846
F2		0.763	

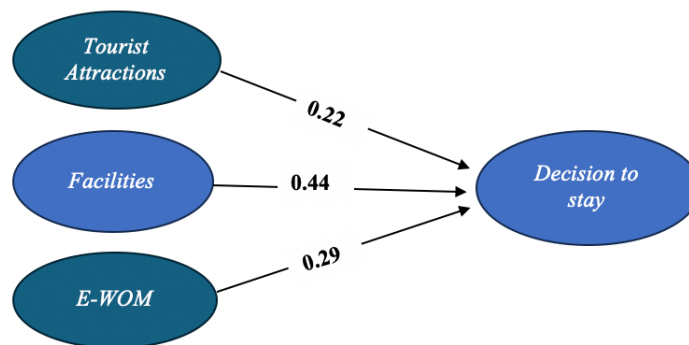| Indicator	AVE	Loadings	Cronbach's
F3		0.836	
F4		0.875	
E-WOM (E)			
E1	0.720	0.870	0.870
E2		0.826	
E3		0.852	
E4		0.845	
Decision to Stay (DtS)			
DtS1	0.813	0.895	0.885
DtS 2		0.917	
DtS 3		0.892	

Figure 3. PLS test results

Validity testing is the process of assessing whether or not a study produces valid data. Research is considered valid if there is a match between the data collected and the data that actually occurs in the object being studied (Sugiyono: 2019). The validity testing procedure involves two criteria, namely convergent validity and discriminatory validity. The convergent validity in PLS is carried out by correlating the item score (component score) with the construct score, which results in the loading factor value. The loading factor value is considered high if the component or indicator correlates more than 0.70 with the measured construct, and the Average Variance Extracted (AVE) is greater than 0.5 (Hair Jr et al: 2014). The convergence validity test through *the outer loading* value is shown in Table 4.7, where all the indicators in each variable in this study—namely tourist attractions, facilities, *electronic word of mouth* (E-WOM), and accommodation decisions have obtained loading values higher than the minimum requirement of 0.70. Based on these results, all indicators are declared valid because they meet the criteria for convergent validity. Furthermore, the results of the convergence validity test using the Average Variance Extracted (AVE) value in Table 4.8 show that each construct obtained an AVE value more than the minimum requirement of 0.50. Thus, all the constructs in this study have met the validity requirements well.

Inner Model *Measurements*

The purpose of the structural test or inner model is to look at the relationships between the constructed being measured, which is part of the t-test in *the partial least square* method itself.

Table 5. R-square results

Variable	R-square	R-square adjusted
Decision to Stay	0.816	0.811

The structural model or *inner* model can be evaluated through the R-Square value, which shows how much influence between variables in the model is great. The R-Square value is used to assess the variation that occurs in endogenous variables as a result of changes in exogenous variables, with values ranging from 0 to 1. A low R-Square value indicates the limited ability of independent variables to explain dependent variables, while values close to 1 reflect the ability of independent variables to predict dependent variables getting better. The results of the determination coefficient test through the R-Square value refer to Table 5. showed the R-Square value for the overnight decision variable of 0.816. This means that the variation in the decision to stay can be explained by 81.6% by the variables in the research model, while the rest, which is 18.4%, is influenced by other factors outside the research model.

Hypothesis Testing

Hypothesis testing was carried out using full model *analysis Structural Equation Modeling* (SEM) through Smart PLS. In this SEM full model approach, in addition to confirming the theory, it is also analyzed whether or not there is a relationship between latent variables (Ghozali, 2016). Testing *the inner model* is carried out through path coefficient estimation, which is an estimated value that shows the relationship between paths in the structural model, obtained by bootstrapping procedure. This relationship is considered significant if the t-statistic value is greater than 1.65 for the one-tailed hypothesis. The results of hypothesis testing using the SmartPLS 4.0 program can be explained as follows:
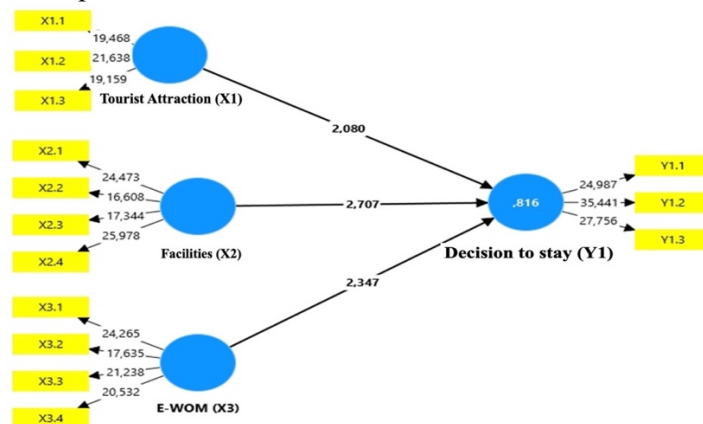

Figure 4. PLS *Bootstrapping model*

Table 6. Hypothesis Test Results

Hypothesis	Relationship of Influence	Path Coefficients	T-Statistic	P values	Description
H1	TA -> DtS	0.220	2.080	0.038	Accepted
H2	F -> DtS	0.442	2.707	0.007	Accepted
H3	E -> DtS	0.294	2.347	0.019	Accepted

The results of the hypothesis test through the bootstrapping procedure are shown in Table 6. It shows that each relationship between constructs that has been formulated meets the requirements, namely a t-statistic value above the t-table of 1.65 and a p-value below 0.05. Thus, it can be concluded that each of the hypotheses formulated is acceptable.

5. Discussion

The analysis results indicate that all three independent variables—tourist attraction, facilities, and electronic word of mouth (e-WOM)—significantly influence tourists' decision to stay at Alengkong Bali Camp. These findings support and reinforce previous studies that emphasize the importance of these three aspects in shaping tourist experiences and influencing their accommodation choices, especially in glamping settings.

First, tourist attraction has proven to be a contributing factor to tourists' decision to stay. The natural beauty, cool climate, and unique atmosphere in Kintamani serve as strong motivations for travelers to choose glamping as an alternative form of accommodation. This finding aligns with the studies of Rahjasa et al. (2023) and Utami (2020), which highlight the preferences of especially younger generations for destinations that offer authentic natural experiences. It is also in line with Butler (1999) and Carvache Franco et al. (2019), who stress that natural destination characteristics are key components of sustainable tourism and ecotourism.

Second, facilities were found to have the most dominant influence on the decision to stay. The comfort, completeness of amenities, and aesthetic-functional design elements all contribute to the overall appeal of the glamping site. This supports the findings of Kristanto & Wahyuni (2019) and Maulidiah et al. (2023), who concluded that facility quality plays a vital role in shaping tourists' positive perceptions of accommodation. These results also align with the studies by Putra & Ang (2025) in Batam and Fachlepi et al. (2023) in Bedugul, which revealed that well-developed facilities significantly contribute to increased glamping occupancy rates, especially in the post-pandemic era.

Third, e-WOM also significantly affects tourists' decisions. Positive reviews from previous guests—through social media and review platforms such as TripAdvisor—

serve as key references for potential visitors when deciding where to stay. This finding aligns with Satria Nurcahyo & Ahmad Ali (2023), who emphasized the role of e-WOM in shaping brand image and purchase intention, as well as Nirmalasari et al. (2025), who found that online reviews greatly influence tourists' preferences, especially for unique and upscale accommodations such as glamping.

Collectively, these three variables contribute to creating a holistic and memorable travel experience. The findings support the conceptual framework proposed in prior studies by Adinegara (2018) and Yogiswari et al. (2021), which suggest that tourist satisfaction and intention to return are influenced by the interaction between destination attraction, facility quality, and online peer communication. In the context of glamping in Kintamani, these aspects are particularly crucial, given that the target market includes tech-savvy and experience-oriented travelers who rely heavily on digital reputation and on-site service quality.

Thus, this research provides empirical contributions to the understanding of glamping tourists' behavior, especially in the Bali context, and enriches the literature on key determinants of accommodation decisions in nature-based lodging. It also offers practical implications for glamping operators to enhance their facilities and build a positive digital reputation through online reviews and social media as effective indirect promotional tools.

6. Conclusion

This study analyzes the influence of tourist attractions, facilities, and E-WOM *(Electroic Word Of Mouth) on the decision to stay at the* Alengkong Bali Camp glamping *tourist attraction*. The results of the study show that tourist attraction has a positive and significant effect on the decision to stay. Beautiful tourist attractions can attract tourists to visit. Tourist attractions can be a very influential determining object, important in triggering feelings of happiness and increasing the happy emotions of tourists who enjoy it. Facilities at *glamping* tourist attractions have a more significant positive effect on the decision to stay compared to tourist attractions. When the facilities needed by tourists meet the standards well and coupled with the existence of supporting facilities, it will make a decision to stay by high tourists as well, therefore, the completeness of facilities with the right amount tends to make tourists more comfortable to be in *glamping* tourist attractions. There is also a significant positive influence of E-WOM on the decision to stay. Currently, social media has had a lot of impact on human life, one of which is a source of information to consider before someone makes a decision through certain reviews on several social media platforms. Advice for managers of Alengkong Bali Camp glamping attractions, in increasing the interest of tourists to decide to stay, managers should add activities related to nature, family-friendly supporting facilities, and actively encourage tourists to leave positive reviews on online platforms.

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