

## **Trends of Nomadic Tourism Using Campervan as A Tourism Attraction for Millenials to Travel in Bali**

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### **Abstract**

Bali has natural beauty from beaches to mountains, which attract tourists to visit, especially the millennial generation. Millennials are said to have a fairly high mobility. The level of their desire to travel is also not small. Therefore this generation is generally known as adventurers. Especially in terms of traveling or taking advantage of free time, this generation has started traveling to new places that are not widely known, and are considered interesting. The rapid development of tourism is currently creating various trends, one of which is nomadic tourism. The term nomadic tourism is still very common among the people. The purpose of this study is to focus on alternative tourism that can be carried out by nomadic tourism for millennials by using a campervan as a tourist attraction for traveling in Bali. The method used is descriptive qualitative. The informant gathering technique used was snowball sampling, in this case the interviewees ranged from tourists using campervans to entrepreneurs providing campervan services. The results of this study are to find out one of the facilities that support nomadic tourism, namely campervans which nomadic travelers have begun to glance at to support their traveling activities around exploring one destination to another.

**Keywords:** The Role of E-Wom, The Intention of The Millenial Generation, Visit Tourism Village

## A. Introduction

Tourism is still the mainstay sector in increasing income both nationally and regionally. The more the number of tourist visits, the more income generated. Indonesia is an archipelagic country with diverse natural beauty, customs, and culture. This can be used as capital in developing the tourism industry in each region (Pitana & Gayatri, 2005; Kementerian Pariwisata RI, 2018).

Tourism development can improve the local community's economy by creating new jobs, both formal and informal. Indonesian society is now slowly starting to open up to tourism development. Many regions in Indonesia are starting to develop the tourism sector as an alternative industry to increasing income (Middleton, 2001; Ganzukh, 2016).

Bali is one of the leading tourist destinations that still support the concept of alternative tourism. As we know, the island of Bali is still an island in Indonesia that is famous for its tourism. Bali has various resources to support tourism activities, ranging from nature, customs, culture, and artificial tourism. Bali has many spots to visit with its stunning natural beauty, from beaches to mountains. Not only well-known ones but anti-mainstream destinations also attract tourists to visit, especially the millennial generation.

Millennials are said to have fairly high mobility. The level of their desire to travel is also not small. Many of them spend days to months to be able to visit destinations in Indonesia. The selected amenities are also quite affordable for millennials. Usually, use private vehicles to visit these destinations or road trips. Tourists increasingly use the term road trip to visit one destination to another with a longer and more relaxed travel time. Considering millennials' need to travel is quite high, it is necessary to have amenities supporting all their tourism activities.

The rapid development of tourism is currently creating various kinds of "trends," one of which is nomadic tourism. The term nomadic tourism is still very common among the people. The Ministry of Tourism launched this tourism concept in 2018. This was initially done to increase the number of foreign tourist visits to Indonesia, but it is possible that domestic tourists also follow this nomadic tourism trend. The target of this tourism trend, in particular, is millennials due to the very high level of mobility of the millennial generation. Nomadic tourism is a new style of tourism where tourists can stay at a tourist attraction for some time by using portable amenities.

One of the amenities that support nomadic tourism is the campervan facility. Campervans began to be glimpsed by nomadic travelers to support their traveling activities around exploring one destination to another. This 'camper car' is considered charming by tourists because it has complete facilities, like a running hotel (Yanto, 2022).

Nomadic tourism using this campervan is a new alternative for tourists to feel the sensation of vacationing using a caravan. Complete car facilities make tourists free to travel anywhere to enjoy the panorama in Bali. This study is expected to develop alternative tourism, namely nomadic tourism using campervans, especially for millennials, to find out how far this campervan can be used as a trend in nomadic tourism (Laksmi et al., 2021; Echi, 2020).

## **B. Literature Review**

Research on nomadic tourism is still little done by researchers, especially examining millennials who use campervans. The current trend of nomadic tourism for millennials creates a great opportunity for the development of the tourism industry in Bali. Literature review through previous research and published articles serve as references for this research:

Research conducted by Permata (2019) entitled Development of the Borobudur Highland Tourism Area with the Concept of Nomadic Tourism (Object of Study: Borobudur Tourism Area Authority Zone, Purworejo Regency, Central Java). This research aims to develop a development plan and product potential developed in the Borobudur Highland Tourism Area with the concept of nomadic tourism. The result of this research is a development plan in the form of a master plan.

The second research was conducted by Mahadewi (2018) with the title Nomadic Tourism, Educational Tourism, Digitization and Event Tourism in the Development of a Homestay Accommodation Service Business in Tourist Destinations. This study aims to determine the important role of the synergy of nomad tourism, educational tourism, digitization, and events in driving the destination's economy with a managed homestay business. The final result of this research is the implications of developing nomadic tourism, educational tourism, digitization, and cultural events on developing tourist destinations in Badung Regency.

Further research was carried out by Mulyana et al. (2020) on Digital Nomad's Perception and Motivation for Traveling in Tibubeneng Village, Canggu, North Kuta. This study aimed to determine the perception and motivation of digital nomads who traveled in Tibubeneng Village, Canggu, North Kuta. From previous research, what distinguishes this research is from the point of view of tourist attraction to the trend of nomadic tourism using a campervan to travel in Bali. In this study, more emphasis is placed on millennial tourists.

## **C. Research Methods**

This study uses a qualitative method that seeks to understand the phenomena experienced by the research subjects, such as behavior, perceptions,

motivations, actions, and others, by describing them in words and language. (Moleong, 2012; Muslich, 2010).

In this study, researchers used snowball sampling to determine samples from the smallest to the largest number. At first, we look for samples that we consider competent in the field we are researching, then from this sample, we will ask our friends to choose their friends to be used as the next sample (Sugiyono, 2017). Informants interviewed in this study ranged from tourists who had used a campervan to entrepreneurs who provided campervan services (Nasir, 1988). The advantage of this method is that the data we get is more valid. Data collection uses direct interviews with tourists who have tried to travel to Bali using a campervan and the entrepreneur of the campervan car business.

This study uses three instruments to collect data: (1) Questionnaire is a way of collecting data by compiling a detailed and complete list of questions in a list of questions; (2) Interview, there is a new interview instrument, namely a description of the research presented in the form of a list of questions; (3) Literature study is a data collection method that is directed at searching for data and information through documents, both written documents, photographs, pictures, and electronic documents that can support the writing process. or existing academic and artistic writings (Sugiyono, 2017).

This study, which includes qualitative data, is about the results of interviews about tourism that carries the concept of nomadic tourism using a campervan. The results of the literature study by reading and seeing the results of previous research (theses, journals, and articles), the analytical theory used in solving this research problem. To collect primary data in this study, interview techniques were used. The interview method is a structured question-and-answer process. Interviews were addressed to the campervan manager, tourists who have rented a campervan, and several informants related to this research. To collect secondary data, this study used documentation techniques. Secondary data is the number of tourists who have rented a campervan and the origin of the tourists, then the facilities provided by the manager.

#### **D. Result**

Seeing the development of tourism today is very complex; various kinds of tourism potential have been explored. Even today, to enjoy the diversity of existing types of tourism, a new trend in tourism has emerged, namely nomadic tourism. In contrast to people who carry out tourist activities, the first thing they will do is book accommodation to stay; then they will explore the tourist attractions in the area they visit. Nomadic tourism offers a unique thing where people or tourists who want to travel no longer need to book accommodation for temporary residence. The facilities used in this nomadic tourism are campervans,

which this campervan combine transportation (cars) and accommodation into one. So tourists can immediately rest wherever they stop while traveling.

Nomadic or nomad tourism in every activity and business connects the nomadic lifestyle (moving around), enjoying destination products, services, and travel experiences. Characteristics of tourists in this nomadic category are aged 35-55 years, have an education equivalent to high school to college, have a middle income, and have no children under 12 years old (UNWTO, 2016). Nomadic tourism is a new style where tourists can stay for a certain period in a tourist destination with easy and portable amenities and can move around (Phinemo.com, 2018, accessed 19 January 2022).

Table 1. Number of campervan users

Month	Origin of tourist	Number of tourists
February	Jakarta	10
	Bandung	5
	Bali	2
	Aceh	2
<b>Total</b>		19
March	Jakarta	8
	Palembang	4
	Samarinda	6
	Surabaya	5
<b>Total</b>		23
April	Jakarta	9
	Bali	3
	Mojokerto	2
	Surabaya	6
	Bandung	5
	Subang	2
<b>Total</b>		<b>27</b>

Source: CAOvanlife (2022)

The table above shows data on the number of tourists who rent a campervan at CAOvanlife, which fluctuates but leads to an increase every month. Tourists who use campervans from CAOvanlife also come from various cities in Indonesia, indicating that campervan enthusiasts are not only from Bali but tourists from outside Bali are also very interested in traveling around Bali using a campervan.

## E. Discussion

The campervan is currently a very popular mode of transportation because it is not only used as a vehicle that can transport people but also can live in the car. Campervans have several facilities that can support a person's activities, such as beds, kitchens, eating utensils, to sinks. Related to the development of nomadic tourism, campervans are used as a means of tourism activities because by using a campervan, they can directly live in the destinations they visit without having to rent accommodation for housing (Heinemann & Barry, 2006).

The desired target market for nomadic tourism is the millennial generation due to the large number of millennials compared to other generations. In addition, looking at the characteristics of the millennial generation, this generation is a generation that is technology literate. This approach to introducing nomadic tourism can be made very easily through social media platforms. Seeing this potential, many people use it as a business field, including Caovanlife and Puku Camper, both engaged in the campervan business. Caovanlife, which is located on Jl. Batur Raya No. 7, Jimbaran, Kec. South Kuta, Badung, Bali. This company was founded because he saw this business as a profitable business opportunity; as we know, the campervan is one type of alternative tourism favored by the public, especially millennials. With costs that vary quite a bit, starting from IDR 700,000, IDR 1,450,000 (including driver), up to IDR 2,000,000 (including documentation, fuel, food and driver) for 24 hours. Tourists can enjoy the natural beauty of various tourist attractions ranging from Lake Tamblingan, Pinggan, Gianyar, and other natural attractions. The facilities provided in this campervan are also very adequate, ranging from beds, and cooking utensils, to electricity using solar panels.

So far, millennial tourists and family tours are still the highest users for this type of tourism, especially tourists from outside the island of Bali. The conditions are also easy; tourists only need to submit a photocopy of their ID card or driver's license as collateral. Orders can be made via the WhatsApp link listed on Caovanlife's Instagram social media account. Coavanlife still uses social media networks as a promotional channel because it provides many advantages in increasing sales of products or services. Social media also makes it easier for us to find consumers and makes it easier for us to get direct feedback from consumers.

Puku Camper is located on Jl. Sari Puduk No. 5, Br. Anggabaya, Penatih, Denpasar, Bali. The owner of Puku Camper is Indra Parameswara. He explained that Puku Camper was established in July 2018 and started operating in December 2018. However, he has planned the process of ideas and concepts regarding Puku Camper starting in 2017. Initially, he was interested in having a hotel business (hospital business). However, because the price or the capital must be spent is very large, he is more interested in the Campervan business, which is also based on knowledge or information obtained through social media. He has also tried

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traveling using a campervan abroad. According to him, this is a business opportunity that can be developed in Indonesia, especially in Bali, considering that Bali has many hidden gems that can be explored. It is more fun to use a campervan.

According to him, this is a promising business opportunity because many tourists are happy to explore new and unique places in Bali. The strategy he did to introduce the campervan started with determining the target market. This is divided into two targets: the foreign market (international) and domestic (local). For international tourists, most of them already know or are familiar with campervan tourism. However, local tourists still need more education through social media to understand this campervan tour. Puku Camper's main target market is international tourists aged 25-40 who love adventure. The price range for Puku Camper is from IDR 550,000 to IDR 720,000 per 24 hours. Talking tourists mostly contact Puku Camper through Instagram social media. However, Puku Camper has collaborated with e-commerce agents such as Traveloka and Tiket.com.



Figure 1. Tourists Taking Pre-Wedding Photo Using Campervan and Tourists Enjoying The Panorama

Source: CAOvanlife, 2022 dan Source: instagram @ithajuwitha, 2019

Tourists who have experienced traveling around Bali using a campervan stated that traveling using a campervan is an interesting and challenging thing; they feel the sensation of being a nomadic traveler. There are several advantages they get when using one of these alternative types of tourism; for example, travel becomes more flexible, tourists can determine their destinations to visit, it is easy to bring equipment, and the main thing is to create content to fill social media.

One of the most visited tourist destinations by tourists is Lake Tamblingan and the Tianyar savanna, tourists, really like wide tourist destinations,

accompanied by beautiful views and a cool atmosphere. Not only traveling for entertainment, but tourists also state that they can take religious tourism trips using this campervan as a means of transportation. The place to visit is one of the temples in West Bali, Pura Segara Rupek. By using a campervan, tourists' trips become more comfortable and are facilitated quite completely. Although there have been no criminal cases, tourists are always aware of possible security risks. In terms of cost, according to tourists, the price offered is by the facilities and travel experience they get, and tourists also believe that there must be sacrifices in the form of time or material when carrying out tourism activities so that all of that is paid off with the experience and satisfaction they feel.

If analyzed in theory, the existence of nomadic tourism using campervans is already at the development stage; at this stage, investors are starting to see opportunities by investing in building all supporting facilities for tourism activities in the hope that tourists will visit a lot, which in this case the opportunities used are: by developing a campervan as a means of carrying out nomadic tourism activities. This is a unique innovation offered in the world of tourism, which is packaged but provides a very amazing experience because by traveling using a campervan, many things can be done and provide new experiences, especially for tourists.

## **E. Conclusion**

Based on the results and discussion above, it can be concluded that the need for tourists to travel is increasingly reluctant to carry out ordinary tourist activities. The world of tourism is also required to innovate more to meet the needs of tourists, especially millennials who have an adventurous spirit or are just trying new things. Nomadic tourism, as an alternative, can provide a new color to the tourism industry. Because of nomadic tourism, combine it with campervan transportation facilities. A blend that is very suitable for all circles, especially millennials. They can visit all destinations at will, especially hidden gems. They can also spend the night at that destination because, in this campervan, there are also facilities such as a place to store food, a stove for cooking, and a bed. So tourists who do nomadic tourism using this campervan can move around according to what they want without being stuck with tour packages. This is what is meant by nomadic tourism.

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