

# Tourists interest in camping as an alternative tourism activity during COVID-19 pandemic: the AIDA model application

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## Abstract

*Since the coronavirus pandemic hit Indonesia, tourists have become more careful when doing tourist activities. Natural or outdoor tourist destinations are assumed as safe and preferable destinations because they have the lowest risk of coronavirus transmission. One of the activities that can be done in natural or outdoor tourist destinations is camping. Using the AIDA (Attention, Interest, Desire, and Action) Model, this research was conducted to determine how much tourists are interested in camping, especially in South Bandung, West Java, Indonesia, as it has many natural tourist destinations with camping areas. This study uses a quantitative descriptive method, frequency analysis techniques, and scoring analysis. Samples were taken using a stratified random sampling technique to 111 respondents. Respondents are tourists who know or have visited one of the three natural tourist destinations in South Bandung, used as samples, namely Mount Puntang, Ranca Upas, and Rancabali. The results show that tourists are quite interested in camping as an alternative tourism activity during the coronavirus pandemic. However, they have some limitations or prerequisites in visiting the camping area during these uncertain times.*

*Keywords: tourist intention, camping, COVID-19, AIDA model*

## INTRODUCTION

The tourism industry has suffered greatly due to the coronavirus pandemic that has hit almost two years. The Minister of Tourism and Creative Economy revealed that approximately 30 million jobs in the tourism industry experienced a drastic decline during this pandemic. So, according to the Indonesian Chamber of Commerce and Industry (Kadin), the losses that the tourism industry must bear until the end of 2020 will reach 10 trillion (Hidayat, 2021). The number of tourist visits has also fallen drastically. For foreign tourists, the total visits have fallen from 16 million visits to 4 million visits. Meanwhile, the number of domestic tourists' annual visits declined occurred up to 90% or reached 270 million visits until December 2020 (Soenarso, 2021)

The coronavirus pandemic has also made tourists more careful when traveling. Natural or outdoor tourist destinations consequently become safe and preferred destinations amid this pandemic. Members of the Expert Team for the Acceleration of Handling Covid-19 said that outdoor destinations could suppress the transmission of the coronavirus because they are exposed to sunlight and have good air circulation. One of the activities that can be done in natural or outdoor tourist destinations is camping. Camping has become very popular and

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is widely practiced in several countries such as America and South Korea. According to Traveloka's VP marketing transport & finance service in Indonesia, local tourists currently prefer outdoor activities to vacation during the pandemic (Sulaiman, 2021)

With the trend of camping abroad increasing in the United States and South Korea, the outdoor tourism activities in Bandung Regency Indonesia have excellent potential. There are many natural tourist destinations for camping such as Mount Puntang Campground, Ranca Upas, Glamping Lakeside Rancabali, Bale Bambu Adventure Bandung, Ranca Cangkuang Gambung Campground, and Situ Cileunca. Besides that, Bandung Regency also has some biological activities supporting the camping area, such as natural hot springs, tea plantations, pine forests, and more.

Using the AIDA (Attention, Interest, Desire, Action) model, this research investigates tourist intention in camping as an alternative tourism activity during the COVID-19 pandemic in Bandung Regency. By knowing the tourist intentions, managers or policymakers in Bandung Regency can condition the camping activities and prioritize the Development of camping areas to serve tourists with suitable health protocols. Consequently, with the increasing demand for camping activities, it is hoped that the number of tourist visits to the region will improve and eventually help tourism in Bandung recover from the pandemic.

## **LITERATURE REVIEW**

### **Natural tourism and camping**

Nature tourism is an activity to visit natural attractions, both natural and artificial or developmental, carried out by individuals or groups with the aim of entertainment, self-development, or learning something related to nature (Kemenparekraf, 2020). The experience gained by tourists when doing natural or outdoor tourism usually depends on the state of the environment and the natural resources (Mannell & Iso-Ahola, 1987). Nature tourism has several concepts (Dewi, 2019), including environment-friendly travel or what is often referred to as ecotourism. Secondly, there is the concept of green tourism, and thirdly there is the concept of sustainable tourism.

Camping is included in outdoor activities or, more often referred to as outdoor recreation. In general, *outdoor recreation* is defined as outdoor activities in urban and rural environments. Outdoor recreation is characterized by simplicity, focusing on the existence of the outdoors, with the aim of general well-being and the experience of being in nature (Margaryan & Fredman, 2017). Camping, in general, is one of the nature-based tourism activities, where a person spends one night or more away from home with an outdoor atmosphere. *Camping* is a unique tourist activity compared to other tourist activities because camping itself is divided into two different components. It becomes an outdoor activity and accommodation for the perpetrators, also related to other outdoor activities such as hiking (Siyao et al., 2020). Camping tourism is a form of special interest tourism based on nature, which is determined by the nature of accommodation facilities that are flexible, temporary, and mobile.

### **Tourist Interest and the AIDA Model**

Interest is an impulse from tourists to carry out activities or tourist visits to a place. According to Kotler (2014), the interest of tourists to visit or carry out tourism activities has various considerations, such as determining the purpose of the trip or the activities of the tourists following their wishes. Interest can also be interpreted as a sense of like or interest without any encouragement from others. Interest is one of the driving forces for someone to do an activity (Munawwaroh, 2018)

The AIDA model illustrates that consumers or tourists go through four stages to buy certain products or services, namely the stage of attention, interest, desire, and action (Elsayeh, 2020). In the attention stage, attracting the attention of consumers or tourists, in the interest stage involving consumer or tourist interest, the desired stage involving the consumer or tourist desire for a product or service, and in the action stage, consumers or tourists take action to purchase products or services (S. Lee et al., 2017). Chen et al. (2020) said

that the AIDA model had been widely applied to analyze and evaluate a person's future intentions to carry out an activity. In addition to analyzing interests, the AIDA model is also used to analyze tourists' behavior, desires, and attention (C.-F. Lee, 2020)

## METHODS

The method used in this research is a descriptive quantitative research method, with the research instrument used is a questionnaire or questionnaire to measure the variable of tourist interest. The data generated from the questionnaire distribution will be analyzed using statistical analysis. Sources of data used in this study are primary and secondary data sources, for primary data obtained from questionnaires distributed to respondents, and for secondary data from literature studies such as articles, scientific journals, books, and thesis/thesis. The questionnaire data collection technique used is through the google form.

The population set is tourists who have visited or know the camping area in Bandung Regency. Because the population is quite large, it is necessary to determine the sample to be representative or representative. A stratified random sampling technique has applied in this study, with 111 respondents were divided into three groups based on the camping area that became the research boundary. The areas are Mount Puntang, Ranca Upas, and Rancabali, where each sample member had the same characteristics that they wanted to visit the same destination from every group.

## RESULT AND DISCUSSION

From Table 2, it can be seen that the majority of respondents are female with a percentage of 78.4%, aged between 17-26 years with a percentage of 93.7%. The majority of the respondents live in Bandung Regency, with 38.7%. The level of most respondents' education is diploma as much as 48.6%, so most of these respondents are students with a percentage of 89.2%, with income less than Rp. 500,000 by 52.3%.

Table 1. Respondents' Profile

<b>Respondents' Profile</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Female	87	78,4%
Male	24	21,6%
<b>Age</b>		
17-26	104	93,7%
27-36	2	1,8%
37-46	2	1,8%
47-56	2	1,8%
>56	1	0,9%
<b>Origin</b>		
Kota Bandung	24	21,6%
Kabupaten Bandung	43	38,7%
Kabupaten Bandung Barat	12	10,8%
Kota Cimahi	12	10,8%
Kabupaten Garut	3	2,7%
Kota Bogor	2	1,8%
Kota Depok	1	0,9%
Kota Tasikmalaya	1	0,9%
Kota Cirebon	1	0,9%
Lainnya	12	10,8%
<b>Education</b>		
SMA/SMK	33	29,8%
Diploma	54	48,6%

<b>Respondents' Profile</b>	<b>Frequency</b>	<b>Percentage</b>
Undergraduate	23	20,7%
Graduate	1	0,9%
<b>Occupation</b>		
Students	99	89,2%
Private sectors	5	4,5%
Civil servants	1	0,9%
Entrepreneur	1	0,9%
Others	5	4,5%
<b>Income</b>		
<Rp. 500.000	58	52,3%
Rp. 500.000 – Rp. 2.000.000	42	37,8%
Rp. 2.000.001 – Rp. 3.500.000	3	2,7%
Rp. 3.500.001 – Rp. 5.000.000	3	2,7%
>Rp. 5.000.000	5	4,5%

Source: Data Collection, 2021

Then, from the results of the calculation of the scoring for each sub-variable, it can be seen the extent to which tourists are interested in doing camping activities, as shown in the following table:

Table 2. Scoring Results for Sub Variable Attention

<b>Indicators</b>	<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5</b>		<b>Total</b>
	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	
Knowing that natural tourist destinations (Mount Puntang/Ranca Upas/Rancabali) have camping areas	1	0,9	2	1,8	6	5,4	49	44,1	53	47,7	484
Knowing that camping activities can be done during a pandemic	3	2,7	21	18,9	35	31,5	36	32,4	16	14,4	374
Total Score											858

Source: Data Collection, 2021

Table 2 shows that tourists have paid attention to camping activities by knowing camping areas in natural tourist destinations. In the second indicator, the indicator scores a reasonably high value, judging by the number of scores that are not much different from the first indicator. It can be concluded that tourists have paid attention to camping activities during this pandemic by knowing several camping areas in Bandung Regency (e.g., Mount Puntang/Ranca Upas /Rancabali). In sum, seeing the high score of both indicators, tourists generally know that camping activities can be carried out during a pandemic.

Table 3. Scoring Results for Sub Variable Interest

<b>Indicator</b>	<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5</b>		<b>Total</b>
	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	
Find out information about camping areas in natural tourist destinations (Puntang Mountain/Ranca Upas/Rancabali)	0	0,0	15	13,5	24	21,6	46	41,4	26	23,4	416

Indicator	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Looking for information about preparing for camping during a pandemic	3	2,7	27	24,3	32	28,8	34	30,6	15	13,5	364
Feeling good when thinking about camping during a pandemic	5	4,5	21	18,9	29	26,1	27	24,3	29	26,1	387
Total Score											1.167

Source: Data Collection, 2021

Table 3 shows that tourists are highly interested in camping during the pandemic. It can be seen that they search for more in-depth information about camping areas in South Bandung and are pretty happy when they imagine going camping amid this pandemic situation. Moreover, they are also searching for information about camping preparation before visiting the camping area.

Table 4. Scoring Results for Sub Variable Desire

Indicator	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Have plans to camp during a pandemic	11	9,9	29	26,1	24	21,6	29	26,1	18	16,2	347
Have hope to go camping during a pandemic	8	8,1	24	21,6	24	21,6	34	30,6	20	18,0	364
Enthusiastic to camp during a pandemic	11	9,9	29	26,1	24	21,6	27	24,3	20	18,0	349
Total Score											1.060

Source: Data Collection, 2021

From the number of scores for each indicator in Table 4, it can be seen that most tourists make plans to camp and consider several things. They also have hope and are quite enthusiastic about camping during a pandemic.

Table 5. Scoring Results for Sub Variable Action

Indicator	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Willing to camp during a pandemic	13	11,7	25	22,5	22	19,8	35	31,5	16	14,4	349
Try to be able to go camping during a pandemic	13	11,7	31	27,9	31	27,9	28	25,2	8	7,2	320
Preparing for the need for camping during the pandemic	14	12,6	30	27,0	24	21,6	29	26,1	14	12,6	332
Total Score											1.001

Source: Data Collection, 2021

From the total score obtained by each indicator in Table 5, it can be concluded that although tourists are willing to carry out camping activities, they do not entirely prepare the needs for camping and do not give much effort to go camping. The recapitulation of each sub-variable total score is shown in Table 6.

Table 6. Result Summary

No	Sub Variable	Total Score	Average	%
1	Attention	858	429	21
2	Interest	1.167	389	28,5
3	Desire	1.060	353,3	26
4	Action	1.001	333,7	24,5
TOTAL		4.086	1.505	100

Source: Data Collection, 2021

The table above shows that the sub variable *interest* has the highest score with 28.5%. It shows that tourists are generally interested in doing camping activities during this pandemic by finding more in-depth information about the camping area and preparations that must be made if camping during a pandemic. They are also happy with the thought of going camping amid this pandemic situation. This result is also in line with the low value of the sub variable attention of 21%, which indicates that some tourists do not know about camping areas and what needs to be prepared for camping.

Furthermore, from the results of the table above, it can then be calculated to find out the classification of the level of tourist interest in camping, with the formula proposed by (Sugiyono 2017), namely:

- Maximum Index Value = highest score x number of items x number of respondents  
 $5 \times 11 \times 111 = 6.105$
- Minimum Index Value = lowest score x number of items x number of respondents  
 $1 \times 11 \times 111 = 1.221$
- Variable Level = Maximum index value – Minimum index value  
 $6.105 - 1.221 = 4.884$
- Interval Distance = Level : number of interval classes  
 $4.884 : 5 = 976.8$
- Percentage Score = [(total score): maximum index value] x 100  
 $[(4,086) : 6,105] \times 100 = 66.9\%$

Then it is depicted on a continuum as follows:

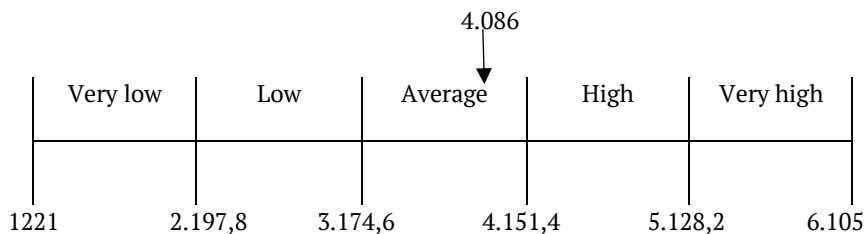


Figure 1. Tourist interest in camping at continuum line

A total score of 4,086 or 66.9% was obtained from the calculations and the continuum line above. It shows that tourist interest in camping during the pandemic is average but close to a relatively high category. It is the results according to the perception of tourists who know or have visited one of the three natural tourist destinations that have camping areas (i.e., Mount Puntang, Ranca Upas, Rancabali).

## CONCLUSION

Based on the research and analysis that has been done, seeing from the variables of attention, interest, desire, and action as a whole, it can be concluded that the interest of tourists to camp during the pandemic in Bandung Regency is relatively high. Tourists are generally interested in doing camping activities during this pandemic by finding more in-depth information about the camping area and preparations for camping during a pandemic. However, some tourists still do not know about camping areas and what needs to be prepared for camping. In sum, camping can be concluded as one of the alternative tourism activities during the pandemic with proper preparation and limitations. As mentioned in Ningrum and Septyandi (2021), tourist attractions can follow the Clean Health Safety Environment (CHSE) protocols as guidance to provide a safe environment for tourists while enjoying tourism activities.

Based on the research results, there are some suggestions for destination managers, policymakers, and travel agencies, as follows:

1. For Destination Managers:
  - a. Creating promotional content about the camping area, the destination party can show unique and exciting things in the destination. The content can be uploaded through the destination's social media page to attract potential tourists.
  - b. In addition to promotional content, the destination can also provide content that contains information about the camping area and the camp's activities. So, it makes it easier for potential tourists to find and get information.
2. For Government Agencies:
  - a. Creating exciting and informative promotional content for the camping area in Bandung Regency in photos, videos, and posters to maintain safety and comply with health protocols during this pandemic.
3. For Travel Agents:
  - a. Can make special camping tour packages with interesting activities
  - b. Promoting tour packages that have been made through social media pages so that potential consumers can easily find them

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