

## The glamping experience through Generation Z's eyes: A study in Pancasari Tourism Village

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### ABSTRACT

*Glamping (glamorous camping) has emerged as a growing tourism trend that combines the comfort of modern amenities with the beauty of natural surroundings. In Bali, Pancasari Tourism Village in Buleleng Regency is developing glamping as a community-based tourism product to attract new market segments. Understanding Generation Z's perceptions is crucial, as this generation born between 1997 and 2012 values authenticity, digital connectivity, and personalized experiences. However, limited research has examined their views on glamping within community-based tourism settings. This study explores Generation Z's perceptions of glamping services in Pancasari Tourism Village, focusing on service quality, hospitality experiences, and lifestyle alignment. Using a qualitative phenomenological approach supported by sentiment analysis of survey data, findings reveal that while the site effectively delivers aesthetic appeal through its atmosphere, cool climate, and scenic views, it falls short in providing reliable infrastructure. Negative sentiments are dominated by issues related to facilities, Wi-Fi, and toilets, indicating critical maintenance and utility shortcomings. The overall positive sentiment of only 60% suggests that visual appeal alone cannot compensate for functional deficiencies. To enhance guest satisfaction and sustain growth, Pancasari Tourism Village must prioritize improvements in infrastructure and service reliability to align the physical experience with its strong brand image.*

### ABSTRAK

Glamping (*glamorous camping*) telah menjadi tren pariwisata yang semakin berkembang, menggabungkan kenyamanan modern dengan keindahan alam. Di Bali, Desa Wisata Pancasari yang terletak di Kabupaten Buleleng tengah mengembangkan glamping sebagai produk pariwisata berbasis masyarakat untuk menarik segmen pasar baru. Memahami persepsi Generasi Z menjadi hal yang penting, karena generasi yang lahir antara tahun 1997 hingga 2012 ini menghargai keaslian, konektivitas digital, dan pengalaman yang bersifat personal. Namun, penelitian mengenai pandangan mereka terhadap glamping dalam konteks pariwisata berbasis masyarakat masih terbatas. Penelitian ini bertujuan untuk mengeksplorasi persepsi Generasi Z terhadap layanan glamping di Desa Wisata Pancasari, dengan fokus pada kualitas layanan, pengalaman keramahtamahan, dan kesesuaian dengan gaya hidup. Pendekatan kualitatif fenomenologis digunakan, didukung oleh analisis sentimen dari data survei. Hasil penelitian menunjukkan bahwa meskipun destinasi ini berhasil menghadirkan daya tarik estetika melalui suasana, iklim sejuk, dan pemandangan indah, namun masih lemah dalam penyediaan infrastruktur yang memadai. Sentimen negatif banyak muncul terkait fasilitas, Wi-Fi, dan toilet, yang mengindikasikan adanya permasalahan pemeliharaan dan utilitas dasar. Dengan tingkat sentimen positif hanya sebesar 60%, daya tarik visual belum mampu menutupi kekurangan fungsional. Untuk meningkatkan kepuasan wisatawan dan menjaga keberlanjutan, Desa Wisata Pancasari perlu memprioritaskan perbaikan infrastruktur dan keandalan layanan agar pengalaman wisata sesuai dengan citra merek yang kuat.

## INTRODUCTION

Global tourism over the past decade has undergone a significant transformation, marked by a shift in traveler preferences from passively consuming “must-see” places toward experiences that are personal, sustainable, and authentic (Zahra et al., 2025). This turn reflects several converging drivers, post-pandemic revaluations of health and well-being, fatigue with overtourism, the rise of social and environmental consciousness, and technological diffusion that enables travelers to discover, compare, and book niche offerings in real time (Seyfi et al., 2025). Within this landscape, glamping as the name of glamorous camping has emerged as a salient hybrid form blending immersion in nature with the comfort, safety, and service standards associated with hotels (Craig & Karabas, 2021). Its formats range from safari tents and geodesic domes to cabins and modular pods, typically paired with curated amenities (private bathrooms, quality bedding, heating/cooling, Wi-Fi) and programming that emphasizes local culture, outdoor recreation, and low-impact design.

As a product class, glamping creates value by resolving the classic trade-off between rusticity and comfort: it delivers scenic proximity and “back-to-nature” aesthetics while mitigating barriers that deter mainstream travelers from traditional camping (equipment, skills, hygiene, weather risk). It also aligns with destination strategies that seek to diversify demand geographically and seasonally, channeling visitor flows into rural areas and community-based enterprises (Rathjens et al., 2025). This pattern is consistent with findings from tourism village studies, which suggest that tourism development rooted in authenticity, community involvement, and

environmental sustainability can generate long-term economic and social benefits for local residents (Pratama et al., 2024). Importantly, its appeal is amplified among younger cohorts. Generation Z, socialized as digital natives and attentive to issues of meaning, identity, and sustainability, tends to privilege experiences that are co-created, shareable, and ethically framed (Brochado & Pereira, 2017).

They expect frictionless digital touchpoints (mobile search/booking, contactless check-in, instant messaging), personalized micro-moments on-site, and credible “green” cues that go beyond marketing slogans. In this sense, the growth of glamping is not merely a supply innovation but a demand-side signal: it encapsulates how a new generation reconciles comfort with conscience, and leisure with locality making it a compelling locus for research on experience design, service quality, and satisfaction in contemporary tourism. The importance of digital integration has also been emphasized in recent studies, which show that tourism destinations must adopt digital tools to enhance accessibility, engagement, and competitiveness among technology-oriented travelers (Wahyuni et al., 2025). Survey even indicates that many Gen Z travelers view manual check-out systems as “outdated” and misaligned with their expectations (Fu et al., 2024). This suggests a potential gap between conventional glamping service systems in tourism villages and the needs of a newer, more digitally oriented generation.

Locally, Pancasari Tourism Village in Buleleng, Bali, holds strong potential as a glamping destination. Situated in the Bedugul area with mountainous landscapes, Lake Buyan, and a cool climate, the village offers a mix of natural and cultural attractions that support eco- and agro-tourism. The village’s transition from agriculture to tourism particularly glamping has had tangible social,

economic, and environmental impacts (Adnyana et al., 2024). Tourism development in destinations with strong natural and cultural assets has been shown to create sustainable benefits when supported by adequate accessibility, supporting facilities, and active community participation (Setiawati et al., 2025; Ulfah & Mustoffa, 2024). Nevertheless, despite rapid development, service quality remains a concern, especially in serving Gen Z travelers whose expectations differ from prior generations (Seyfi et al., 2024).

Moreover, prior studies have largely examined glamping from destination management, marketing, or sustainability perspectives, with limited attention to Generation Z's specific perceptions of glamping services in local tourism villages such as Pancasari (Sutrisna, et al., 2023). Yet, as Gen Z becomes a dominant segment of the global tourism market in 2025 and beyond, in-depth understanding of their perceptions and expectations is crucial for developing service strategies and sustaining glamping initiatives (Deriandara & Nuvriasari, 2024). Recent tourism studies also highlight that emotional responses and memorable experiences significantly shape travel intentions and satisfaction, reinforcing the need to understand how younger tourists evaluate service encounters in experiential accommodations such as glamping (Kusumah & Isrososiawan, 2025).

Accordingly, this study is necessary to address that gap by exploring how Generation Z views glamping services in Pancasari Tourism Village across individual, psychological, and organizational dimensions. The findings are expected to contribute academically to generational tourism studies and to offer practical recommendations for glamping operators and village stakeholders to

enhance both the attractiveness and service quality of their offerings.

## LITERATURE REVIEW

### Glamping: definitions, growth, and post-pandemic dynamics

Definition and value proposition. Glamping “glamorous camping” is best understood as a hybrid product service system that couples outdoor immersion (nature, scenery, open-air living) with hotel-level comforts (Xiong et al., 2024). By lowering classic barriers to traditional camping (equipment, hygiene, weather risk) while preserving modern service standards, glamping widens the addressable market for nature stays beyond core campers. The quality of tourism products including attractions, amenities, and accessibility plays a fundamental role in shaping tourist satisfaction and future visitation decisions (Munawar, 2022). This logic became especially salient during and after COVID-19, when travelers searched for lower-density, open-air options without giving up comfort or safety. Empirical evidence from the early recovery period shows active leisure travelers intended to book glamping more than hotels/resorts once restrictions eased, underscoring glamping's appeal as an outdoor alternative with amenities.

Beyond headline growth, three demand-side shifts help explain glamping's post-pandemic momentum each supported by peer-reviewed evidence. First, travelers display a durable preference for open-air, low-density stays with private amenities and reliable hygiene, as shown by Craig & Karabas (2021): active leisure travelers reported stronger intentions to book glamping than hotels/resorts once restrictions eased, underscoring the staying power of a comfort plus nature value proposition.

Second, frictionless digital orchestration mobile discovery/booking,

contactless check-in/out, and on-stay messaging has shifted from “nice-to-have” to baseline in hospitality. A multi-group study links contactless service experiences to downstream outcomes (delight, equity, brand trust), while a systematic review documents the rapid, post-COVID expansion of contactless technologies across hospitality operations. Third, sustainability salience is pronounced among younger cohorts, yet often marked by an attitude–behavior gap: Gen Z expresses strong pro-environmental values but shows inconsistent enactment unless operators make credible, low-effort actions salient (e.g., waste, water, energy, and sourcing practices). Tourism experiences are shaped not only by functional service quality but also by sociocultural and psychological factors that influence how young travelers interpret authenticity, safety, and personal meaning during their journeys (Thuan et al., 2022). Recent empirical and scoping studies in hospitality and sustainable tourism detail this paradox and its managerial implications for service design and communication.

### **Generation Z: values, motivations, and travel behavior**

Gen Z (born 1997-2012) is reshaping hospitality demand through three recurrent patterns. Digital nativity comes first: this cohort discovers and books on mobile, and increasingly expects frictionless, self-service touchpoints mobile check-in/out, digital keys, real-time messaging, and transparent pricing as a baseline rather than a bonus (Hapsari et al., 2024). Recent hospitality syntheses and reviews show Gen Z’s digital habits are redefining front-stage operations, while post-COVID contactless technologies have diffused rapidly across hotels to enhance speed, safety, and perceived control. Second, identity & meaning: Gen Z privileges authentic, co-

created, and shareable experiences. They are highly sensitive to aesthetics (“instagrammability”) but also seek substance (local stories, host interaction), with empirical work showing how Instagram engagement and authenticity cues shape attention, emotions, and visit intentions among younger travelers. Third, ethics & sustainability: Gen Z expresses strong pro-environmental values yet often exhibits an attitude behavior gap such as intentions do not automatically translate into consistent actions unless operators make low-effort, credible practices salient (e.g., visible waste sorting, refill water, low-impact amenities, local sourcing). Recent studies in hospitality and sustainable consumption document this gap and the managerial need for operational “proofs,” not slogans. For glamping, these traits produce a dual expectation such as comfort and convenience (amenities plus seamless digital touchpoints) alongside credible eco-social practices that guests can see and experience (Wang & Iahad, 2025). Evidence from the post-pandemic period indicates that younger, active travelers show particularly strong intentions to choose glamping over hotels/resorts when it delivers this comfort with conscience value proposition.

### **Service quality in digitally mediated outdoor stays**

In glamping and other nature-based accommodations, SERVQUAL (tangibles, reliability, responsiveness, assurance, empathy) still anchors how guests appraise service, but Gen Z’s expectations push operators to extend it with e-smart service quality elements: rapid chat responses and real-time updates (responsiveness), reliable Wi-Fi/connectivity and digital wayfinding (reliability), clear in-app safety/house rules (assurance), and personalization at scale (empathy). Recent hospitality research formalizes these

“smart” dimensions as complements to SERVQUAL and validates resort-specific adaptations, underscoring their relevance for outdoor stays that are increasingly orchestrated via mobile touchpoints (Adhikari et al., 2023).

At the encounter level, guests evaluate front-stage performance (speed, friendliness, problem resolution) but also infer quality from back-stage reliability housekeeping, maintenance, utilities, and safety routines especially in weather-sensitive, semi-open structures common to glamping (Ayvaz-Çavdaroğlu et al., 2024). Evidence further shows that connectivity is now a basic utility: managers rank wireless internet as the most important in-room technology for guest satisfaction, making network stability integral to perceived quality. Safety and hygiene assurances also play a significant role in shaping guest perceptions and behavioral intentions, as travelers are more likely to choose that provide visible evidence of cleanliness, safety, and environmental responsibility (Widarsyah et al., 2023). Finally, last-mile constraints typical of rural destinations power stability, water/waste handling, road access, and patchy telecoms shape service dependability and trust; recent work on rural tourism and mobility highlights infrastructure gaps as a persistent barrier that operators must address alongside digital upgrades (Hussain et al., 2023).

### **Experience, authenticity, and sustainability**

The experience economy's four realm such as entertainment, education, escapism, and esthetics remain a powerful lens for understanding experiential value in tourism; recent empirical work shows that esthetics can trigger education/entertainment/escape, with authenticity strengthening the pathway from experience to memory and,

ultimately, behavioral intentions (Gupta & Matatolu, 2025). In nature-based settings, sensorial cues such as natural soundscapes shape satisfaction and loyalty new studies and prior evidence link soundscape perceptions to affective/cognitive appraisals, satisfaction, and revisit intentions. Within alternative accommodations, including glamping, experience quality predicts satisfaction, trust, engagement, and loyalty, underscoring the salience of well-designed experiences beyond basic amenities. Parallel sustainability research and industry evidence indicate strong traveler interest in “more sustainable” travel alongside persistent implementation frictions; credible, on-site practices (e.g., waste and water management, energy, local sourcing) and cross-actor collaboration are repeatedly emphasized as prerequisites for converting intention into action (Minazzi & Grechi, 2025; Nazli & Onder, 2025). Together, these streams suggest that glamping operators who align experiential design (esthetics, learning, immersion) with authenticity and verifiable sustainability practices are more likely to foster satisfaction, revisit intentions, and positive word-of-mouth among younger, experience seeking segments (Deriandara & Nuvriarsi, 2024).

### **Conceptual foundations and integrative lens**

Integrative conceptual lens for this study combines three core theories with one enabling perspective. First, Expectancy–(Dis) Confirmation Theory (EDT/ECT) explains satisfaction as the comparison between prior expectations spanning comfort, digital ease, sustainability, and authenticity and perceived performance; positive disconfirmation fosters satisfaction, loyalty, and advocacy, whereas negative disconfirmation drives dissatisfaction and switching (Oliver, 1980, 1999). Second,

SERVQUAL structures the service encounter through tangibles, reliability, responsiveness, assurance, and empathy, and is readily extendable to e-/smart service quality by layering digital touchpoints such as speed and reliability of mobile interactions, transparency of information, and data-enabled personalization well aligned with the study's Likert items and descriptive analysis (Parasuraman et al., 2005). Third, the Experience Economy clarifies how esthetic, immersive, educational, and entertaining elements elevate perceived experience value, mediating the path from service quality to satisfaction and loyalty in nature-based stays (Pine II & Gilmore, 2013). Complementing these, service-dominant logic frames value as co-created among guests, hosts, and community partners useful for interpreting qualitative narratives of participation, learning, and meaning in village glamping settings (Lusch, 2008). Together, these lenses capture what Gen Z expects, how they evaluate digitally mediated delivery, how experiential design shapes outcomes, and how value emerges through co-creation.

### RESEARCH METHOD

This study adopts a mixed-methods design, combining qualitative and quantitative approaches to gain a comprehensive understanding of Generation Z's perceptions of glamping services in Pancasari Tourism Village. The qualitative dimension employs a phenomenological approach through in-depth interviews with eight (8) Generation Z tourists who have experienced glamping in the area. Narrative data derived from these interviews are thematically analyzed to capture participant insights, lived experiences, and underlying meanings associated with service quality and hospitality encounters (Pernecky & Faisal, 2025). Furthermore, the data from survey

are processed utilizing Sentiment Analysis Methods. This study applied a single qualitative text-analytics technique a Translated-English Bag-of-Words (BoW) workflow to identify sentiment and salient terms within translated respondent comments in a transparent, replicable manner (Hussein, 2016). The pipeline comprised rigorous text cleaning and tokenization, followed by targeted Indonesian stop-word removal and frequency counting to quantify term salience after translation. A custom lexicon-based scoring scheme was then used to assign sentiment polarity and derive the distribution of positive, neutral, and negative comments across feedback columns (Adyatma et al., 2025). This process yielded three decision-ready outputs: (i) term frequencies and word clouds that surface core appeals (Liked) and pain points (needs improvement), (ii) sentiment distributions summarizing overall valence in percentage terms, and (iii) curated sample verbatim to substantiate and contextualize the quantitative patterns. The approach was selected to balance methodological rigor with interpretability and ease of replication, aligning the analysis method tightly to the objectives of summarizing short, survey-based qualitative data while maintaining auditable steps and minimal modeling complexity

To complement the qualitative findings, quantitative data were collected through structured questionnaires using a Likert scale. The data were analyzed using descriptive statistical methods, where numerical values were processed to identify performance trends and strengthen the interpretation of qualitative results. The mean score ( $\bar{X}$ ) was calculated using the following formula:

$$MEAN = \bar{X} = \frac{(F1 \times 1) + (F2 \times 2) + (F3 \times 3) + (F4 \times 4) + (F5 \times 5)}{\Sigma(F1 + F2 + F3 + F4 + F5)}$$

Where:

**F** = frequency of respondents' answers

$X$  = score given for each Likert-scale item

The results were further classified using the following interpretation categories:

1.00–1.80 = Strongly disagree;

1.81–2.60 = Disagree;

2.61–3.40 = Moderately agree;

3.41–4.20 = Agree;

4.21–5.00 = Strongly Agree.

Through this mixed-methods strategy, qualitative narratives provide contextual depth, while quantitative analysis offers measurable trends, ensuring robust and data-driven conclusions.

### **Instrument analysis**

In this quantitative study, instrument analysis focused on two essential aspects such as validity and reliability. Validity refers to the extent to which the questionnaire accurately measures the constructs it is intended to assess, ensuring that the items are aligned with the theoretical framework and research objectives. Content validity was established through expert judgment to ensure that all items adequately represented the dimensions of the measured variables. Construct validity was examined to determine the extent to which the questionnaire items reflected the underlying theoretical constructs, while criterion related validity assessed the correlation between the instrument and relevant external measures. Reliability, on the other hand, pertains to the consistency and stability of the instrument. It was evaluated using Cronbach's alpha coefficient, which measures internal consistency, with a coefficient value of 0.70 or higher generally considered acceptable for research purposes (Taber, 2018). Test-retest reliability may also be conducted to verify the stability of the instrument over time. Establishing both validity and reliability ensures that the research instrument is accurate, consistent,

and dependable, thereby strengthening the credibility and trustworthiness of the study's findings. This analysis used the SPSS V23.

### **Validity**

Validity assessments indicated that the majority of the 19 items had corrected item-total correlations exceeding 0.30, supporting their adequacy in capturing the intended constructs. The item "I plan to stay again at the Glamping in Pancasari Village" demonstrated the strongest association with the composite score ( $r=0.982$ ), demonstrating excellent convergence with the overall instrument. In contrast, the item "The staff were friendly, polite, and helpful" generated a negative correlation ( $r = -0.259$ ), possibly reflecting limited response variance or differing interpretations among respondents. Similarly, "The service I received met my expectations" demonstrated a correlation close to zero ( $r = 0.025$ ), indicating limited measurement contribution. Nonetheless, Cronbach's alphas for item deletion remained high across all items (0.918–0.944), indicating that deleting any single item would not significantly improve internal consistency. Collectively, this instrument demonstrates strong construct validity and excellent internal reliability, making it worthy of use in further analyses.

### **Reliability**

The 19-item questionnaire's reliability test findings yielded a Cronbach's Alpha rating of 0.928, suggesting a very high level of dependability. This number surpasses the tight criteria of 0.90 for instruments needing great internal consistency, as well as the minimum level of 0.70 that is frequently utilized in social research. The measurement consistency of this research tool is further reinforced by a Cronbach's Alpha Based on Standardized Items result of 0.931.

A Cronbach's Alpha if Item Deleted analysis showed that deleting one item did not significantly increase the overall reliability value and even tended to decrease the alpha coefficient. This confirms that each item consistently contributes to the measurement of the research variables. Therefore, all 19 items in the questionnaire were deemed reliable and worthy of being retained for further data analysis.

In conclusion, this research instrument has excellent levels of reliability and internal consistency, resulting in stable and reliable data to address the research objectives regarding glamping experiences in Pancasari Village.

## RESULT AND DISCUSSION

The study analyzed 55 responses collected over a two-week period from guests who stayed at glamping sites in the Pancasari area and found excellent internal consistency for the instrument (Cronbach's alpha = 0.983). This sample size provides reliable quantitative and qualitative insights into the main drivers of guest satisfaction and the key areas requiring improvement. All subsequent frequency and distribution analyses are based on these 55 responses.

Overall, respondents reported positive evaluations across several indicators, including overall satisfaction (mean = 4.27), recommendation intention (mean = 4.25), revisit intention (mean = 4.02), and value for money (mean = 4.05) on a five-point Likert scale. Service and operational dimensions were also rated highly, including staff courtesy (mean = 4.31), safety (mean = 4.29), facility cleanliness and comfort (mean = 4.20), clarity of information (mean = 4.16), staff responsiveness (mean = 4.05), and digital booking and payment processes (mean = 4.09). These findings indicate that the

glamping operators generally provide a smooth and reassuring experience for Generation Z travelers.

Experience attributes that align with Generation Z preferences were also evaluated favorably. The social media-friendly ambiance received the highest score (mean = 4.40), followed by wellness and nature experiences (mean = 4.15), sustainability (mean = 4.07), authenticity (mean = 4.05), and overall suitability for Gen Z travelers (mean = 4.05). However, attributes related to deeper local engagement received comparatively lower ratings, including culture-based activities (mean = 3.98), community interaction (mean = 3.95), and Wi-Fi stability, which received the lowest score (mean = 3.71). In addition to the computation outcomes, the data is handled utilizing NLP (Natural language processing. NLP which uses computer algorithms, mathematics, and computational linguistics to enable machines to comprehend human language, is closely associated with sentiment analysis (Priliani et al., 2025).

### Drivers of satisfaction (liked)

This figure summarizes the key drivers of satisfaction identified in the Guest Liked comments, with term size proportional to frequency and emphasizing the visual-sensory attributes most praised by visitors particularly atmosphere, views, and a pleasantly cool, natural setting.

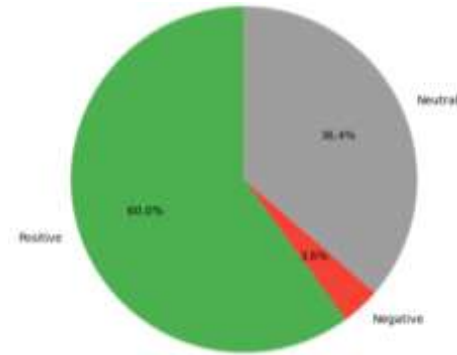


**Figure 1. The word cloud for positive feedback**

*Source: Analysis results, 2025*

This word cloud visualizes the most frequently used terms in the guest liked comments, with font size mapped to raw counts to foreground what visitors value most in their experience. The five dominant terms atmosphere (19), view (15), cool (15), beautiful (8), and place (7) collectively indicate that guests are primarily drawn to an aesthetically pleasing, comfortable setting: a welcoming ambience, scenic vistas, pleasantly cool air, and an attractive location. Taken together, these signals highlight the primacy of sensory and visual gratifications (ambience and scenery) alongside environmental comfort, implying that preserving sightlines, curating photo-worthy spaces, and maintaining thermal comfort will most effectively reinforce satisfaction and positive word-of-mouth. While the cloud summarizes raw frequency rather than nuance or intensity, it offers a clear, actionable basis for decisions lead marketing messages with atmosphere and views, prioritize shade, airflow, and seating for comfort, and invest in landscaping and lookout points to elevate the perceived beauty of the place complementary analyses (e.g., co-occurrence or aspect-based sentiment) can then clarify how these likes relate to specific services and moments along the guest journey (Zhafarini, 2025a).

Comments in the "Guest Liked" column are positive (60.0%), but with a significant neutral (36.4%) and notable negative (3.6%) segment, indicating that many guests who intended to praise the site still included friction points or lacked strong enthusiasm.



**Figure 2. Liked comments sentiment analysis distribution**

*Source: Analysis results, 2025*

The glamping site's core value proposition lies in its compelling natural ambience and strong aesthetic appeal, as evidenced by the recurrent prominence of terms such as "atmosphere," "view," "cool," and "beautiful" in guest feedback. These attributes represent what guests most frequently appreciate about their visits and highlight the site's strengths in providing a refreshing, visually pleasing, and relaxing environment. However, the presence of a substantial neutral sentiment segment (36.4%) raises a cautionary note: many respondents appear to mention the positive aspects of the atmosphere only as a prelude to a complaint, or their initial favorable impression is quickly tempered by notable deficiencies elsewhere in the experience. This dynamic suggests that while environmental qualities are meaningful differentiators, they are not yet sufficient, on their own, to generate outstanding overall satisfaction or foster lasting loyalty.

To illustrate these points, guest comments frequently combine praise for the visual and sensory environment with immediate mentions of shortcomings, indicating that environmental assets, although vital, must be protected, maintained, and complemented by improvements in other service dimensions. For instance, one guest wrote: "Very beautiful view, comfortable bed and calm atmosphere," emphasizing the synergy

between scenic beauty and physical comfort. Another remarked: “The natural atmosphere and fresh air good for refreshing,” underscoring how nature and ambience together underpin the guests’ restorative experience. While these verbatim examples validate the quantitative findings about core appeal factors, they also illuminate the pressing need for continuous improvement beyond environmental strengths so that guests’ positive initial impressions are fully sustained throughout their stay (Diwyarthi et al., 2025).

### Friction points (needs improvement)

The glamping experience in Pancasari Tourism Village, as seen through the eyes of Generation Z, highlights a unique blend of natural beauty and modern comfort. Generation Z travelers tend to seek accommodations that not only offer picturesque views and a close connection to nature but also fulfill their need for digital connectivity and convenience. In Pancasari, glamping sites are popular for their serene environment, cool climate, and stunning lake views, making them highly appealing for younger visitors who value both relaxation and social media-friendly destinations. The demand for amenities such as strong WiFi, comfortable facilities, and aesthetically pleasing campsites indicates that Generation Z prioritizes experiences that combine adventure with accessibility. Overall, glamping in Pancasari Tourism Village is seen as a way for Generation Z to enjoy the outdoors without sacrificing modern needs, creating memorable moments in a balanced setting of nature and technology.



**Figure 3. The word cloud for friction points (needs improvement)**

*Source: Analysis results, 2025*

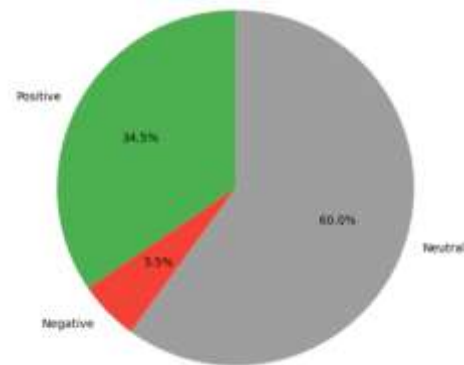
The Word Cloud visualization offers a clear representation of the most commonly mentioned areas for improvement by respondents, as reflected in the "Needs Improvement" column. The relative size of each word within the cloud indicates its frequency, making it easy to identify which aspects guests feel require attention. Based on the data, the top five most frequent terms are “facilities,” “wifi,” “nothing,” “maybe,” and “toilet.” With “facilities,” “wifi,” and “nothing” each appearing five times, these areas stand out as the primary concerns. The repeated mention of “facilities” and “wifi” suggests that guests view these amenities as central to their comfort and satisfaction. Based on field observations, several glamping sites do not provide Wi-Fi, which reduces the level of comfort and convenience expected by Gen Z and does not align with their connected lifestyle (Zahra et al., 2025).

Meanwhile, the frequent appearance of the word “nothing” may indicate that some guests felt the current services were adequate and did not require significant changes. The terms “maybe” and “toilet,” with four mentions each, show a moderate but notable level of attention needed, particularly regarding cleanliness and bathroom availability. Overall, the word cloud serves as a concise summary that highlights key themes for future improvements and guest satisfaction strategies. This finding can be interpreted

through Expectancy Disconfirmation Theory (EDT/ECT), which posits that satisfaction is shaped by the comparison between pre-visit expectations and actual performance. In the context of glamping, guests expect a combination of natural immersion and hotel-like comfort. While the high scores for atmosphere and scenery indicate that expectations related to nature and aesthetics are positively confirmed, lower scores for Wi-Fi stability (mean = 3.71) and toilet facilities suggest negative disconfirmation. In other words, the glamping experience succeeds in delivering scenic beauty but falls short in several comfort-related dimensions that Gen Z travelers consider essential.

Responses in the "Needs Improvement" column are predominantly Neutral (60.0%) and surprisingly Positive (34.5%), with only Negative (5.5%) sentiment, which strongly validates that guests are providing constructive feedback rather than outright complaints. The relatively high proportion of positive sentiment within a column explicitly intended for criticism suggests that guests tend to frame suggestions politely and constructively rather than emotionally. This may reflect Indonesian communication norms that emphasize courtesy and indirectness, as well as the genuine intention of respondents to help operators improve rather than simply complain. Methodologically, this finding demonstrates that sentiment polarity does not always correspond to evaluative direction; a comment may contain improvement suggestions while still using supportive and optimistic language. This indicates that positive sentiment scores should not be interpreted solely as evidence of satisfaction, but also as a reflection of respondents' constructive communication style. Therefore, sentiment analysis results should be interpreted alongside contextual reading of the comments to ensure that suggestions

for improvement are accurately understood and not overlooked.



**Figure 4. Needs improvement sentiment analysis distribution**

*Source: Analysis Results, 2025*

The friction points in the glamping experience at Pancasari Tourism Village are now distinctly centered around two main issues: Wi-Fi and toilet facilities. The frequent mention of "Facilities" (with five counts) in guest feedback signals widespread dissatisfaction, often referring either to overall maintenance standards or directly to the condition of toilets. Qualitative review of respondent comments shows that "Facilities" often serves as a catchall phrase for physical infrastructure needs, while specific remarks such as "supporting facilities (toilet)" highlight sanitation concerns as a particularly urgent area for improvement. Alongside Wi-Fi which is ranked equally high these infrastructure gaps clearly hinder guests' overall satisfaction. However, the occurrence of "Nothing" as a top term reveals that a significant portion of guests encountered no major issues, suggesting that many aspects of the glamping experience are already meeting expectations.

The sentiment analysis further supports a constructive operational outlook: most guest feedback falls within neutral (60.0%) or positive (34.5%) categories, indicating that while suggestions are offered, they are expressed

in a polite, improvement-oriented manner. Only 5.5% of comments were negative, underlining that strong dissatisfaction is rare even among those noting areas for improvement. These findings present a clear mandate for targeted investments in Wi-Fi and sanitation utilities. Addressing these areas will not only resolve the most cited issues but should also be well received, as most feedback is constructive rather than critical. As illustrated by sample responses such as “Currently there are none, but we must continue to maintain glamping services and facilities, in order to add good guest comments and create a good experience for guests who carry out glamping activities,” and “Supporting facilities (toilet)” it is evident that maintaining and upgrading basic amenities is key to achieving universal guest satisfaction in the glamping experience at Pancasari.

The dominance of neutral and positive sentiment indicates that the majority of visitors provide constructive feedback, while the low rate of negative sentiment reflects a minimal number of serious complaints (Zhafarini, 2025b). Therefore, a focus on improving internet service and sanitation holds tremendous potential to raise guest satisfaction universally, while also enhancing the destination’s appeal in the eyes of younger generations and modern travelers (Brochado & Fernando, 2019).

## CONCLUSION

The high satisfaction, recommendation, and revisit intentions suggest that comfort, safety, and staff quality are key drivers of positive experiences for Gen Z, with the strong social media appeal indicating that visual ambiance is a primary differentiator in this segment. The relatively lower means for cultural immersion, community interaction, and Wi-Fi stability indicate

actionable gaps: integrating curated local experiences and strengthening connectivity could elevate perceived authenticity and usefulness without compromising the already strong core service delivery. Based on Expectancy–Disconfirmation Theory, the natural and aesthetic aspects of the glamping experience exceed guest expectations, while infrastructure elements such as Wi-Fi and sanitation fall below the comfort standards expected from glamping. Improving these areas is essential to meet Generation Z’s expectation of a “comfort plus nature” experience. Together, these patterns imply that Pancasari’s glamping offering is competitively positioned for Gen Z, and strategic enhancements in digital infrastructure and community-linked programming would likely translate into even higher loyalty and advocacy outcomes.

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