



Mapping the Mobility of Glamping Tourists in Kintamani: A Social Network Analysis

¹Putu Eka Wirawan, ²I Gusti Ayu Eka Suwintari, ³Anak Agung Istri Putera Wisiastiti, ⁴Putu Wibby Prasetya, ⁵Jessie Reyna Marshiela

^{1,2,3,4,5}Institut Pariwisata dan Bisnis Internasional, Bali, Indonesia

wirawanputu@gmail.com; suwintari@ipb-intl.ac.id; anakagungwidiastiti@ipb-intl.ac.id; prasetyawibby43@ipb-intl.ac.id; jessiereynamarshiela@gmail.com

Article Info :

Received:

05/02/2026

Revised:

09/02/2026

Accepted:

19/02/2026

ABSTRACT

Glamping, or Glamorous Camping, has become a popular form of tourism that combines nature experiences with the comfort of luxury accommodations. This phenomenon has grown rapidly as tourist preferences shift toward more private accommodations closer to nature. In Indonesia, Kintamani has become one of the leading destinations for glamping, with an increasing number of accommodations, mainly driven by millennial tourists' interest. Although there have been many studies on glamping in Indonesia, most focus on digital interests and tourist preferences, without examining mobility patterns or movements between tourist destinations. Therefore, this study aims to analyze the mobility of glamping tourists in Kintamani using a Social Network Analysis (SNA) approach. Data were collected via questionnaires from 30 glamping tourists and analyzed in Gephi to map the mobility network between destinations in Kintamani. The analysis shows that the Batur Geopark Museum and Sukawana Sunrise Spot serve as central hubs connecting various other destinations. The tourist mobility network in Kintamani tends to be dense, with high connectivity between destinations, but it is also vulnerable to disruptions at major hub centers. This study provides insights into how social and geographical factors influence tourist mobility and contribute to more effective destination management in Kintamani.

Keywords: *Glamping, tourist mobility, Social Network Analysis, Kintamani, tourist destination.*



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BACKGROUND

Glamping, or *Glamorous Camping*, has grown rapidly as a form of tourism that combines nature experiences with the comfort of luxury accommodations. This phenomenon is increasingly popular across the world, in line with shifting tourist preferences towards alternative accommodations that offer closeness to nature, privacy, and a more personal experience than conventional mass tourism (Kiryakova-Dineva et al., 2022; Zhafarini et al., 2025). In Indonesia, this trend is evident in the increased interest in nature-based accommodations, such as glamping, as reflected in the surge in digital searches and the development of glamping destinations across various regions (Koswara & Kurniawati, 2025; Zhafarini et al., 2025). Bali, as one of the leading destinations for nature and cultural tourism, has responded quickly to this trend by developing glamping products that combine natural landscapes such as rice fields, beaches, forests, and mountains as their main attractions (Diwyarthi et al., 2022; Desak et al., 2023; Zhafarini et al., 2025).

Kintamani, famous for its views of Mount Batur, Lake Batur, and its status as part of the UNESCO Batur Global Geopark, has developed into one of the leading destinations for tourists seeking a mountain and lake-themed glamping experience (Mihardja et al., 2023; Mudana et al., 2018;

Wiramatika et al., 2021). This area has also seen a significant increase in glamping accommodations, driven by high tourist interest, especially among millennials, who want to enjoy the cool air, volcanic panorama, and "Instagrammable" atmosphere without sacrificing comfort (Swariga et al., 2023).

Research on glamping in Indonesia has developed considerably, focusing on digital interest and spatial potential. For example, a Google Trends analysis from 2019 to 2025 shows that search interest in "glamping" in Indonesia has increased steadily, with strong location clusters in Bogor, Bandung, Ciwidey, and significant contributions from regions such as Bali and Jakarta, indicating high spatial demand (Koswara & Kurniawati, 2025). In Bali, research has also examined domestic tourists' preferences for glamping accommodations, particularly in relation to digital promotion, luxury image, and proximity to crowds. However, these studies have not specifically tracked tourist travel patterns or modes of transportation (Desak et al., 2023). Another study at Pelaga Eco Park Glamping, Bali, focused on green marketing and decision factors for staying, but did not examine tourist movement patterns (Widhiarini et al., 2023). A study by Harwindito et al. (2024) in Rancabali analyzed the demographic characteristics of glamping visitors, considering public transportation variables, but focused more on transportation mode choices than on tourist movement patterns. Research by Nabila & Alifa (2024) in Ciwidey highlighted the comfort of facilities and the need for development strategies, without focusing on tourist mobility.

In addition, Social Network Analysis (SNA) has been widely used in tourism research to map the patterns of relationships between actors in the tourism community, including tourists, as well as to reveal the structure and dynamics of interactions within the community (Casanueva et al., 2016; Valeri & Baggio, 2020; Van Der Zee & Bertocchi, 2018; Cehan et al., 2020). Various studies also show that network indicators, such as *density* and *degree centrality*, can describe tourist travel behavior patterns and are closely related to satisfaction and the intention to revisit or recommend a destination, which in turn influence tourism decision-making (Park et al., 2019; Tan et al., 2021; Pan et al., 2021).

Although many studies have discussed aspects of tourist experiences in glamping, such as digital interests, tourist preferences, and visitor characteristics (Koswara & Kurniawati, 2025; Desak et al., 2023; Widhiarini et al., 2023; Harwindito et al., 2024; Nabila & Alifa, 2024), research that specifically examines the mobility of glamping tourists, particularly in the Kintamani area, is still very limited. Tourist mobility, including movement between destinations, plays a crucial role in understanding visitation patterns and the dynamics of social interaction among tourist attractions. As a step toward filling this knowledge gap, this study aims to analyze the mobility of glamping tourists in Kintamani using a Social Network Analysis (SNA) approach. This approach allows for a deeper understanding of how tourists move between destinations and how social interactions influence their destination choices. This mapping is expected to provide new insights into how social and geographic factors shape the mobility of glamping tourists, as well as to contribute to more effective destination management, such as planning tourism promotions, managing crowds, and enhancing the tourist experience.

RESEARCH METHOD

The method used in this study is qualitative research. Qualitative research is research that understands social phenomena or symptoms by providing a detailed description of them (Sujarweni, 2015). Based on the research objectives, this study is descriptive. Descriptive research is designed to collect data to describe the characteristics of a person, activity, or situation (Sekaran & Bougie, 2013). The research is cross-sectional in nature, meaning that data collection is carried out in a single period, then the data is processed, analyzed, and conclusions are drawn (Sujarweni, 2015). The sample size for this study was 30 glamping tourists in Kintamani, selected through accidental sampling. Five popular tourist destinations in Kintamani were used, namely Penanjakan Desa Pinggan, Sukawana Sunrise Spot, Black Lava, Batur Geopark Museum, and Hot Springs. This study used *the Social Network Analysis* (SNA) method to map and analyze the mobility of glamping tourists in Kintamani. The data source was a questionnaire. The analysis was conducted using Gephi software to visualize the social network. Centrality measures (*degree centrality*, *betweenness centrality*, *closeness centrality*, and *modularity*) were used to analyze the mobility of tourist locations/destinations visited by glamping tourists in Kintamani.

RESULTS AND DISCUSSION

Figure 1 illustrates the spatial model of glamping tourist movement in Kintamani, processed using Gephi.

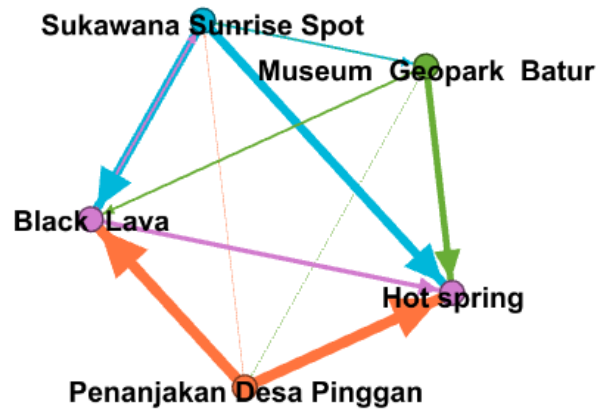


Figure 1
Glamping Tourist Mobility Model in Kintamani

This visualization represents the interconnection structure between destinations in the Kintamani area. The size of the nodes and the thickness of the connecting lines (*edges*) reflect the intensity and weight of tourist movements. The direction of the arrows indicates the sequential flow of travel, with Sukawana Sunrise Spot and Batur Geopark Museum as *primary hubs*, and the Hot Springs and Black Lava as *destination ends* or termination points in the glamping tourist mobility pattern.

Gephi Statistical Attribute Visualization

Performing visualization and modularity measurement on statistical attributes focused on a. *Average Degree*, which produces a *degree* distribution as shown in the figure.

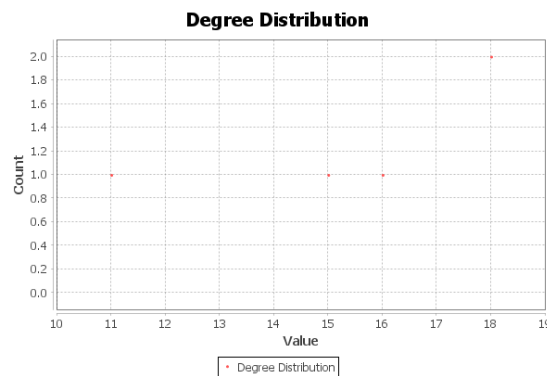


Figure 1.
Degree Distribution

The average degree value is 7.8. This means that the glamping tourist mobility network in Kintamani is categorized as a *Dense Network*. On average, each location (node) is directly connected to nearly eight other locations. This indicates that tourist movement in Kintamani is very dynamic and not limited to a single linear route.

Centrality Analysis

The method used in this study is a case study that applies social network analysis to glamping tourists in Kintamani, based on centrality values.

Table 1
Degree Centrality

Id	Label	Degree
2	Sukawana Sunrise Spot	6
4	Batur Geopark Museum	6
1	Pinggan Village Viewpoint	5
3	Black Lava	5
5	Hot Springs	4

The *Degree* value represents the popularity or accessibility of a location in a tourist travel route. The higher the Degree value, the more frequently the location is visited or used as a transit point in a travel itinerary. Sukawana Sunrise Spot & Museum Geopark Batur (Degree: 6): These two locations serve as *Primary Hubs*. These two tourist destinations are the strongest nodes in the mobility network.

Closeness Centrality

Table 2
Closeness Centrality

Id	Label	closenesscentrality
4	Batur Geopark Museum	1.0
1	Pinggan Village Viewpoint	1.00
2	Sukawana Sunrise Spot	0.8
3	Black Lava	0.57
5	Hot Spring Bath	0.00

The high *Closeness Centrality* values at several key points in Kintamani indicate that these locations are the "heart" of the mobility network. They are not only popular in terms of visitor numbers (Degree), but also very easy to reach within the glamping tourist route structure. Batur Geopark Museum & Penanjakan Pinggan Village (Value: 1.00). These two locations are very close to each other. A value of 1.00 indicates that these two places are the most strategic points in the network. Tourists staying at these two locations have the most efficient access to move to any destination in Kintamani. The Geopark Museum and Pinggan Village serve as ideal "*Starting Points*" or "*Anchor Points*" due to their topological location at the center of the mobility flow.

Betweenness centrality

Table 3
Betweenness Centrality

Id	Label	betweennesscentrality
4	Batur Geopark Museum	2
2	Sukawana Sunrise Spot	2
1	Pinggan Village Viewpoint	0
3	Black Lava	0
5	Hot Springs	0

Betweenness Centrality measures a location's role as a bridge or intermediary in the flow of information/mobility. A location with a high *Betweenness* value means many tourist routes must pass through it to reach other destinations. The mobility network structure in Kintamani shows dependence on two main points. The dominant *Betweenness Centrality* values of 2 and 0 indicate a stark contrast in the role of "*gatekeeper*." Batur Geopark Museum & Sukawana Sunrise Spot (Value: 2). These two locations are "mandatory transit points." Glamping tourists who want to move from one cluster of

locations to another will most likely have to pass through or stop at the Geopark Museum or Sukawana. If either of these two locations encounters an obstacle (e.g., severe traffic congestion or a road closure), the entire circulation of tourist mobility in Kintamani will be disrupted. They have the highest control over the distribution of tourists in the area.

Modularity

Table 4
Modularity

Id	Label	modularity_class
4	Batur Geopark Museum	1
2	Sukawana Sunrise Spot	1
5	Hot Spring Bath	1
1	Pinggagan Village Ascent	0
3	Black Lava	0

Modularity analysis is used to identify community structures or destination groupings based on the intensity of inter-node relationships in the mobility network. The analysis results show that the mobility network in Kintamani is divided into two main communities (Modularity 0 and 1) that reflect the functional specialization of destinations and tourist behavior patterns. Community 1: Geotourism and Adventure Cluster (Modularity 0), with the tourist destinations of Penanjakan Desa Pinggan and Black Lava. This group represents tourists who focus on adventure activities and the search for extreme landscape visual content. The strong connection between Pinggan Village and Black Lava indicates a linear and integrated mobility pattern in the lower and peripheral areas of the caldera. Tourists in this cluster have a special interest in geology and nature photography. Community 2: Amenities and Main Hub Cluster (Modularity 1), with tourist destinations: Batur Geopark Museum, Sukawana Sunrise Spot, and Hot Springs. This cluster is the main activity center, combining elements of education, sunrise views (the main icon of Kintamani), and relaxation. The integration of the Geopark Museum and Hot Springs into a single modular community indicates that these two locations are often visited as part of a travel itinerary, serving as a balance to activities after tourists engage at hub points like Sukawana.

DISCUSSION

Analysis of the mobility network structure of glamping tourists in Kintamani reveals a dynamic movement pattern that is highly dependent on several key points in the destination network. Based on the Average Degree metric, which reaches 7,800, this network can be categorized as a dense network, with each destination on average connected to seven to eight other destinations. This indicates that glamping tourists in Kintamani tend to explore various destinations and are not limited to a single accommodation location. This mobility pattern aligns with the characteristics of contemporary tourists, who prefer to visit several destinations in a single trip (multi-destination trips), driven by the geographical proximity of tourist attractions in the Batur caldera area.

The significance of each destination in this network is clearly reflected in the distribution of Degree and Closeness Centrality values. The Batur Geopark Museum and Sukawana Sunrise Spot emerge as two central destinations with the highest Degree values (6) and near-perfect Closeness Centrality values (1.00 and 0.80). These two destinations serve as the gravitational center of the network, meaning tourists can reach them with minimal effort from various other points in Kintamani. Sukawana Sunrise Spot serves as the main visual attraction that draws many tourists in the morning. At the same time, the Batur Geopark Museum serves as a functional anchor point, connecting tourists to other destinations. These two destinations demonstrate the importance of accessibility efficiency in the destination network structure, where a high Closeness value indicates a location's ability to reach other destinations quickly.

Furthermore, the Betweenness Centrality analysis reveals the strategic role of these two destinations as gatekeepers in the Kintamani tourism network, with a betweenness value of 2 each. Meanwhile, other destinations such as Penanjakan Desa Pinggan, Black Lava, and Pemandian Air

Panas have a betweenness value of 0, indicating that these destinations function as terminals or final destinations for tourist trips. This difference in betweenness values indicates a functional hierarchy within the network: the Batur Geopark Museum and Sukawana Sunrise Spot serve as the main connectors. At the same time, other destinations serve more as final destinations than as connecting points for tourists.

This finding confirms the importance of these two destinations in maintaining the smooth flow of tourists between other tourist spots in Kintamani. The network structure, which relies on a few central hubs, is vulnerable to disruption. If one of the main hubs, such as the Batur Geopark Museum or Sukawana Sunrise Spot, experiences a decline in visits or operational disruptions, the distribution of tourists to other destinations can be significantly hampered. This can cause imbalances in visitation to tourist attractions, with implications for the management of tourist flows in the Kintamani area.

This study identifies two main mobility segments in Kintamani. The first segment is the Exploratory Cluster, which connects Pinggan Village with Black Lava, and the second segment is the Recreational-Educational Cluster, centered on the Geopark Museum and Sukawana. The existence of these two communities indicates that tourism development in Kintamani must be carried out in an integrated manner between clusters to ensure a more even distribution of tourists from the hub point to the terminal destinations.

This finding is consistent with the literature showing that understanding the structure of destination networks, including the roles of core, intermediate, and peripheral destinations, can form the basis for more effective tourism destination planning, particularly through the management of accessibility and the distribution of visits between attractions (Wang et al., 2021; Asero et al., 2016; Li et al., 2022; Kong et al., 2024; Gao et al., 2022; Xu et al., 2024; Kanrak et al., 2024). Various studies based on network analysis and tourist mobility confirm that network structures overly dependent on a few central points tend to result in high visitation concentrations and increase destinations' vulnerability to unexpected disruptions (Kong et al., 2024; Yalçınkaya et al., 2025; Xu et al., 2024). Conversely, route and tourism product designs that consciously connect core attractions with intermediate and peripheral nodes have been shown to support more even tourist distribution, while strengthening the spatial integration and resilience of destination systems (Wang et al., 2021; Kong et al., 2024; Yalçınkaya et al., 2025; Batabyal et al., 2023; Kanrak et al., 2024; Xuankai et al., 2024). In the context of Kintamani, these findings underscore the importance of designing tourist routes that rely not only on a few significant icons but also on orchestrating connectivity to various other attractions throughout the region. This approach is expected to reduce the concentration of tourist pressure in specific areas, lower the risk of disruption, and encourage a more inclusive distribution of tourism economic benefits throughout the destination network.

CONCLUSION

This study reveals that the mobility network of glamping tourists in Kintamani exhibits dense connectivity among tourist destinations. The findings show that glamping tourists tend to visit multiple destinations on a single trip, reflecting their preference for diverse experiences in a single visit. The Batur Geopark Museum and Sukawana Sunrise Spot serve as central points in the network, connecting various other destinations. These two destinations serve as hubs that facilitate the smooth flow of tourists. In contrast, other destinations serve as final destinations with a more limited role in connecting tourists to other destinations. This centralized network structure makes it vulnerable to disruption, as a disruption to one of the main hubs can significantly hamper the distribution of tourists to other destinations. Therefore, the planning and management of tourist destinations in Kintamani should focus on an even distribution of visits to reduce dependence on a few central points, ensuring the smooth flow of tourists, and preventing imbalances in visitation between destinations. These findings make an important contribution to tourism managers in designing more effective strategies to enhance the tourist experience and manage tourist flows in Kintamani glamping destinations.

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