

STRATEGI PEMASARAN *GLAMOUR CAMPING*
SEBAGAI DAYA TARIK WISATA MINAT KHUSUS
DI *LOR SAMBI RECREATION PARK* YOGYAKARTA

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ABSTRACT

Tourism in Indonesia has experienced a very significant development. In its development, the Ministry of Tourism revealed several tourism development programs, one of which is Nomadic Tourism. Nomadic Tourism was developed in order to meet the travel needs of millennial tourists. In its context, nomadic tourism is a nomadic travel activity with activities that are one with nature and move around. The type of accommodation to support this activity is glamour camping or glamping. Glamping is a combination and innovation of conventional camping with the fulfillment of luxurious facilities like a star hotel. So that this activity makes it easier for tourists to camp without sacrificing comfort during this activity. Lor Sambi Recreation Park is one of the tourist destination that has this glamping accommodation. Marketing potential and strategies in attracting special interests are very important in attracting millennial tourists. Through this descriptive qualitative research process, it is hoped that marketing strategy planning through the concept of STP (Segmentation, Targetting and Positioning) and Marketing Mix plan can suit those interested in this special interest tourism.

Keywords : nomadic tourism, glamping, marketing strategies, tourist, special interest.