

Campervans Community Lifestyle in Bandung: A Case Study in Environmental Communication

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abstract

Travel has evolved from mere tourism to mass tourism, focusing on leisure and recreational experiences. Nature-based tourism has become popular. Indonesia ranks 32 out of 117 in the Travel and Tourism Development Index, but limited accommodation options hinder its growth. The Ministry of Tourism plans to introduce campervans in 2022 to improve tourism quality. Therefore, research titled "Campervans Community Lifestyle in Bandung: A Case Study in Environmental Communication" is made, aiming to know the lifestyle of campervans community in Bandung as a case study in environmental communication. The research explores the campervan lifestyle in Bandung, a unique mode of transportation with various options for short-term and long-term travel. Despite its origins outside Indonesia, the lifestyle benefits society, and its adopters. However, the government in Bandung does not fully acknowledge or encourage it, leading to a demand for expedited permits and improved amenities.

abstract

Perjalanan telah berevolusi dari sekadar pariwisata menjadi pariwisata massal, dengan fokus pada pengalaman rekreasi dan rekreasi. Pariwisata berbasis alam telah menjadi populer. Indonesia menempati peringkat 32 dari 117 dalam Indeks Pembangunan Perjalanan dan Pariwisata, namun pilihan akomodasi yang terbatas menghambat pertumbuhannya. Kementerian Pariwisata berencana memperkenalkan campervan pada tahun 2022 untuk meningkatkan kualitas pariwisata. Oleh karena itu, dibuatlah penelitian dengan judul "Gaya Hidup Komunitas Campervans di Bandung: Studi Kasus Komunikasi Lingkungan" yang bertujuan untuk mengetahui gaya hidup komunitas campervans di Bandung sebagai studi kasus dalam komunikasi lingkungan. Penelitian ini mengeksplorasi gaya hidup campervan di Bandung, sebuah moda transportasi unik dengan berbagai pilihan perjalanan jangka pendek dan jangka panjang. Meski berasal dari luar Indonesia, gaya hidup ini memberikan manfaat bagi masyarakat dan pengadopsinya. Namun, pemerintah di Bandung tidak sepenuhnya mengakui atau mendorong hal ini, sehingga menimbulkan tuntutan untuk mempercepat perizinan dan meningkatkan fasilitas.

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ACM Computing Classification System (CCS)



Communication and Mass Media Complete (CMMC)

1. Introduction

Travel is inherent in our genes and has been beneficial for our species for hunting, pilgrimages, and knowledge acquisition. However, the shift from 'mere-tourism' to mass tourism has led to the development of heritage tourism, which relives historical periods through leisure and recreational experiences. Tourism continues to evolve as new social classes and industries emerge, allowing for the accessibility of new mobilities. Improvements in passenger and cargo transport have led to the development of leisure, entertainment, and travel. People primarily traveled through mass production of buses, trains, and cars, which connected regional and global destinations. Tourism evolution thinking reveals global destinations are evolving due to the structure of the tourism business, strategies, and laws. Each destination has unique legislation, requiring thorough execution and oversight. Destination regulations are often seen as lengthy and tangible, but they are relational phenomena occurring simultaneously on different socio-spatial scales [1].

Nature-based tourism, defined as leisure travel primarily for admiring the natural environment and participating in outdoor activities, has become a popular destination for tourists. These locations offer outstanding experiences, overcoming constraints, and are known for their natural scenery, aesthetic features, and connection. Today, nature experiences account for 10-20% of global tourism, with the rapid development of tourism and land acquisition in locations rich in natural assets worldwide [2]. Indonesia is a nature destination with diverse biomes, including Borneo montane rain forests, Buru rain forests, Lesser Sunda rain forests, New Guinea mangroves, Sumatran freshwater wetlands, and Sumba open woodlands [3]. With 19 different forest types, Indonesian culture is complex, with each region offering unique features like language, people, society, food, craftsmanship, conventions, and values. This makes Indonesia a popular tourist destination. Indonesia ranks 32 out of 117 in the Travel and Tourism Development Index (TTDI) in 2021, based on Tourism Service Infrastructure. The country's Tourist Service Infrastructure score is 2.6, ranking it 91st globally.

Travel & Tourism Development Index 2021

Travel & Tourism Development Index 2021 overall rankings

WORLD
ECONOMIC
FORUM

Rank	Economy	Change since 2019			Rank	Change since 2019			Rank	Change since 2019			Rank	Change since 2019			
		Score	Rank	FTD		Score	Rank	FTD		Score	Rank	FTD		Score	Rank	FTD	
1	Japan	5.2	1	0.7%	31.8%	40	Mexico	4.3	-4	-1.2%	7.4%	80	Cambodia	3.6	3	1.1%	-9.2%
2	United States	5.2	-1	-1.0%	30.7%	41	Bulgaria	4.3	-2	-0.4%	7.3%	81	Tunisia	3.6	-3	-0.5%	-9.2%
3	Spain	5.2	2	0.0%	29.5%	42	Lithuania	4.3	3	0.6%	7.2%	81	Tanzania	3.6	5	1.4%	-10.2%
4	France	5.1	2	-0.2%	28.8%	43	Qatar	4.3	-2	-0.2%	7.0%	82	Cape Verde	3.6	1	1.4%	-10.2%
5	Germany	5.1	-1	-1.8%	27.3%	44	Georgia	4.3	3	1.4%	6.8%	83	Guinea	3.6	1	1.4%	-10.2%
6	Switzerland	5.0	1	-2.1%	26.0%	45	Turkey	4.2	4	1.3%	6.4%	83	Mongolia	3.6	-2	-1.2%	-10.8%
7	Australia	5.0	1	-1.3%	25.6%	46	Croatia	4.2	-4	-0.6%	6.4%	85	United and Togo	3.6	0	1.5%	-10.7%
8	United Kingdom	5.0	-5	-4.5%	24.8%	47	Israel	4.2	-7	-1.0%	6.2%	86	Kuwait	3.5	-7	-1.8%	-11.0%
9	Singapore	5.0	0	-1.4%	24.6%	48	Latvia	4.2	0	0.6%	5.9%	88	North Macedonia	3.5	-3	-0.3%	-11.2%
10	Italy	4.9	2	0.8%	23.9%	49	India	4.2	3	2.3%	5.5%	89	Algeria	3.5	-3	-0.7%	-11.2%
11	Austria	4.9	0	0.4%	23.6%	50	Costa Rica	4.2	1	1.2%	4.5%	89	Rwanda	3.5	1	0.7%	-12.7%
12	China	4.9	3	2.3%	23.5%	51	Egypt	4.2	6	4.3%	4.4%	90	Yugor Republic	3.4	3	1.9%	-13.9%
13	Canada	4.9	-3	-2.1%	22.9%	52	Vietnam	4.1	8	4.7%	4.1%	91	Belize	3.4	5	1.6%	-14.5%
14	Netherlands	4.9	0	0.2%	22.2%	53	Romania	4.1	-3	-0.7%	3.8%	91	Chad	3.4	3	1.4%	-14.6%
15	Korea, Rep.	4.8	4	1.9%	21.4%	54	India	4.1	-8	-2.6%	3.6%	92	Laos	3.4	1	0.7%	-15.0%
16	Portugal	4.8	-3	-2.1%	19.8%	55	Uruguay	4.1	6	3.6%	3.0%	93	Lebanon	3.4	-7	-3.1%	-15.1%
17	Denmark	4.7	-1	-1.5%	18.9%	56	Slovak Republic	4.1	-3	0.2%	2.9%	94	Bosnia and Herzegovina	3.4	-3	-0.7%	-15.2%
18	Ireland	4.7	-1	-2.3%	18.3%	57	America	4.1	-2	1.0%	2.1%	95	Guinea	3.3	3	1.7%	-15.3%
19	Hong Kong SAR	4.6	-1	-3.0%	16.3%	58	Colombia	4.0	4	2.3%	1.8%	97	Mauritania	3.2	-3	-0.6%	-16.1%
20	Sweden	4.6	1	-1.9%	16.0%	59	Argentina	4.0	-5	-1.2%	0.6%	98	Zambia	3.3	1	1.7%	-16.3%
21	Luxembourg	4.6	2	-0.5%	15.4%	60	Paraguay	4.0	-2	0.5%	0.3%	99	Paraguay	3.3	2	2.1%	-17.7%
22	Belgium	4.6	3	-0.8%	14.4%	61	Peru	3.9	4	2.1%	-0.2%	99	Tajikistan	3.3	3	2.6%	-17.8%
23	Iceland	4.5	-1	-1.8%	14.2%	62	Mauritius	4.0	-6	-0.9%	-0.5%	99	Ghana	3.3	0	0.9%	-17.8%
24	Ireland	4.5	-4	-3.9%	13.9%	63	Azerbaijan	4.0	-4	-0.3%	-0.6%	100	Nepal	3.3	0	1.8%	-17.8%
25	United Arab Emirates	4.5	1	0.7%	13.9%	64	Jordan	3.9	-1	-0.6%	-1.8%	100	Bahrain	3.2	3	4.0%	-18.7%
26	Czech Republic	4.5	-1	0.3%	13.3%	65	Brazil	3.9	4	2.1%	-2.1%	104	Nicaragua	3.2	-7	-2.0%	-19.1%
27	New Zealand	4.5	-3	-2.5%	12.6%	66	Kazakhstan	3.9	0	0.3%	-2.3%	105	Guatemala	3.2	-3	-0.9%	-20.2%
28	Greece	4.5	0	0.2%	12.1%	67	Montenegro	3.9	-3	-0.7%	-2.6%	106	Honduras	3.1	-2	-2.1%	-21.5%
29	Estonia	4.4	-2	-0.6%	10.7%	68	South Africa	3.8	0	-0.3%	-3.3%	107	Cote d'Ivoire	3.1	3	3.6%	-22.6%
30	Poland	4.4	3	-0.8%	10.6%	69	Democratic Republic	3.8	2	2.8%	-3.9%	108	Venezuela	3.1	-1	-0.5%	-23.1%
31	Cyprus	4.4	-1	-0.8%	10.5%	70	Serbia	3.8	0	1.3%	-3.9%	109	Guinea	3.1	1	1.4%	-23.2%
32	Indonesia	4.4	12	3.4%	10.3%	71	Morocco	3.8	-4	-2.1%	-4.8%	110	Lesotho	3.1	0	0.6%	-24.1%
33	Saudi Arabia	4.3	10	2.7%	9.3%	72	Algeria	3.8	-1	1.0%	-5.0%	110	Nigeria	3.0	-2	1.5%	-25.6%
34	Chile	4.3	-4	0.3%	9.1%	73	Ecuador	3.8	1	1.0%	-5.1%	112	Cameroon	2.9	0	1.6%	-26.8%
35	Malta	4.3	-3	-1.9%	9.0%	74	Si Lanka	3.7	1	1.4%	-6.0%	113	Yemen	2.9	1	1.5%	-27.0%
36	Thailand	4.3	-1	0.2%	8.8%	75	Philippines	3.7	-2	0.1%	-6.3%	114	Sana Leone	2.8	0	1.5%	-30.6%
37	Hungary	4.3	0	0.2%	8.7%	76	Botswana	3.7	2	3.0%	-6.6%	115	Mal	2.7	-1	0.5%	-31.0%
38	Malaysia	4.3	-8	-3.0%	8.4%	77	Madagascar	3.6	4	1.3%	-8.8%	116	Yemen	2.6	0	2.7%	-34.2%
39	Slovenia	4.3	-3	-0.7%	7.8%	78	Kenya	3.6	2	0.5%	-9.1%	117	Chad	2.5	0	1.3%	-37.5%

● The Americas

● Asia-Pacific

● Europe and Eurasia

● Middle East and North Africa

● Sub-Saharan Africa

● The Americas ● Asia-Pacific ● Europe and Eurasia ● Middle East and North Africa ● Sub-Saharan Africa

1 Index results represent the latest data available at the time of collection (end of 2021).

2 Overall scores range from 1 to 7 where 1 = worst and 7 = best.

3 Change since 2019 refers to 2019 results using new index framework and methodology.

Figure 1. Indonesia's Position Ranking compared To Other Countries [4]

However, limited accommodation options like hotels, resorts, and vehicle rentals make it difficult to utilize. To improve tourism quality, the Ministry of Tourism and Creative Economy plans to introduce campervans in 2022. Campervans are often called "mobile" accommodations; either purpose-built recreational vehicles (RVs) or normal cars that have been converted to accommodate household activities such as cooking and sleeping. Campervans provide the flexibility of the lifestyle, allowing independent travellers to escape the constraints of job, technology, and urban life by reconnecting with nature, family, and friends in nearly any public location near the road network - from isolated forest sites to metropolitan waterfronts [5].

Previously, in 2020, the Ministry of Tourism and Creative Economy itself had appealed to follow the campervan trend if you want to travel in the era of the COVID-19 pandemic as a form of the new normal. It is still a trend until now, it is proof that there is an increase in Indonesian people's interest in campervans. Campervan initially were only popular among travelers and those avoiding pandemic regulations. However, many Indonesians are now interested in this vacation style, leading to the

formation of communities like Camper Van Indonesia (CVI). CVI was established before the Ministry of Tourism and Creative Economy introduced campervan holiday styles in 2019. The community has grown to 3,600 members, with smaller communities emerging based on regional jurisdictions in Indonesia, including Camper Van Indonesia Bandung Raya.



Figure 2. Camper Van Indonesia Logo [6]

Previous studies have explored campervan globally, for an instance, by Kearns, Collins, and Bates, with New Zealand being a popular destination for travelers seeking freedom. Campervan-based camping offers unique experiences and increased flexibility. New Zealand's remote, pristine locations provide a more self-sufficient and enjoyable experience, capturing more experiences of freedom in leisure spaces. This research highlights the importance of freedom in the modern travel landscape, particularly in New Zealand [5]. Another previous study is by Lluís, Grijalvo, & Marin studied the increasing trend of campervans in Girona Province, Catalonia, Spain. They found that campervan travelers seek deeper connections with nature, unwind, and explore new areas. Despite the COVID-19 pandemic, they prioritize safety and companionship. The research suggests that the long lifespan of motorhomes and campervans will lead to significant growth in Catalonia's campervan tourist category [7].

Research on campervan motivations and lifestyles in Bandung has been limited, highlighting the need for more studies on this topic. Campervan tourism can have a significant environmental impact, and understanding the motivations and sustainable lifestyle of campervan tourists can help municipalities

and tourism-related organizations manage this impact. For example, if campervan tourists are more interested in environmentally friendly RV parks, local governments can focus on creating and advertising these parks and managing the sustainable lifestyle effects in Bandung. However, there is a lack of an environmental communication approach to the transformed sustainable lifestyle, which leads to improved balance between people and the natural world. This lack of communication can lead to a more effective living environment, better wellness, and a higher standard of life in Bandung. Therefore, research Campervans Community Lifestyle in Bandung: A Case Study in Environmental Communication is made, aiming to know the lifestyle of campervans community in Bandung as a case study in environmental communication.

2. Research Methods

In this article, researchers have a series of processes intended to gain article purpose. Detailed process is shown below.

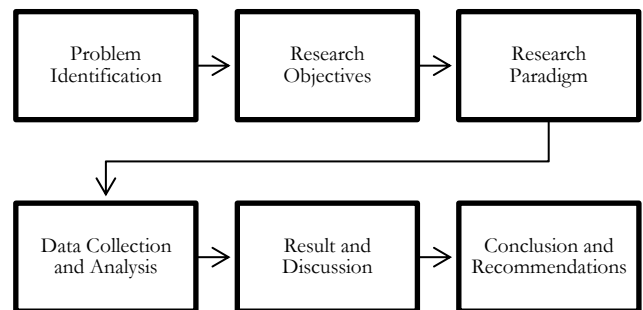


Figure 3. Research Methods Scheme

Furthermore, the research paradigm is divided into several number of theories.

Qualitative Method

According to Creswell & Creswell [8], a strategy for analyzing and comprehending the significance that individuals or groups place on a social or human issue is the qualitative research method. The steps in the research process include formulating study questions and techniques, gathering information, usually from the participant's surroundings, analyzing the data by inductively drawing general themes from particular facts, and interpreting the findings.

Case Study

Case studies use an inquiry design common to many domains, including evaluation, in which the researcher conducts a comprehensive analysis of a particular instance, typically an initiative, action, procedure, or group of people. A case study's unique goal is to use a variety of data collection approaches to explore and explain a great deal over an extended period [9].

Descriptive Research

Descriptive research is a method that begins with descriptive questions that characterize a specific object, rather than inferential assumptions. It involves both independent and dependent variables and is suitable for studies aiming to identify traits, frequencies, movements, clusters, and observations. This approach ensures clarity of the topic and object without affecting the validity of the formal theory, allowing data collection without relying on respondent accuracy [10].

3. Result and Discussion

Using the general structure of this research article as a guide, the researcher carefully arranged questions into three sections for in-depth interviews with three carefully chosen informants (Table 1). Furthermore, the researcher carefully analyzed the data using the sophisticated NVivo software, regarding coded analysis, which was then presented and thoroughly discussed in later sections of the article.

Table 1. Informants Details for the Research

No	Informants	Speciality
1	Informant 1	One of the pioneers and Secretaries of the Camper Van Bandung Raya and one known as a person who has been running the campervan lifestyle for a long time.
2	Informant 2	Member of Camper Van Bandung Raya with Registered Number 012-02-0163
3	Informant 3	Member of Camper Van Bandung Raya with Registered Number 012-01-0165

In relation to environmental communication, as opposed to conventional communication theories, it is viewed as a symbolic activity that extends beyond direct information transfer. Practical and constitutive are the two main purposes of this multidimensional approach. Practical goals, such as enlightening, teaching, influencing, and warning, are the focus of pragmatic function. On the other hand, constitutive function conjures up certain ideas and emotions by reshaping connections, values, and meaning [11].

Form of the Lifestyle

The campervan lifestyle is mostly focused on travel and leisure, with short trips and vacations being the main uses. Despite its transient character, the campervan lifestyle in this context is fundamentally comparable to permanent campervan living in that it promotes togetherness, is affordable, allows for flexible holiday plans, and allows for unhurried exploration. These advantages, which promote quality family time and shared experiences, continue even if the campervan is not used as a primary abode.

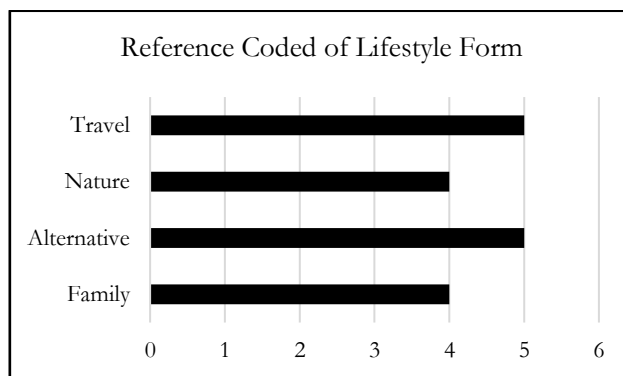


Figure 4. Chart of Reference Coded of Lifestyle Form

Digital media and online platforms provided all three informants with significant exposure to the campervan lifestyle. Their research benefited greatly from the internet, which gave them access to a multitude of data and allowed them to interact with a global community of campervan lovers. This included Facebook, YouTube, and search engines. The influence of international film productions on Informants 1 and 2, as well as the vibrant online campervan community emphasized by Informant 3, show the critical role that social media and the internet play in raising awareness and creating a virtual community around the campervan lifestyle. In this discussion, environmental communication primarily

serves pragmatic functions. The enthusiasm Primary Informant 1 has for campers, which stems from childhood movie fantasies, emphasizes the practical role environmental communication has in bringing dreams to life. According to Primary Informant 2, it's a therapeutic retreat that emphasizes the pragmatic function of recreation and treatment through environmental communication. Primary Informant 3 demonstrates the pragmatic function of supporting family activities by saying that it is convenient for family travel. According to Secondary Informants 1 and 2, the campervan lifestyle is a shared family activity that emphasizes the pragmatic function in interpersonal interactions. Perceptions are shaped by digital media, highlighting the usefulness of information forms. Commencing during the COVID-19 pandemic is consistent with environmental conflict resolution, offering campervans as a safe and adaptable substitute.

External Motivation

The subject matter explores the many reasons people choose to pursue the campervan lifestyle and looks at the outside influences that push them in this direction. Both Informant 1 and Informant 2 have embraced the campervan lifestyle because of different external conditions. Increased flexibility, community participation, and economic sustainability were the main reasons for Primary Informant 1's transition to a campervan lifestyle. Because he was free from job schedules and local contacts, he traveled a great deal, from Malaysia to South Sumatra. The involvement of the community and resourcefulness in scheduling events for the campervan were also highlighted by Informant 2. His viewpoint on the availability and cost of campervan life, together with his desire for uncommon travel experiences, all played a role in his adoption. Cost-effectiveness, family-friendly convenience, and incorporating personal interests into family trips were the main motivation cited by Informant 3. Their ability to enjoy family trips without going over budget was made possible by the economical advantages of living in a campervan.

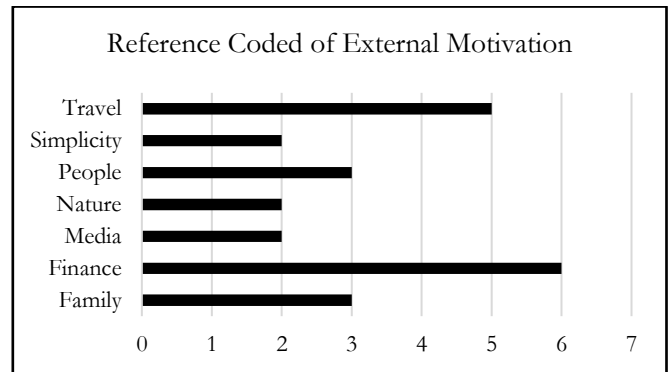


Figure 5. Chart of Reference Coded of External Motivation

In connection with outside factors and their pragmatic and constitutive functions in embracing the campervan lifestyle. Informant 1 highlights the pragmatic function of information collection, adaptation to changing circumstances, and economic sustainability. The change is impacted by variables such as enhanced flexibility, community participation, and economic feasibility. Information Dissemination informs Informant 2's choice, highlighting the importance of accurate information in influencing attitudes and increasing accessibility to the campervan lifestyle. Furthermore, constitutive functions that present the lifestyle as a source of social connections and mental rejuvenation, such as Psychological Benefits and Social Involvement, are crucial. The campervan lifestyle is examined by Informant 3, who highlights both its constitutive and pragmatic uses, emphasizing the intricate interplay between these functions in people's decisions. The pragmatic function of the campervan lifestyle includes information gathering, convenience, and simplicity.

Systemic Motivation

According to Informant 1, there appears to be a lack of government backing for campervan enthusiasts in Bandung, indicating a rift between the two groups. Lack of shared interest impedes the lifestyle's expansion, which is hampered by factors like vast distances and poor infrastructure. As opposed to this, places like Kuningan and Tasikmalaya gain from aggressive local governments that actively promote and provide camper-friendly venues. Different government agencies provide different degrees of support, which highlights how important it is to promote acceptance and integration of lifestyle and how supporting policies and laws may benefit local companies as well as devotees. In line with this,

Informants 2 and 3 emphasize the necessity for openness and collaboration between the government and the campervan community to investigate the possible advantages of measures that improve the lifestyle, while expressing doubt about official support.

Thus, expectations if there will be any future support from government, the significance of unambiguous and adaptable laws in the approval and modification procedures for affordable and easily available campervan customisation is emphasized by Informants 1 and 2. They think this is in line with the community's wish for a legal structure that encourages accessibility, affordability, and originality in the campervan way of life. According to Informant 3, there should be more campervan parks built with improved amenities, such as appropriate facilities and recreational opportunities. If the government funds these upgrades, these sites may become more appealing, boosting the local tourism industry, and attracting additional campervan enthusiasts.

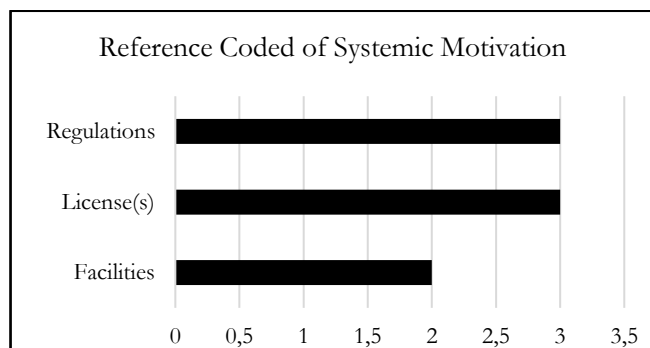


Figure 6. Chart of Reference Coded of Systemic Motivation

Informants 1 and 2 draw attention to the lack of support in Bandung, which limits the expansion of the lifestyle because of the city's inadequate infrastructure and large regions. To uncover possible legislation and programs that promote the campervan lifestyle, Informants 2 and 3 stress the necessity for more transparency and collaboration between local governments and the campervan community. They also stress the need to promote clear communication and increasing awareness as pragmatic function. Additionally, they emphasize the usefulness of policy advocacy by supporting an open and easily accessible permissions procedure for alterations to campervans. The coordinated policy initiative helps to fulfill the role of Building Identity

Support by giving RV enthusiasts a forum to express their aspirations and promote community. To enhance the lifestyle with government support and provide a better campervan experience, Primary Informant 3 concentrates on the creation and expansion of campervan parks. The shared vision for lifestyle support and future objectives as constitutive function is shaped by the collective conversations and aspirations of the campervan community.

4. Conclusion

Based on the results of the study as well as the discussion in the previous sub-chapter, the researcher concludes that the case study of the campervan lifestyle in Bandung within the context of environmental communication represents a unique mode of transportation that provides a range of options from short-term to long-term, including mobile accommodations in the form of specially designed vehicles. The lifestyle is chosen by devotees for a variety of personal reasons, indicating a wide range of motives within the society, despite its origins being outside Indonesia. Overall, the lifestyle is thought to have a mostly beneficial influence that benefits both the society at large and people who choose to adopt it. But despite all its benefits, the government in Bandung does not really acknowledge or encourage the Campervan Lifestyle. Enthusiasts voice a demand for expedited permits for personalized vehicle modifications and better amenities, suggesting a want for increased government comprehension and support in promoting the way of life in the area.

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