

CHAPTER 1

INTRODUCTION

This chapter provides brief information regarding the research such as the research background, research problem and questions, research goals or objectives, the justification and the structure of research.

1.1 Research Background

The tourism sector is a business commodity in many countries. The development of the business world from time to time is always increasing, this can be seen from the increasing number Global online travel market Reached a value of Nearly \$744,7 billion in 2019, and having increased at a compound annual growth rate (CAGR) of 7.9% since 2015 (Researchandmarkets,2020). There are so many promising tourist attractions that can be used as a very beneficial business area for Hotels.

According to the Oxford English Dictionary hotel is “an establishment providing accommodation, meal, and other services for travellers and tourist.”, The hotel Industry is experiencing a rapid growth. With the development of airlines, especially budget airlines, more people from all walks of life can afford to travel. People spend more not only on holidays but on services in general (GBTA,2015).

Tourism is one of the major contributors to the indonesia economy both nationally and regionally, with number of arrival expected of 4.052.923 tourist in 2020 (BPS,2020), It is the Author’s contention that opportunities for growth must be embraced and Campervan businesses provides one of these opportunities. With increasing competition between regions to attract tourists no niche market should be overlooked. Campervan tourism is a niche market made up of a small but valuable and growing cohort of tourists with specific needs that this research will identify. If service providers fulfil a need not currently delivered by other service providers they will gain competitive advantage and create a new revenue stream that has the potential to contribute significantly to their business. Understanding this niche market, its motivations and behaviours will help the service provider develop their products to meet their needs.

Campervan tourism involves tourists traveling in vans that are either converted or factory built, that provide sleeping accommodation, kitchen and bathroom facilities. These facilities allow the user to travel to remote areas without needing the facilities provided by the traditional campsite or accommodation providers, they may go on the road for a number of days without needing services such as electricity or water. Many terms are used to describe this type of vehicle including “RV” (Recreational Vehicle) in America and “Campervan”.

Statistics from the various stakeholders report a growth in sales of Motorhomes. The Recreation Vehicle Industry Association (RVIA) report that a survey carried out in 2011 confirmed that 1 in 8 American households own an RV. The European Camping Federation (ECF) who represent national organisations of the European Caravanning Industry reports an 11% rise in new Motorhome sales for 2015 a total of 54,273, with sales in the UK our largest tourist market up 23.6%.

This design was carried out at PT Indocampervan. Conventionally, PT Indocampervan has been active since August 2019, in Jakarta. Based on the results of interviews and observations, it can be concluded that this company has not been able to operate effectively to date due to the development of innovation and business strategy is still being carried out. The company also feels that income and target consumers so far are still far from the target expected, so companies need to redefine business models This Campervan. With the redefinition of the business model in the Campervan business This, the designer hopes not only to increase revenue and performance at PT Indocampervan. To increase success and trust in The design business model will identify Campervan-based business risks.

1.1 Research Problem & Objectives

This research investigates the possibility to build a cost effective campervan business in Indonesia. here is the research question:

1. What is the demographic profile of the respondent?
2. Is Campervan Business feasible in Indonesia?
3. To what Extent does Cost Effectiveness affect on the Campervan Business in Indoesia?
4. Can Cost Effectiveness contribute to Campervan Business in Long-Term Plan and Operation?

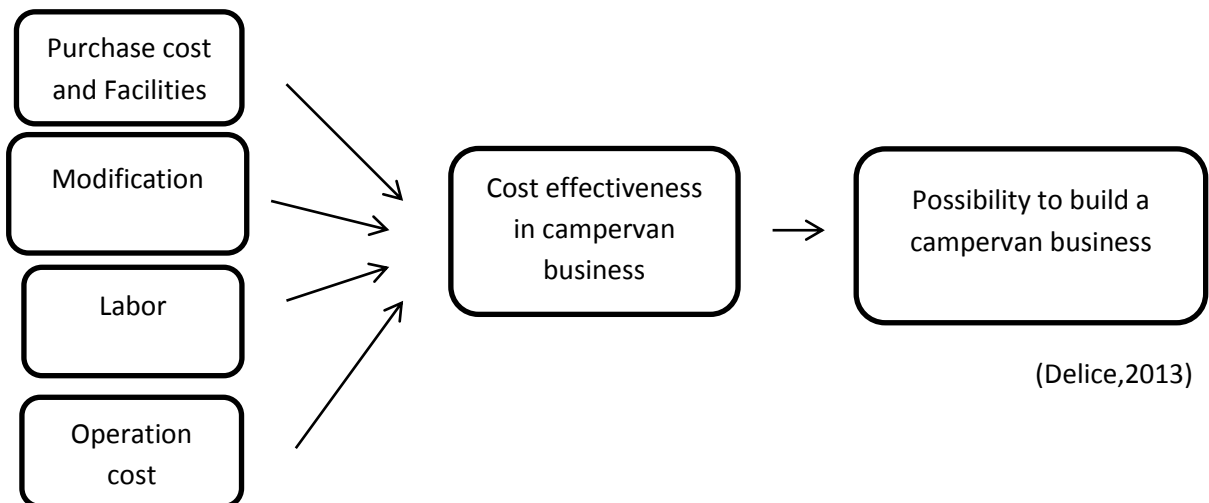
1.2 Research Goals

1. To know the demographic profile of the respondent
2. To determine the Feasibility of Campervan Business in Indonesia
3. To know the extent of contribution of Cost effectiveness in Campervan Business in Indonesia
4. To Determine the effect of Cost-Effectiveness in Campervan Business in Long term plan and operation

1.3 Justification of Research

This research is purely for developmental purposes, by addressing the potential campervan business in indonesia more focused on Java Island.

1.4 Conceptual Framework



A conceptual framework is a structure which the researcher believes can best explain the natural progression of the phenomenon to be studied (Camp, 2001). It is linked with the concepts, empirical research and important theories used in promoting and systemizing the knowledge espoused by the researcher (Peshkin, 1993). It is the researcher's explanation of how the research problem would be explored. The conceptual framework presents an integrated way of looking at a problem under study (Liehr & Smith, 1999). In a statistical perspective, the conceptual framework describes the relationship between the main concepts of a study. It is arranged in a logical structure to aid provide a picture or visual display of how ideas in a study relate to one another (Grant &

Osanloo, 2014). Interestingly, it shows the series of action the researcher intends carrying out in a research study (Dixon, Gulliver & Gibbon, 2001). The framework makes it easier for the researcher to easily specify and define the concepts within the problem of the study (Luse, Mennecke & Townsend, 2012). Miles and Huberman (1994, p.18) opine that conceptual frameworks can be 'graphical or in a narrative form showing the key variables or constructs to be studied and the presumed relationships between them.

1.5 Structure of research

