



## **Current Issues of Backpacking Tourism Development: Profile and Characteristics of “Sharecost” and “Opentrip” Tourist**

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### **Authors' contributions**

*This work was carried out in collaboration among all authors. Author KW designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors SSW and SPS managed the analyses of the study. Authors PPA and EW managed the literature searches. All authors read and approved the final manuscript.*

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### **ABSTRACT**

**Aims:** The backpacker phenomenon has developed so rapidly and more professionally packaged. Currently, there are two types of backpacker activities that are in great demand, such as "Open Trip" and "Share Cost". The purpose of this study is to identify the profile and characteristics of tourists "Open Trip" and "Share Cost", as part of a type of backpacking tour.

**Study Design:** The researcher used an ethnographic approach that was carried out by combining observation techniques, interviews, and participatory questionnaires, which meant researchers followed the opentrip and share cost trips as research objects.

**Methodology:** This approach is carried out by combining observation techniques, interviews, and participatory questionnaires, which means that researchers follow the opentrip and share cost trips

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as research objects. We included 73 participants each from share cost and opentrip. All participants filled out questionnaires about profiles and their characteristics.

**Results:** This study found that both the method of travel, both opentrip and Sharecost, have many similarities and are grouped in backpacker types. The similarity that occurs lies in the demographic characteristics of tourists in terms of age and work, but there are differences in gender. Whereas from the travel process, there are some technical differences between preparation, when traveling, until after the trip.

**Conclusions:** Where both share cost and opentrip have the characteristics of each market. This information is important for tourism industry players to recognize market segments that are now developing among millennials. This information can then be useful as a reference in determining marketing strategies and product development in accordance with the characteristics of these tourists.

*Keywords: Backpacker; sharecost; opentrip; travel behavior.*

## 1. INTRODUCTION

The phenomenon of tourism and tourists has developed and evolved rapidly, both as a cluster of "new" sciences, fields of research studies, modern industry, even if viewed from a broader theoretical and practical perspective. Wiweka and Arcana [1] note that the phenomenon of the movement of a person from their (origin) to a destination with a variety of varied motivations has been started since 4,000 BC (BC) by the Sumerians in Babylonia, and is growing in the 17th and 18th centuries in Western Europe with the term "Grand Tour". At this time also said the term tourism began to be known as an industry, and tourism began to be mass produced. This period continued during the industrial revolution (around the 19<sup>th</sup> century), which was marked by the development of transportation technology which is considered a "gate" in penetrating boundaries, such as distance (space), time and cost. This development is increasingly evident, where tourism at this time does not only reach various destinations on earth, but destinations have emerged that might previously be difficult to imagine, known as "space tourism" or space tourism. Not only that, but technological advances have also succeeded in pushing tourism beyond time limits, such as "virtual tourism".

Based on the latest data in 2019, the United Nations World Tourism Organization (UNWTO) [2] noted that tourism has produced 10.4% Gross Domestic Product in the world average (indirectly), and 4.6% of Gross Domestic Product directly. While materially, this industry has opened jobs, of which 1 in 10 jobs are related to tourism, besides this business has produced exports as large as through visitor exports generated at USD1,494.2bn (6.5% of total

exports) in 2017. This phenomenon grew by 3.9% in 2018 and is consistently estimated to grow by 4.1% from 2018-2028, becoming estimated at USD 2,311.4 million in 2028 (6.9% of total).

Not only in the international sphere, in Indonesia tourism is consistently increasing, in terms of tourist visits. In 2018, the number of foreign tourist visits has reached 14,391,816 foreign tourists [3]. This growth was followed by the emergence of various forms of tourist attractions and new destinations, such as digital destinations, thematic destinations, tourist villages, and other attractions. The development of various types of products is driven by the increasingly diverse demand from the tourist side. Wisataan currently tends to use technology more in various activities, including on tours [4]. This phenomenon influences the form of their journey becoming more personal or on a small scale. This form of travel is known as a type of backpacker traveler.

Compared to other topics, the issue of backpackers tends to get little attention to be explored [5,6,7]. In various countries, Backpackers are often referred to as working holidaymakers, flashpackers and student travelers. These types of tourists are categorized as tourists who use budget accommodation, staying in a destination in a long duration compared to tourists in general, dominated by those who are under 40 years old, have more flexible travel plans, and are more actively involved and interacting in the social environment at a destination [8,7].

Issues related to backpackers' motivation and experience have been growing and increasingly attractive in recent years, especially from an

economic, social and cultural perspective. Although in terms of terminology it has been studied since the 1970s, this issue has only expanded widely from academics and researchers. One study by the Association of Tourism and Leisure Education (ATLAS) Backpacker Research Group (BRG) noted that out of 76 data and references examined, only 11 data published before 1990. 1990 was the first year the term "Backpackers" was used in the literature academics [8]. The growing interest in this topic can also be seen from how ATLAS BRG has more than 30 members in 11 countries.

Because of the "nomadic" characteristics, the existence of backpackers is often difficult to identify, and because of the "image" of this type of tourist, low-budget, so little research has been interested in the past. But in the future backpackers are believed to be an important potential young market that has a broad roaming power, and provides a direct economic impact to the community. Due to the close relationship between hosts and tourists, the issue that becomes important is how the impact of tourism activities on aspects of (counterculture) [7,5].

The phenomenon of backpackers in Indonesia is growing and evolving especially among the younger generation in big cities such as Jakarta, Surabaya, Yogyakarta, Denpasar, and Makassar. Big cities tend to be the location of the younger generation with the highest technological interactions compared to other regions. In the city of Jakarta, this type of tourist has a community known as "Backpacker Jakarta" [9].

Base on BPJ [9], there were 2,198 registered members in the BPJ database. The domicile of members are spread in various areas, including East Jakarta 19.4%, South Jakarta 17.6%, West Jakarta 13%, Bekasi 11.1%, Central Jakarta 8.3%, North Jakarta 7.9%, Tangerang 7.8%, Depok 6.2%, Bogor 4.4%, and other areas of 4%. Whereas seen from gender, women were recorded at 50.5%, and men 49.1%. The BPJ is also in demand by the younger generation, where the age of 20-30 years is 59.2%, ages 30-40 years 19.6%, age under 20 years is 17.0%, and age above 40 years is 4.2%.

When viewed from the background of his work, BPJ members came from employees by 63.5%, students: 15.3, entrepreneurs and Freelance 13.0%, and academics (Teachers, Doctors, Lecturers) of 8.2%. The BPJ media social group

is spread over several types including 25 groups of RT groups, 13 Group KLUB Group, Group Admin, Social Admin Group, and BPJ Group website as many as 1 Group. Currently, there are 41 groups that have officially become official at BPJ. What is interesting is that the BPJ group has a variety of motivational travel classifications, including Badminton, Basketball, Books and Bloggers, futsal, Photography, Mosque Exploration, KTB Be The Light, Running, Swimming, History and Museums, Talents (Music, Dancing & Drama, etc.), Touring, Weekday Holiday.

Based on the data above, it can be seen how the backpacker phenomenon has developed so rapidly and is more professionally packaged [7]. Currently, there are two types of backpacker activities that are in great demand, such as "Open Trip" and "Share Cost". These two forms of travel have characteristics that are rooted in the type of backpacking activity. Open Trip (Combined Trip) is known as a joint tour that is open to the public where participants will be combined into one group with an itinerary, the price of the tour package and the departure quota has been determined by the manager or team leader. Whereas Share Cost is a travel model in which all costs incurred will be shared equally by all travel participants.

These two types of activities show that backpackers are not only known as long-stay tourists, but their latest trends are also known as " short-term backpackers ", or even some types of travel groups' 'backpacker-like". This type of traveler also continues to adjust to the characteristics of the current generation of tourists [10]. Backpackers also not only come from general tourists, but they can also come from students, working holidaymakers, highly skilled professionals, and even, at times, semi-permanent residents [11].

Data limitations and research related to "Open Trip" and "Share Cost", make the characteristics of this type of tourism difficult to recognize. Therefore this study seeks to examine the characteristics of tourists "Open Trip" and "Share Cost", as part of a type of backpacking tour. This information is important for the tourism industry to recognize market segments that are now developing among the millennial generation. This information can then be useful as a reference in determining marketing strategies and product development in accordance with the characteristics of these tourists.

## 2. LITERATURE REVIEW

### 2.1 Traveler

If tourism as an activity is very dominant discussed by academics, then the next question is who is the subject (actor) who does the activity?. There are various sources and literature that have described who the subject is doing the activity. Among them, according to The American Heritage Dictionary, the word tour-derived from tour-ist (noun) which means something related to traveling for pleasure. The definition is "travel" and "pleasure" into one word, "tourist". However, based on Stendhal's *Memoires d'un Touriste*, it appears that the word "tourist" has been introduced and used by French peoples since 1838 in referring to people who visit England to refer to the practices of the English people. But the word was then more commonly associated with traveling for pleasure after a book, which coincided with the beginnings of the 'modern tourist industry' [12,13,14,15,1]. Whereas Leiper [12,13,14,15,1] noted the development of the definition of tourism and tourists since the 1930's, where tourists in a practical scope according to the League of Nation Statistical Committee (1937) were those who visited a country outside their residence and stayed at least 24 hours with various purposes to enjoy free time and doing business. But simply Law No. 10 the year 2009 RI translates tourists as people who do tours.

Subsequent tourists have also been classified more specifically, where Cohen [7] divides tourist typologies into four types, including the organized mass tourist, where these types of tourists travel by purchasing tour packages and are well planned (well-prepared); while the individual mass tourist, is a type of tourist who is still "similar" to the previous one, but these types of tourists still have control to organize their own trips at some time outside the group, even though most activities are still planned by travel agents; while the explorer, is a type of traveler who organizes his own trips by visiting remote places. However, tourists in this type tend to still pay attention to the comfort of accommodation and transportation; while the last is the drifter, where this type of tourist tends to look for new things outside of the daily routine and try to live as what the local community does in the destination (direct contact). They also seemed to have no definite travel plans and objectives.

Although tourists can be grouped into various types according to how they travel. However, the

most basic thing is how tourists decide on their trips that are very dependent and influenced by various factors. Besides they are driven by wants and needs that create motivation, both internal and external. But they need to have some "capital" before they travel, this is an important factor and determines whether they can travel or not. These factors include the state of health, the availability of their free time and financial ability or money (material).

### 2.2 Tourist Behavior

Tourist behavior can be assumed as a variety of tourist activities when starting and ending their journey. The tourist demand can then be seen from various perspectives, where the economic point of view is more seen as someone who has the ability to travel, including the determinants of their tour. Whereas in the psychological point of view, it looks more at the motivation and behavior of tourists who travel. In this element, there are two main phases namely pre-trip characterized by the presence of stimulation and introduction to motivation and continuing to planning and organizing. And the post-trip where tourists have returned to their original place with experience brought and began to adjust again to their normal life [13,14,15].

### 2.3 Backpacker

The diversity of cultural characteristics, natural resources, and social life drives the tourism industry to grow and develop. From developed countries to developing countries, from coastal areas to mountainous regions, from "western" cultures to "eastern" cultures. For tourists with a limited budget, Backpacker is one way out to still be able to travel on a relatively low cost. Backpacker, in general, is a person or group of people who decide to travel to seek pleasure, adventure in developing a personality.

The terminology of backpackers has been used by academics since 1990 (Pearce). In general, this type of tourist is dominated by young tourists who plan trips flexibly and informally, and are more interested in budget hotels. In particular, their activities interact more and participate with local communities [16,17]. Other motivations are generally out of routine and away from the residence or home [10].

Backpacker recreational activities are focused on natural, cultural, and adventure activities by linking them to their travel time, undergoing

unusual routes, and seeking authentic experiences. Pearce [18,8] and Chen & Huang [19] developed criteria to distinguish backpackers from other conventional travelers, namely:

- a. Option to use accommodation that is within budget (budget accommodation);
- b. Focusing on meeting with other travelers;
- c. Flexible travel schedules and organized independently;
- d. Travel time is longer than a short vacation;
- e. Focused on informal and participatory holiday activities.

*Backpacker* is categorized into several types, including:

- a. *Flashpacker* is a fan of the streets that position themselves between two positions, namely Backpacker and Tourists. Flashpacker is also categorized as a Backpacker with adequate electronic equipment and facilities.
- b. *Gap-packer* is a new word used for people who backpack to several countries in a short time.
- c. *Megaloping* is a backpacking style in which participants only use public transportation as their main mode of transportation.
- d. *Open Trip* (Combined Trip), is a joint tour that is open to the public where participants will be combined into one group with an itinerary, the price of the tour package and the departure quota has been determined by the manager or team leader.
- e. *Share Cost*, is a travel model in which all costs incurred will be shared equally by all travel participants.

While Frederick et al., [20] tried to summarize the various definitions and criteria for backpacker from various literature from 1990 to 2017. The results of his research categorized that socio-demographic backpackers were between 18 and 30 years old, and 15 to 24 years. While the main motivation is to have fun using a long-term budget hotel. In addition, these groups generally have groups or communities that utilize social media or internet media. Broadly speaking they are a group that is very considerate of the budget when traveling.

## 2.4 Share Cost

*Share cost* comes from English, which is share which means sharing and cost means cost. As

the name suggests, this travel model is a travel package whose costs are divided equally among all travel participants, ranging from accommodation, transportation, and others. This travel model is open for discussion because each tourist has his own desires or preferences, so it requires discussion and communication of all tourists to get a solution. All provisions of tourism activities are determined jointly through group chat or online forums. Because it requires mutual agreement, usually to travel with the concept of share cost will take time, but it can be very cheap because usually, those who use this concept are tourists with a true backpacker soul.

## 2.5 Open Trip

Rudiana stated that open trip is a trip by people who book their own destination, but tickets and accommodations already exist. He gave an example, for example, A ordered a tour for a while in Thailand, but airline and hotel tickets had already been bought. Open trips can also be held at the initiative of travel agents or individuals. For example, a travel agent organizes a trip with a predetermined destination, schedule, and route. The hallmark of this program is a cheaper price because it decides on its own and adjusts the budget. Therefore this program is mostly taken by young people [21].

## 2.6 Travel Backpacker Behavior in Traveling

In general, Richards and Wilson [7] try to describe the process of backpacking travel through conceptual models of travel backpacker behavior in travel.

## 3. METHODS

To answer the research objectives, researchers used an ethnographic approach which is one of the many approaches in Qualitative Research. This approach is carried out by combining observation techniques, interviews, and participatory questionnaires, which means that researchers follow the *opentrip* and share cost trips as research objects. The sampling method used in this research is *nonprobability sampling with purposive sampling technique*. Participatory observation for *opentrip* activities is carried out on July 7 - July 8, 2018, while the conference is on July 14 - July 15, 2018. Before participating in tour activities, researchers have prepared instruments to be used in accordance with the research needs. After designing the research instrument, during the trip researchers conducted

interviews with various parties such as tour leaders, tour guides, community share costs, and *opentrip*. In addition, during the activity, researchers had the opportunity to distribute questionnaires directly and were also given access to distribute questionnaires online through the social media groups of each community. The questionnaires collected were 73 respondents, each from share cost and *opentrip*. In addition to primary data, this study also utilizes secondary data from various references related to these two types of backpacker activities. Furthermore, the collected data is processed and presented in the form of descriptive statistical data, where the numerical data will be narrated according to the interpretation of the phenomena that occur in the field.

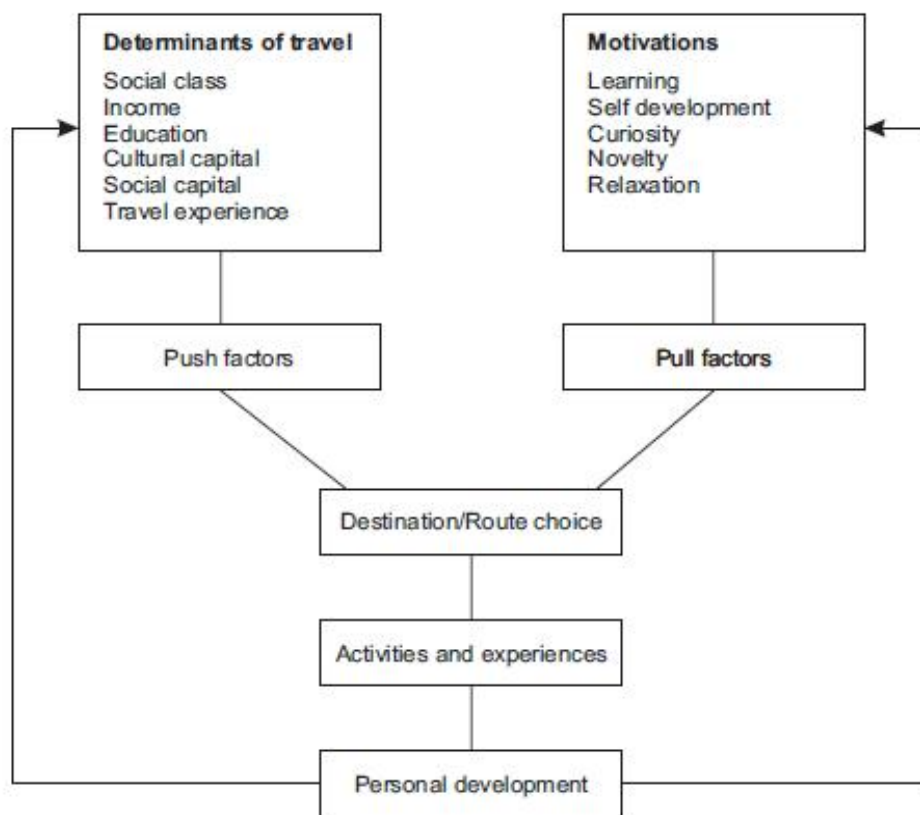
#### 4. RESULTS AND DISCUSSION

##### 4.1 Results

The *Opentrip* and *Sharecost* travel method is a type of *Backpackers* trip. *Backpackers* are

people or groups of people who travel for long periods of time, are flexible, and use simple accommodations to meet all their needs with a limited budget in seeking pleasure and experience in a wider area [18,8]. The following can be seen from the research data description of the characteristics of the *opentrip* tourists and *Sharecost*.

From the Table 1 it can be explained how the characteristics of tourists with both the *Opentrip* and *Sharecost* travel methods. Both have similarities in terms of tourist demographics, including age and work. Backpackers travel is dominated by Generation Z who was born in 1995 and above. According to Setiawan et al. [22], one of the characteristics possessed by Generasi Z is fluent technology, this generation is adept at using technology tools, so that information and communication tools used in both methods can be seen using digital tools and online applications, such as Google, WhatsApp, and Instagram.



**Fig. 1. A conceptual model of travel backpacker behavior in traveling**  
Source: Richards and Wilson [7]

#### 4.1.1 Characteristics of travelers before traveling (*Opentrip* and *Sharecost*)

##### 4.1.1.1 *Opentrip*

The majority of *Opentrip* trips have been recognized by tourists for more than 1 year, amounting to 73.97%. Information about the most travel methods from electronic media, from the internet, is 90, 41%. Most tourists seek information within three months of 38.36%. The communication tool used in communicating uses WhatsApp 91.78% in addition to other social media. The majority of tourists with *Opentrip* trips do not have a tourist community. 70% of tourists make an itinerary to prepare tourist trips even though the itinerary has been prepared by the tour leader. *Opentrip* tourists prefer domestic destinations. The reason tourists choose this trip method is that it's cheap. The source of funds used for traveling is savings of 58.90%.

##### 4.1.1.2 *Sharecost*

*Sharecost* travel has been known by tourists for more than 1 year at 52.05%. Tourists are mostly looking for information about *Sharecost* from electronic media with internet usage of 78.08%. Tourists generally seek information three, not once. The use of the most used communication tool by *Sharecost* tourists is WhatsApp application is 91.78%. 11% of *Sharecost* tourists have a tourist community. This community was formed as a means of exchanging information about travel. The itinerary on a *Sharecost* trip is needed to plan travel activities so that 90% of tourists make it first before traveling. Choice of tourist destinations is a domestic destination of 67%. The choice of the *Sharecost* method is considered economical (35.62%). The majority of them use salary as a source of travel funds. Table of Characteristics of tourists before traveling can be seen in Table 2.

#### 4.1.2 Characteristics of tourists when carrying out travel (*Opentrip* and *Sharecost*)

##### 4.1.2.1 *Opentrip*

The majority of *Opentrip* tourists invite friends (93.15%) as travel companions and use public transportation as a means of transportation at 58.90%. Transportation that is often used during recreation is rent car by using Google as an information aid for 82.19%. The cash payment method is still the most widely used compared to

non-cash. The length of *opentrip* tour averages 3-7 days by 52.05%. *Opentrip* travelers prefer homestays as accommodation facilities and choose places to eat in the market compared to fast food restaurants or cafes. The cost-sharing carried out by *Opentrip* tourists includes several components with the proportion of accommodation amounting to 0.33, transportation 0.19, ticket 0.10, parking 0.13, consumption 0.17, and 0.09 for logistics.

##### 4.1.2.2 *Sharecost*

On the way to the *Sharecost* it was not much different from the *Opentrip* trip, they chose Team as a travel partner for 97.26%. Public transportation equipment is still a choice of tourists seen from 76.71% of transportation used in tours is public transportation. Google (82.19%) is also a mainstay in finding information on travel. The method of payment of tourists' choices in transactions is cash at 73.91%. The average tour of tourist shoppers averages 3-7 days and uses the homestay as the most chosen accommodation choice. The division of cost components made by *Sharecost* tourists includes several components with a proportion of 0.33, transportation 0.28, ticket 0.13, parking 0.14, consumption 0.10, and logistics 0.10. The characteristics of tourists in traveling can be seen in Table 3.

#### 4.1.3 Characteristics of tourists after traveling (*Opentrip* and *Sharecost*)

##### 4.1.3.1 *Opentrip*

*Opentrip* tourists usually travel twice a year, namely 32.88% or once a year 32.88%. After a tour, tourists usually share their experienced experiences through social media. The most widely used social media is Instagram 94.52% and Facebook is 34.25%, others use YouTube or path.

##### 4.1.3.2 *Sharecost*

On average *Sharecost* tourists travel once a year at 38.36%. After traveling, regular travelers usually share their experiences through social media. Instagram is the most popular social media for *Sharecost* travelers, it can be proven that Instagram usage as a media sharing is 94.52%. Facebook is also the most widely used social media, which is 46.58%. The following (Table 4) can be seen the characteristics of tourists after traveling on a tour.

**Table 1. Description of characteristics of *Opentrip* and *Sharecost* travelers**

Tourist characteristic		Trip Method	
		<i>Opentrip</i>	<i>Sharecost</i>
<b>Demographic</b>	Age	21-23 years old	21-23 years old
	Gender	60% Female, 40% Male	47% Female, 53% Male
	Occupation	73% Employee	60% Employee

**Table 2. Characteristics of tourists before traveling**

Tourist characteristic		Options	Answer percentage (%)	
			<i>Opentrip</i>	<i>Sharecost</i>
<i>Pre-Trip</i>	<i>Opentrip</i> knowledge	< 6 Months	21,92	41,10
		6 Months -1 Year	4,11	6,85
		> 1 Year	73,97	52,05
Source of information toward the way of traveling		Print media	2,74	8,22
		Electronic media	58,90	72,60
		Oral information	24,66	28,77
		Travel agency	17,81	15,07
		Friend	1,37	2,74
Source of information from the internet		Yes	90,41	78,08
		No	9,59	21,92
The frequency of tourist information searching		3 x a Week	8,22	8,22
		1 x a Week	4,11	20,55
		1 x a Month	30,14	26,03
		1 x 3 a Month	38,36	34,25
		Never	17,81	10,96
Communication tools		Whatsapp	91,78	68,49
		Instagram	23,29	34,25
		Others	21,92	34,25
Tourist communication		Have	1,00	11,00
		Do not have	99,00	89,00
Itinerary making		Make	70,00	90,00
		Not making	30,00	10,00
Destination choice		Domestic	55,00	67,00
		Overseas	45,00	33,00
Reason of choosing traveling method		Cheap	23,29	34,25
		Frugal	12,33	35,62
		Easy	17,81	8,22
		Add friend	10,96	5,48
Source of budget		Salary	57,53	50,68
		Savings	58,90	21,92
		Incentive	4,11	45,21
		Part time	6,85	2,74

## 4.2 Discussion

### 4.2.1 Tourist demographics

Travel type preferences depend on each traveler. The type of backpacker trip both *Opentrip* and *Sharecost* has its own characteristics. This comparison of travel methods is seen from tourist demographics.

#### 4.2.1.1 Age

Tourists who travel with the *opentrip* and *Sharecost* methods have an age range of 21-23

years. This is not much different, because both are Backpackers travel methods, where this type of trip is preferred by Generation Z. Generation Z was born in 1995-2010 [23]. According to Wang (2016), this generation loves to find a once-in-a-lifetime experience at an affordable cost.

#### 4.2.1.2 Gender

*Opentrip* tourists are dominated by women by 60% and men 40%. While *Sharecost* tourists are dominated by men by 53% and 47% women. *Opentrip* travel is clearer and more regular than



*Sharecost* so that more women choose the *opentrip* method. In general, on the *Opentrip* trip, the itinerary has been prepared so that tourists only follow the schedule prepared from the Tour Leader or organizer.

4.2.1.3 Job

*Opentrip* and *Sharecost* trips are mostly carried out by tourists who work as employees at 73% and 60%, then dominated by students.

**Table 3. Characteristics of tourists when traveling**

Tourist characteristic		Options	Answer percentage (%)	
			Opentrip	Sharecost
During trip	Travel companion	Friend	93,15	97,26
		Family	93,15	21,92
Relation		21,92	8,22	
Community		16,44	15,07	
	Means of transportation	Personal	19,18	27,40
		Rent	38,36	42,47
		General	58,90	68,49
	Transportation used during the destination	Rent car	57,53	64,38
		Taxi	4,11	5,48
		Gojek	26,03	46,58
		Grab	32,88	38,36
		Public transportation	38,36	76,71
		Trans Agent	46,58	2,74
		Google	82,19	82,19
	Information tools	Waze	34,25	41,10
		Manual map	10,96	8,22
		Ask Native	42,47	42,47
		Cash	63,01	73,97
	Payment method	Voucher	6,85	2,74
		Credit card	2,74	32,88
		Transfer	50,68	63,01
	Length of stay	1 night	45,21	30,14
		3-7 days	52,05	64,38
		>7 days	2,74	2,74
	Accommodation options	Homestay	65,75	31,51
		Hotel	13,70	24,66
		Others	57,53	56,16
	Choice of place to eat	Cafe	21,92	20,55
		Market	80,82	84,93
		Fast Food Restaurant	35,62	35,62

**Table 4. Characteristics of tourists after traveling**

Tourist characteristic		Options	Answer percentage (%)	
			Opentrip	Sharecost
Post-trip	Travel frequency	Once a week	2,74	0
		Once a month	6,85	17,81
1 month twice		23,29	9,59	
One a year		32,88	38,36	
Twice a year		32,88	34,25	
	Social media sharing	Facebook	34,25	46,58
		Twitter	2,74	12,33
		Instagram	94,52	94,52
		Path	2,74	23,29
		Youtube	6,85	15,07

#### 4.2.2 Comparison of characteristics of travelers before traveling between *Opentrip* and *Sharecost* trips

Based on the results of the study, the trip of *Opentrip* has been known by tourists as much as 73.97% in a period of more than one year while the method of *Sharecost* travel is 52.05% known for more than one year and as much as 41.10% of tourists know it less than 6 months. It can be interpreted that the *Opentrip* trip was better known than the *Sharecost*. *Opentrip* and *Sharecost* tourists account for 58.90% and 72.60% use electronic media in finding travel information sources, other than that, other sources come from verbal information. The majority of tourists with these two travel methods use the internet to dig up information. On average they seek information once a month or every three months. The use of the internet is because this generation was born and raised in an all-digital and sophisticated technology era. Of course, this affects the development of their behavior and personality. Their direction is the internet, making it easier for them to get access to the latest information. The positive side of the characteristics of generation Z is that they are well versed in digital technology. Bill Gates calls this generation Generation I or Information Generation.

The reason for choosing the travel method, both the *Opentrip* method and the *Sharecost*, is because it is cheap and economical. Both of these travel methods use the Whatsapp application the most as a communication medium in planning trips. Today, many tourists join in forming tourist communities according to the type of trip they like. Travelers who choose *Opentrip* 99% do not have a community and only 1% have a community, but for *Sharecost* 89% do not have a community and 11% have a community.

*The itinerary* is very much needed before traveling, especially on *Sharecost* trips, because on the *Opentrip* trip, the itinerary has been made by the *Tour Guide*, so 92% of *Sharecost* tourists make *itinerary* while for *Opentrip* tourists only 70%. On the other hand, the similarity of the destinations you want to visit from both methods of travel is domestic tourist destinations.

#### 4.2.3 Comparison of characteristics of tourists when traveling between *Opentrip* and *Sharecost* trips

There are similarities in the characteristics of tourists when carrying out trips on both methods

of travel, including; travel is done with friends having the largest percentage, using public transportation or rental cars in tourism activities, using Google applications as a tool to find information, using the most cash payment methods in transaction activities, traveling for 3-7 days, homestay as accommodation options, accommodation becomes the component with the largest proportion of expenditure compared to other components such as transportation, tickets, parking, consumption, and logistics. The choice of food stalls in the market is more desirable than fast food or cafe.

#### 4.2.4 Comparison of characteristics of tourists after traveling between *opentrip* and *Sharecost* Trips

There is a difference in the frequency of tourists traveling, in the open method the highest percentage of tourists is to travel once, while the highest frequency in sharing method is twice the difference. The most widely used social media to share travel experiences from both methods of travel is Instagram. As of October 2018, Instagram is the 6th most popular social media with 1 billion active users worldwide [24]. Instagram is a photo and video sharing application that allows users to take photos, take videos, digital filters, and share them to various social networking services.

### 5. CONCLUSION

Based on the explanation above, it can be concluded that the two methods of travel, both *opentrip* and *Sharecost*, have many similarities and are grouped in backpacker types, this is in accordance with the theory proposed by Pearce in *The Backpacker Phenomenon* in 1990. The similarity lies in the demographic characteristics of tourists in terms of age and work, but there are differences in gender. Another similarity lies in the characteristics of the *Opentrip* tourists before carrying out the journey in terms of information seeking and communication activities, but there is a difference in *Sharecost* tourists, where making an itinerary is important because there are no tour guides like *Opentrip* trips yet. In addition, on the characteristics of tourists when carrying out travel lies in the selection of travel partners, information search tools, accommodation and places to eat and the length of the trip. But there is a difference in cost sharing, where the *Sharecost* divides the costs with more components than the *opentrip*. While the characteristics of tourists after traveling there are some differences, especially in terms of

expenditure where transportation costs and tourist accommodation *Sharecost* greater than *opentrip*. But the largest percentage average total expenditure has the same value. Besides that similarity lies in the social media used in sharing the impression of his journey.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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