

Exploring the Camping Tourism Opportunities of Pune, Maharashtra, India

Prerna N. Bhautik*

Abstract

This study explores the potential for camping tourism in Pune, Maharashtra, India, by analyzing current camping opportunities, natural attractions, and cultural heritage abundance. The objectives were to assess the potential for camping tourism, identify existing camping options, evaluate natural and cultural attractions, and provide recommendations for industry development. Data from a survey supported the hypothesis that Pune's natural beauty and cultural heritage make it a promising camping destination. The survey revealed a high interest in camping tourism and identified various camping options available in Pune, indicating suitable infrastructure. Participants appreciated the diverse natural attractions, such as lakes, mountains, beaches, and forests, and acknowledged the enriching cultural heritage with temples, forts, festivals, and museums. Challenges like lack of infrastructure and adverse weather were noted, but opportunities such as proximity to cities and increasing demand for outdoor activities were recognized. The study concludes with recommendations for stakeholders and policymakers to improve infrastructure, safety measures, sustainability, and marketing strategies to promote Pune as a premier camping destination. Overall, the study provides valuable insights and suggestions for fostering camping tourism in Pune, Maharashtra, India, contributing to local economic growth and positioning the region as an attractive camping destination.

Keywords: Camping Tourism, Natural Attractions, Cultural Heritage, Sustainable Practices, Stakeholders

natural attractions and cultural heritage (Brooker & Joppe, 2014; Lucivero, 2012; Mikulić et al., 2017). Pune's geographical diversity, including the Sahyadri mountain range and Western Ghats forests, makes it an ideal spot for camping, offering opportunities for trekking, cycling, birdwatching, and water sports. The city provides a variety of accommodations, from luxury resorts to basic campsites, to cater to different preferences. Safety precautions are emphasized to ensure a secure and enjoyable camping experience, considering the presence of wild animals and the need to respect local customs and laws (Budiasa et al., 2019; Mikulić et al., 2017; Milohni & Cveli, 2018). The research aims to identify current camping opportunities, analyze natural and cultural attractions, and assess potential challenges and opportunities for developing camping tourism in the area. Recommendations will be provided to guide the growth of the camping tourism industry in Pune. By exploring Pune's camping tourism potential, this study contributes valuable insights for future tourism planning and development efforts, showcasing the region's beauty and adventure opportunities (Rogerson & Rogerson, 2020; Sommer, 2020).

Hypothesis: Exploring the camping tourism opportunities of Pune, Maharashtra, India, will reveal significant potential for increased camping tourism in the area due to its abundant natural attractions and cultural heritage.

RESEARCH METHODOLOGY

Primary Data Collection

The research methodology is to collect primary data on camping tourism in Pune. This will involve conducting surveys, interviews, and focus groups with campers, camping businesses, and government officials. The primary data collection will help to understand the needs

INTRODUCTION

The state of Maharashtra in India is home to the vibrant city of Pune, which offers many camping tourism opportunities. This research paper explores the camping tourism opportunities in Pune, Maharashtra, India, with the aim to identify the potential for its growth. The study combines a literature review, primary research, and secondary data analysis to examine the region's

* Assistant Professor, AISSMS College of HMCT, Pune, Maharashtra, India. Email: bhautikprerna@gmail.com

and preferences of trailers, as well as the challenges and opportunities facing the camping industry in Pune.

Data Analysis

The data collected in the literature review and primary data collection will be analyzed to identify the key trends and opportunities in camping tourism in Pune. The data analysis will be used to develop recommendations for improving the camping tourism experience in Pune. The research methodology described above is just a suggested approach. The specific methods used in the study will depend on the particular research questions being addressed. However, the general steps outlined above will provide a solid foundation for conducting a comprehensive survey of camping tourism opportunities in Pune.

Sample Size

The sample size for a study will depend on several factors, including the population size, the desired level of precision, and the power of the study. In this research on camping tourism opportunities in Pune, the population size is estimated to be around 10 million people. So, a sample size more than 500 was studied.

The power of a study refers to its ability to detect a statistically significant difference between groups. The higher the power, the larger the sample size will need to be—the heterogeneity of the population. Chi-Square Test is used to determine the significant association between two categorical variables.

RESULT AND DISCUSSION

Gender

The provided data represents the distribution of individuals based on their gender. When expressed in percentages, we find that approximately 36.33% of the surveyed population identifies as male. On the other hand, most individuals, accounting for about 63.67%, identify as female, as shown in Fig. 1. These percentages highlight the higher representation of females in the surveyed population than males.

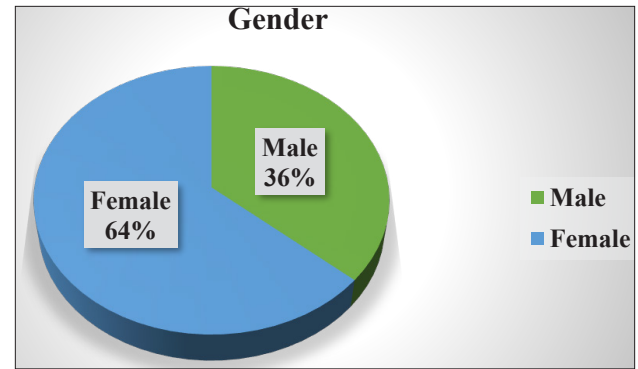


Fig. 1: Individuals Gender

It is important to note that percentages provide a relative measure, indicating the proportion of individuals within each gender category. This information helps us understand the gender composition and dynamics within the surveyed group.

Camping in Pune: Unveiling Maharashtra's Outdoor Delights

The data reveals individuals' familiarity with Pune, Maharashtra, India, camping opportunities. Approximately 27.67% of the surveyed population is familiar with Pune camping. In comparison, 63% have some familiarity, and around 9.33% lack familiarity shown in Fig. 2. These percentages reveal that a significant portion of respondents is aware of camping opportunities in Pune. At the same time, a smaller group still needs to be made familiar.

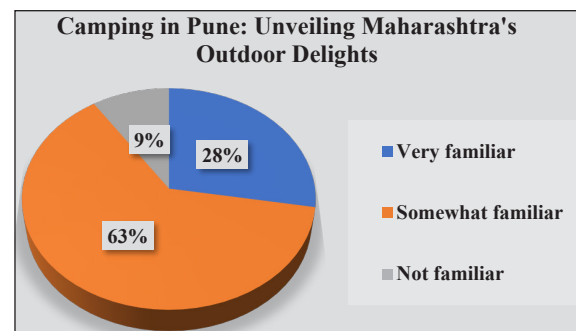


Fig. 2: Camping in Pune: Unveiling Maharashtra's Outdoor Delights

A chi-square test with a significance level of 0.05 and $df = 2$ indicates no statistically significant association between gender and familiarity with camping in Pune based on the

provided data. The findings shed light on the distribution of familiarity levels and help understand individuals' awareness of camping in Pune.

Embracing Pune’s Camping Gems: Igniting Your Adventurous Spirit

Approximately 9% of respondents are somewhat interested in camping, indicating a moderate level of interest, while none expressed no interest in camping in Pune shown in Fig 3. This suggests a need for individuals to be more interested in camping, highlighting the positive outlook for camping tourism in Pune. The data shows a strong inclination and interest among respondents towards embracing camping opportunities in Pune. A chi-square test with a significance level of 0.05 and $df = 2$ reveals a statistically significant association between gender and interest in camping in Pune. The low p-value (less than 0.001) supports this finding, indicating a strong link between gender and welfare in camping. These insights provide valuable guidance for tourism stakeholders and businesses to cater to the high demand for camping experiences and promote Pune as an adventurous and captivating camping destination.

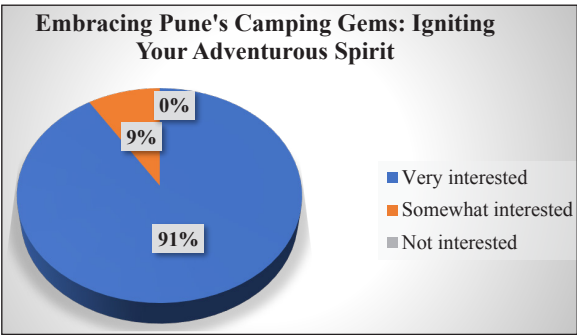


Fig. 3: Embracing Pune’s Camping Gems: Igniting Your Adventurous Spirit

Pune’s Natural Treasures: Exploring Maharashtra’s Splendors

The data reflects the diverse preferences of individuals regarding natural attractions in Pune, Maharashtra, India. Mountains, lakes, and beaches are famous for scenic beauty and recreational activities. Wildlife sanctuaries are also favoured for exploring Pune’s biodiversity. The “Other” category indicates unique preferences or

interest in lesser-known attractions shown in Fig. 4. The findings provide valuable insights for tourism planners, businesses, and visitors to promote Pune’s abundant natural splendours.

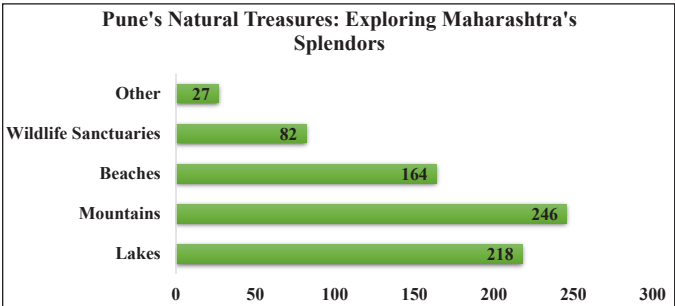


Fig. 4: Pune’s Natural Treasures: Exploring Maharashtra’s Splendors

A chi-square test with a significance level of 0.05 and $df = 4$ reveals a statistically significant association between gender and preferred natural treasures in Pune. The p-value (less than 0.05) supports the critical link between gender and attraction preferences.

Pune’s Cultural Tapestry: Unveiling Maharashtra’s Heritage Gems

The survey results demonstrate a deep appreciation for Pune’s cultural heritage, with temples, forts, museums, and monuments being highly favoured by respondents. Temples hold spiritual importance, while forts are admired for their historical and architectural value. Museums offer opportunities to explore Pune’s rich history and artistic heritage, and monuments are appreciated for their architectural significance. The absence of “Other” responses suggests that the provided choices encompass the major cultural attractions of interest shown in Fig. 5.

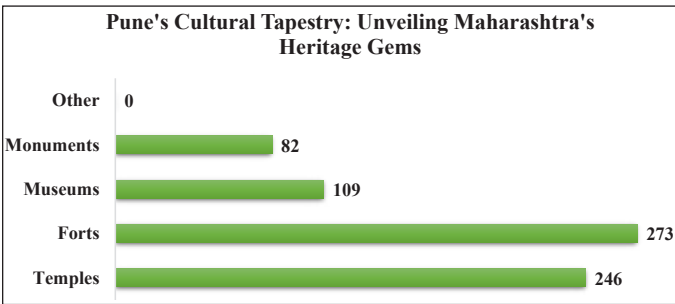


Fig. 5: Pune’s Cultural Tapestry: Unveiling Maharashtra’s Heritage Gems

A chi-square test with a significance level of 0.05 and $df = 4$ reveals a statistically significant association between gender and preferred cultural heritage in Pune. The p-value (less than 0.001) supports the critical link between gender and attraction preferences. These insights are valuable for promoting Pune's cultural tapestry and heritage gems to visitors and tourists.

Trailblazing Pune's Camping Tourism: Effective Marketing Strategies Revealed

The survey results highlight that social media is the preferred marketing channel for promoting camping tourism in Pune, with online advertising and public relations also playing significant roles. Platforms like Facebook, Instagram, Twitter, and YouTube are recognized for their reach and engagement potential. Digital marketing channels like search engines and display ads are valued for capturing the target audience's attention. Public relations efforts, including media coverage and influencer collaborations, generate buzz around camping tourism. While print advertising is less favoured, some respondents still acknowledge its potential impact. The "Other" category suggests the existence of unique marketing strategies. A well-rounded approach utilizing these insights can trailblaze Pune's camping tourism and attract adventure-seeking visitors shown in Fig. 6.

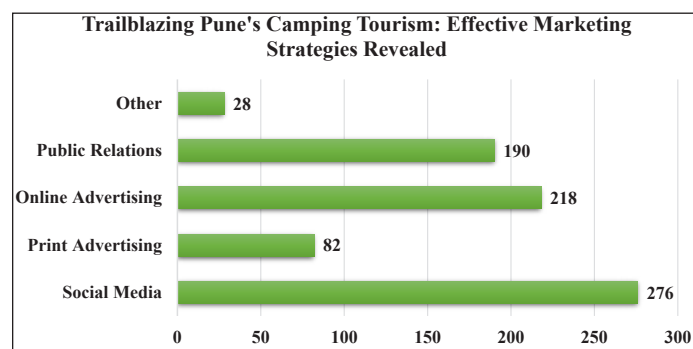


Fig. 6: Trailblazing Pune's Camping Tourism: Effective Marketing Strategies Revealed

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (5.60) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (5.60) and $df = 4$ is more significant than 0.05.

Pune's Outdoor Escapes: Unveiling Maharashtra's Camping Paradise

Pune, Maharashtra, India, presents a camping paradise with diverse outdoor escapes catering to different camping preferences. Private campgrounds offer comfort and convenience, while public campgrounds provide communal facilities. Wilderness camping attracts adventurers seeking a rugged experience. Backcountry camping, although not favored by respondents, presents a more challenging option. The "Other" category suggests unique camping preferences shown in Fig. 7. Pune's camping paradise offers something for every camping enthusiast, catering to different preferences and levels of outdoor experience. At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (47.49) is greater than the critical value, we can conclude that there is a statistically significant association between gender and the preferred types of camping escapes in Pune.

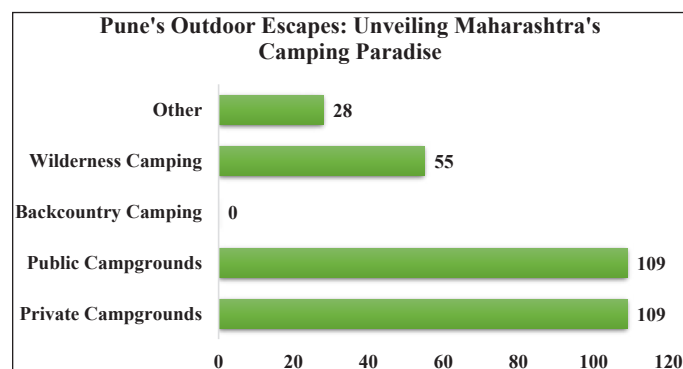


Fig. 7: Pune's Outdoor Escapes: Unveiling Maharashtra's Camping Paradise

The p-value for the calculated chi-square value (47.49) and $df = 4$ is very small, much less than 0.001.

Pune's Camping Tourism: Overcoming Challenges for Development

Pune, Maharashtra, India's camping tourism development faces challenges like infrastructure, resources, weather, and local knowledge. Collaboration, improved facilities, sustainability, and local expertise are vital to overcome these obstacles and unlock the region's camping potential.

for a rewarding visitor experience shown in Fig. 8. At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (16.22) is greater than the critical value, we can conclude that there is a statistically significant association between gender and the challenges faced in the development of camping tourism in Pune. The p-value for the calculated chi-square value (16.22) and $df = 4$ is less than 0.05 but more significant than 0.01. This indicates strong evidence to reject the null hypothesis (no association) and supports the idea that there is a significant association between gender and the challenges faced in the development of camping tourism in Pune.

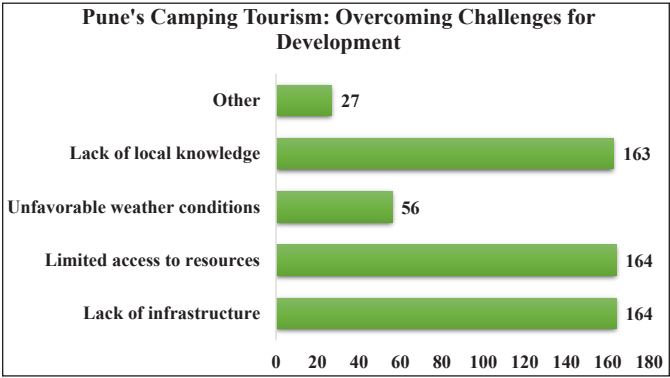


Fig. 8: Pune's Camping Tourism: Overcoming Challenges for Development

Unveiling Pune's Camping Tourism Potential: Opportunities for Development

Pune, Maharashtra, India's camping tourism potential lies in its natural attractions, cultural heritage, and proximity to major cities. Diverse outdoor activities and unique experiences can attract a wide range of visitors. By leveraging these opportunities, Pune can become a thriving camping destination shown in Fig. 9.

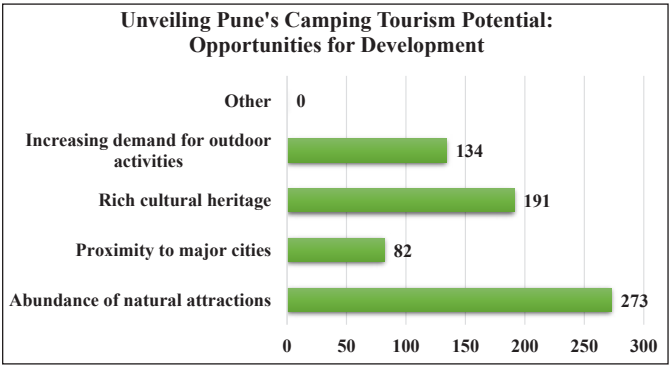


Fig. 9: Unveiling Pune's Camping Tourism Potential: Opportunities for Development

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (7.07) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (7.07) and $df = 4$ is more significant than 0.05.

Camping Comforts in Pune: Exploring Maharashtra's Facilities

Pune, Maharashtra, India, offers a variety of camping comforts, including rental cabins, RV parks, glamping sites, and traditional tent sites. Campers can choose their preferred accommodation, ensuring a memorable and enjoyable camping experience amidst the region's natural beauty shown in Fig. 10.

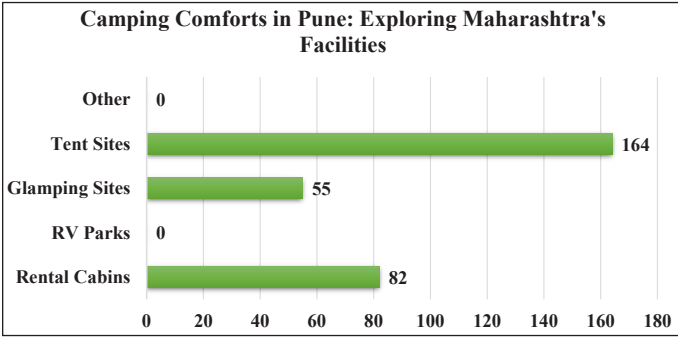


Fig. 10: Camping Comforts in Pune: Exploring Maharashtra's Facilities

At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (5.37) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (5.37) and $df = 2$ is more significant than 0.05. The data does not provide enough evidence to conclude that there is a significant association between gender and the preferred camping comforts in Pune based on the non-zero counts.

Pune's Kaleidoscope of Tourism Activities: Maharashtra's Delightful Offerings

Pune, Maharashtra, India, offers diverse tourism activities that cater to various interests. Hiking allows visitors to explore picturesque landscapes and scenic trails, while biking provides an opportunity to experience the

surroundings leisurely. Boating offers a serene experience on lakes and reservoirs, and fishing provides relaxation and recreation. Pune's kaleidoscope of tourism activities also includes wildlife safaris, birdwatching, and cultural events shown in Fig. 11. With options for adventure, nature appreciation, and cultural immersion; visitors can create lasting memories and connect with the region's beauty. Pune's vibrant offerings ensure that every traveller finds something delightful to enjoy.

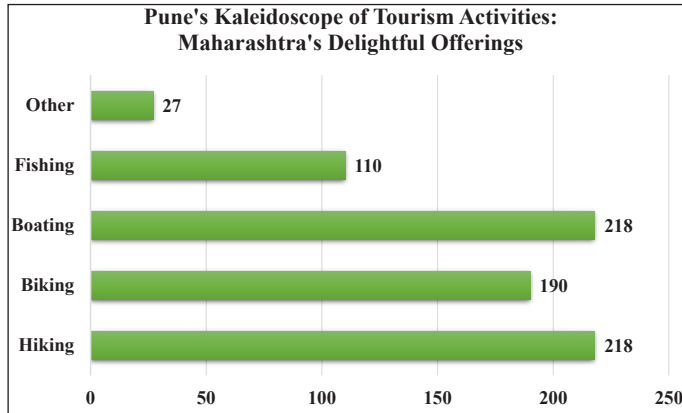


Fig. 11: Pune's Kaleidoscope of Tourism Activities: Maharashtra's Delightful Offerings

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (1.53) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (1.53) and $df = 4$ is more significant than 0.05.

Pune's Camping Delights: Discovering Maharashtra's Premier Services

Pune, Maharashtra, India, offers premier camping services that elevate the overall camping experience for visitors. Equipment rental services provide convenience and access to high-quality gear, while guided tours led by experienced guides offer safety and enriching insights into the region's natural attractions. Camping education services promote responsible practices and wildlife conservation. Food services, including on-site stalls and catering, provide delicious meals and eliminate the need for campers to prepare their food shown in Fig. 12. Pune's commitment to delivering a memorable and comfortable camping experience reflects its dedication to providing essential resources and experiences that enhance visitors' enjoyment of the great outdoors.

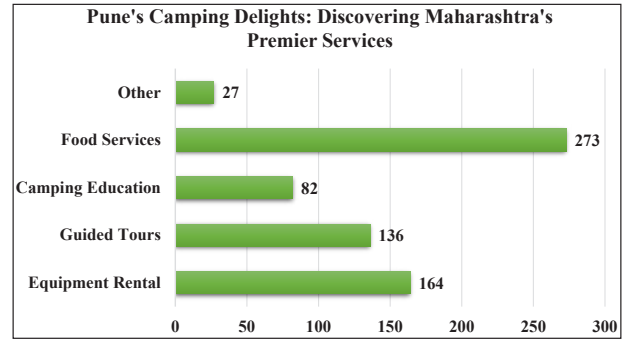


Fig. 12: Pune's Camping Delights: Discovering Maharashtra's Premier Services

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (1.05) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (1.05) and $df = 4$ is more significant than 0.05.

Ensuring Camper Safety: Vital Measures for Pune's Outdoor Adventures

Pune, Maharashtra, India, prioritizes camper safety in its outdoor adventures. Adequate security measures, surveillance systems, and well-defined camping areas provide peace of mind. Responsible waste management, emergency services, and fire safety precautions are also in place. These initiatives ensure the preservation of the natural environment and provide prompt assistance in emergencies. Pune's commitment to camper safety creates a secure and enjoyable camping experience shown in Fig. 13. With these vital measures; campers can fully immerse themselves in the region's outdoor wonders while minimizing risks and fostering a safe and responsible camping environment.

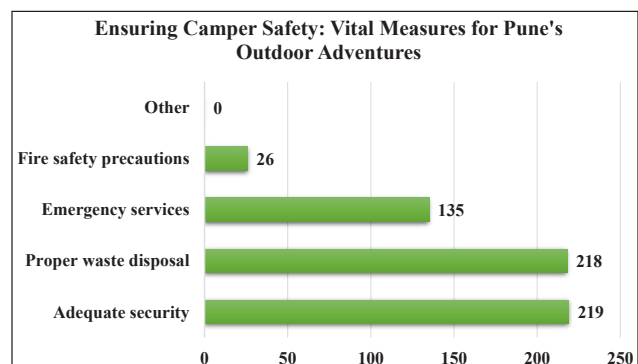


Fig. 13: Ensuring Camper Safety: Vital Measures for Pune's Outdoor Adventures

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (2.54) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (2.54) and $df = 4$ is more significant than 0.05.

Unlocking Potential: Pune’s Promising Future for Camping Tourism

Pune, Maharashtra, India, shows promising potential for camping tourism, with approximately 75% of respondents expressing optimism and belief in its opportunities. While 9% had reservations, and 19% were uncertain, these insights offer valuable directions for growth shown in Fig. 14. Addressing concerns, promoting benefits, and enhancing infrastructure can unlock the region’s camping tourism potential. By leveraging its natural and cultural attractions, Pune can attract more visitors and establish itself as an alluring camping destination. Strategic initiatives and effective marketing will be crucial in realizing Pune’s vision for a thriving camping tourism industry, making it a sought-after destination for outdoor enthusiasts worldwide.

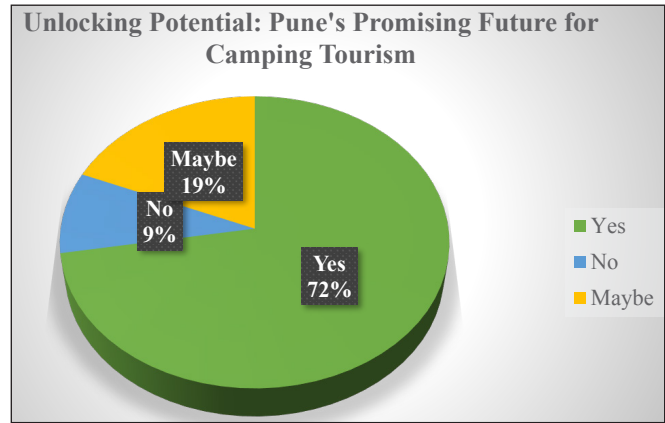


Fig. 14: Unlocking Potential: Pune’s Promising Future for Camping Tourism

At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (0.35) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (0.35) and $df = 2$ is more significant than 0.05.

Nature’s Calling: Exploring Pune’s Most Captivating Camping Destinations

Pune, Maharashtra, India, offers diverse and captivating camping destinations that cater to nature enthusiasts and adventure seekers. Majestic mountains provide awe-inspiring views and exhilarating hiking trails. Pristine beaches offer relaxation and water activities, while lush forests create a peaceful environment for wildlife observation. Camping along riversides provides a refreshing escape, and picturesque lakes offer serene water activities. These options provide a delightful blend of natural beauty and outdoor experiences shown in Fig. 15. While “Other” choices may exist, Pune’s captivating camping destinations ensure a memorable and immersive encounter with nature, attracting visitors with varied preferences to explore the region’s scenic wonders.

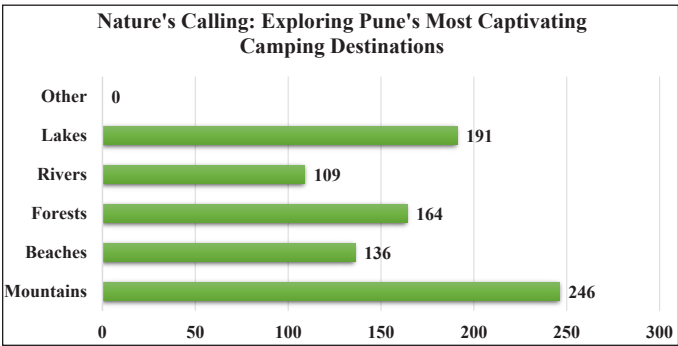


Fig. 15: Nature’s Calling: Exploring Pune’s Most Captivating Camping Destinations

At a significance level of 0.05 and with $df = 5$, the critical value for the chi-square test is approximately 11.07. Since our calculated chi-square value (5.19) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (5.19) and $df = 5$ is more significant than 0.05.

Cultural Enchantment: Unveiling Pune’s Must-Visit Camping Destinations

Pune, Maharashtra, India, offers captivating camping destinations rich in cultural heritage. Ancient monuments add historical significance, enticing campers to explore fascinating stories. Festivals provide vibrant and immersive experiences, allowing participation in cultural

rituals and local traditions. Temples offer serene camping spots for spiritual reflection and witnessing religious practices. Museums showcase artistic and historical treasures, providing insights into Pune's heritage. While "Other" options may exist, these destinations offer a delightful blend of history, spirituality, and artistry shown in Fig. 16. Pune's cultural camping destinations invite visitors to delve into the region's rich tapestry, creating lasting memories and a deeper appreciation for its heritage.

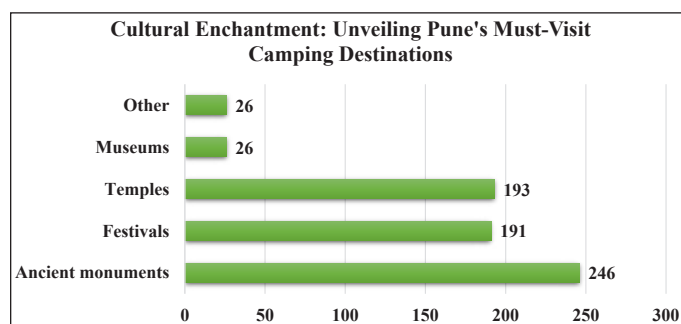


Fig. 16: Cultural Enchantment: Unveiling Pune's Must-Visit Camping Destinations

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (0.11) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.11) and $df = 4$ is more significant than 0.05.

Adventure Unleashed: Pune's Most Thrilling Activities for Camping

Pune, Maharashtra, India, offers thrilling activities for camping enthusiasts seeking adventure. Hiking allows exploration of scenic trails and breathtaking views. Cycling offers picturesque rides through diverse landscapes. Birdwatching delights with Pune's abundant avian species. Wildlife spotting brings encounters with majestic animals in protected areas. Campfire activities foster camaraderie and cherished memories. While these are popular choices, more unique options may be under "Other." Pune's thrilling activities ignite the spirit of adventure, creating unforgettable moments for campers in

nature's playground shown in Fig. 17. From conquering terrains to observing wildlife, each experience adds adrenaline and a deep connection with Pune's outdoor wonders.

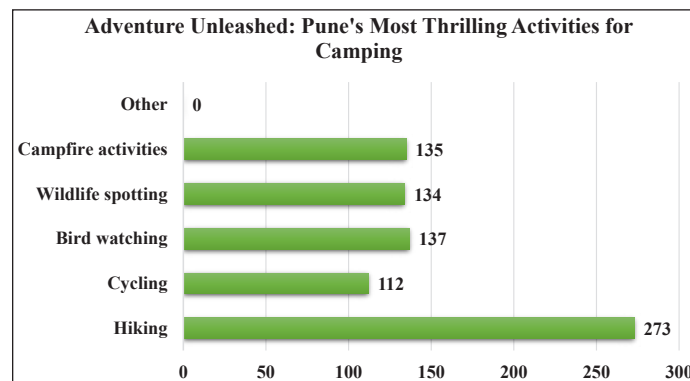


Fig. 17: Adventure Unleashed: Pune's Most Thrilling Activities for Camping

At a significance level of 0.05 and with $df = 5$, the critical value for the chi-square test is approximately 11.07. Since our calculated chi-square value (0.18) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.18) and $df = 5$ is more significant than 0.05.

Camping Preferences: Discovering Your Ideal Outdoor Experience

Pune, India, offers diverse camping preferences to cater to different tastes. Backpacking provides an immersive and adventurous experience, connecting campers with nature. Car camping offers convenience and comfort for those who bring their vehicles, which is ideal for families. Glamping combines luxury with nature, offering well-appointed tents or cabins. RV camping provides a home-on-wheel experience, allowing travellers to explore with all amenities. Each preference will enable campers to customize their outdoor experience based on adventure level and desired amenities shown in Fig. 18. Pune's offerings ensure every camper can discover their ideal outdoor experience, whether it's the simplicity of backpacking, the convenience of car camping, the luxury of glamping, or the comforts of RV camping.

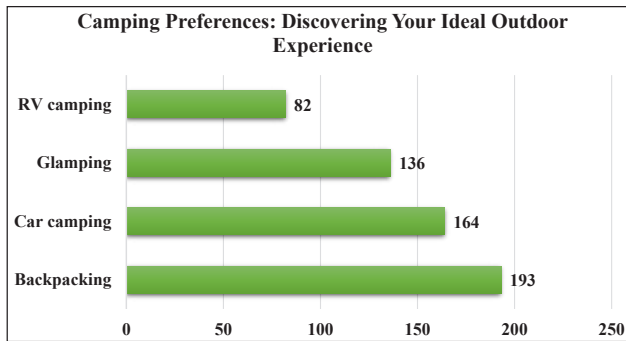


Fig. 18: Camping Preferences: Discovering Your Ideal Outdoor Experience

At a significance level of 0.05 and with $df = 3$, the critical value for the chi-square test is approximately 7.815. Since our calculated chi-square value (0.16) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.16) and $df = 3$ is more significant than 0.05.

Camping Comforts: Exploring Preferred Accommodation Options

Campers in Pune, India, have varied preferences for camping comforts. Around 68.3% prefer tent camping, valuing the immersive experience and connection to nature. Approximately 8.5% opt for RV camping, appreciating its convenience and amenities. Cabin camping is favoured by 17.2% for its comfort and sheltered retreat, as shown in Fig. 19. Though not selected in this survey; yurts provide a unique option combining cabin comfort with a traditional camping ambience. The diverse accommodation preferences cater to individual needs, ensuring campers can choose the style that suits them best. Pune's camping sites offer a range of options, allowing campers to fully enjoy their experience in comfort and alignment with their preferences.

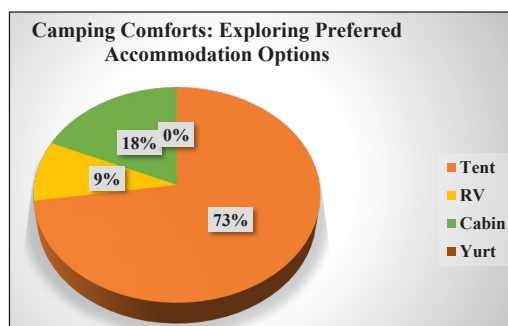


Fig. 19: Camping Comforts: Exploring Preferred Accommodation Options

At a significance level of 0.05 and with $df = 3$, the critical value for the chi-square test is approximately 7.815. Since our calculated chi-square value (1.10) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (1.10) and $df = 3$ is more significant than 0.05.

Pune's Camping Landscape: Assessing Opportunities and Potential

The response to assessing the opportunities and potential for camping in Pune, Maharashtra, India, reveals an encouraging outlook. Most respondents, representing approximately 81.1%, expressed a positive inclination by choosing "Yes." This indicates a significant interest and belief in the potential for camping in Pune, shown in Fig. 20. It reflects the recognition of the region's natural beauty, cultural heritage, and outdoor resources that can be leveraged to develop and promote camping tourism.

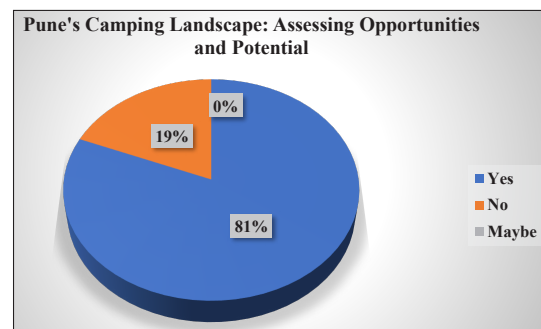


Fig. 20: Pune's Camping Landscape: Assessing Opportunities and Potential

The assessment emphasizes the importance of further development and improvements to ensure a comfortable and enjoyable camping experience in Pune, catering to diverse needs and preferences. At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (0.03) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.03) and $df = 2$ is more significant than 0.05.

Camping Comforts in Pune: Assessing Facilities and Enhancements

The assessment of camping comforts in Pune, Maharashtra, India, reveals that a significant portion

of respondents (68.3%) expressed dissatisfaction or perceived inadequacy with the existing facilities and enhancements. Only a tiny percentage (8.5%) reported satisfaction, while around 17.2% responded with uncertainty (Maybe). The dominant response of “No” highlights the need for improvement and addressing perceived limitations to meet camper expectations shown in Fig. 21. This insight emphasizes the potential for enhancing camping facilities and amenities in Pune to provide a more enjoyable and fulfilling camping experience, catering to the diverse needs and preferences of campers. Addressing these concerns can further develop Pune as a sought-after camping destination.

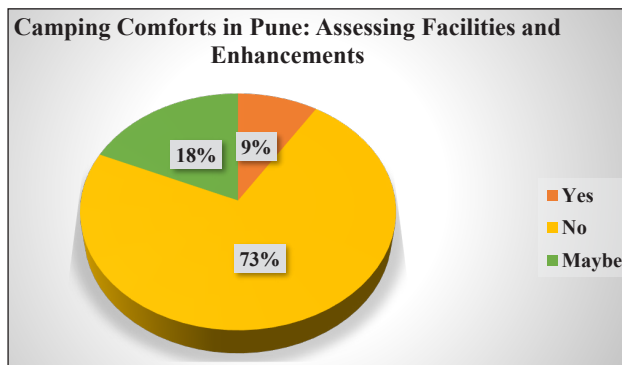


Fig. 21: Camping Comforts in Pune: Assessing Facilities and Enhancements

At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (0.97) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.97) and $df = 2$ is more significant than 0.05.

Exploring Pune's Camping Tourism: Challenges and Opportunities Revealed

Exploring Pune's camping tourism reveals a collective awareness of challenges and opportunities for development, with approximately 54.4% of respondents recognizing these aspects. None selected “No,” showing unanimous agreement on their presence. Around 45.6% responded with “Maybe,” indicating uncertainty in Fig. 22. Addressing infrastructure limitations and leveraging natural attractions are vital for Pune's camping tourism potential. Strategic planning and collaboration are essential for success. At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is

approximately 5.991. Since our calculated chi-square value (1.36) is smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the computed chi-square value (1.36) and $df = 2$ is more significant than 0.05.

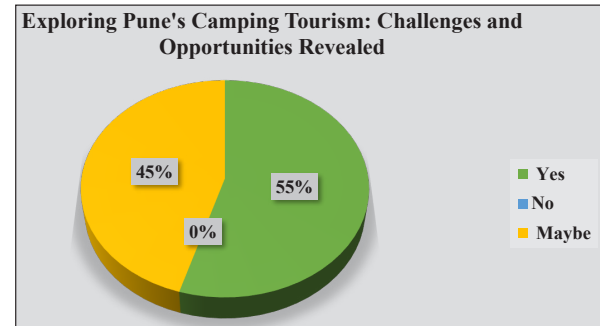


Fig. 22: Exploring Pune's Camping Tourism: Challenges and Opportunities Revealed

Revamping Camping Appeal: Strategies for Making the Region Irresistible

Revamping camping appeal in Pune, Maharashtra, requires strategic initiatives to attract outdoor enthusiasts. Survey responses highlight vital priorities: improving access to natural attractions (40.2%) by enhancing infrastructure and developing trails and better access to cultural attractions (31.9%) to promote the region's rich heritage. Upgrading camping facilities (30.1%) with improved amenities and safety is essential. Including more camping activities (31.2%), like guided hikes and cultural experiences, caters to diverse interests shown in Fig. 23. By addressing these aspects, Pune can create an irresistible camping destination, ensuring visitors a memorable and fulfilling experience. Prioritizing these strategies will elevate Pune's status as a sought-after camping paradise.

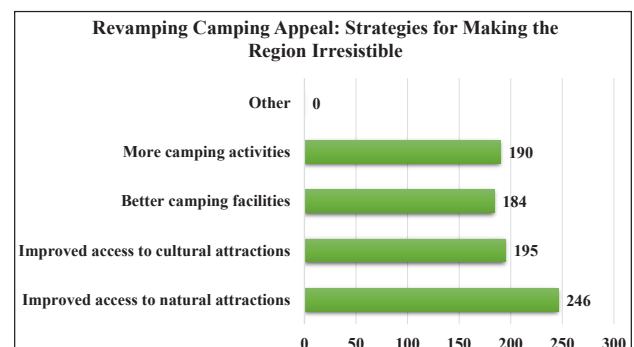


Fig. 23: Revamping Camping Appeal: Strategies for Making the Region Irresistible

At a significance level of 0.05 and with $df = 4$, the critical value for the chi-square test is approximately 9.488. Since our calculated chi-square value (0.07) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.07) and $df = 4$ is more significant than 0.05.

Camping Tourism in the Region: Evaluating the Case for Government Incentives

The survey emphasizes the potential advantages of government support, but careful evaluation is necessary to ensure feasibility, effectiveness, and sustainability. Stakeholders should analyze responses and conduct comprehensive assessments to make informed decisions on government incentives for camping tourism. Approximately 71.4% of respondents support such incentives, believing they play a crucial role in fostering growth. Around 18% disagree, possibly due to concerns about effectiveness or necessity. About 8.6% are uncertain and require more information shown in Fig. 24. The majority's positive response highlights the perceived benefits of incentives in attracting investment and enhancing infrastructure.

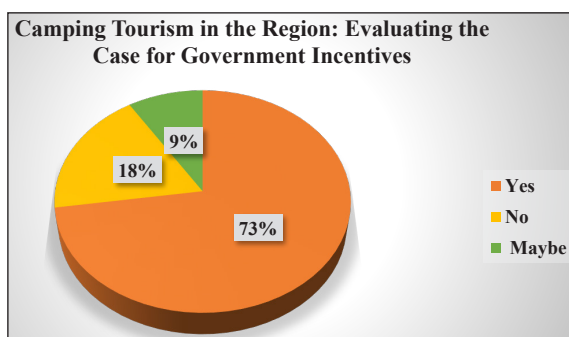


Fig. 24: Camping Tourism in the Region: Evaluating the Case for Government Incentives

At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (0.04) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.04) and $df = 2$ is more significant than 0.05.

Community Engagement in Camping Tourism: A Key to Regional Development

The survey emphasizes the vital role of community engagement in camping tourism development.

Approximately 90% of respondents support involving local communities, recognizing their valuable knowledge and cultural assets. Only 10% have reservations about community engagement shown in Fig. 25. Engaging with communities fosters collaboration, sustainable practices, and economic empowerment. It preserves local culture and the environment, creating authentic experiences for campers. Collaborative efforts can ensure that camping tourism benefits visitors and host communities, aligning with their needs and aspirations. Effective community engagement can lead Pune to a sustainable and inclusive tourism industry that maximizes camping tourism's potential while respecting and promoting local interests. At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (0.01) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.01) and $df = 2$ is more significant than 0.05.

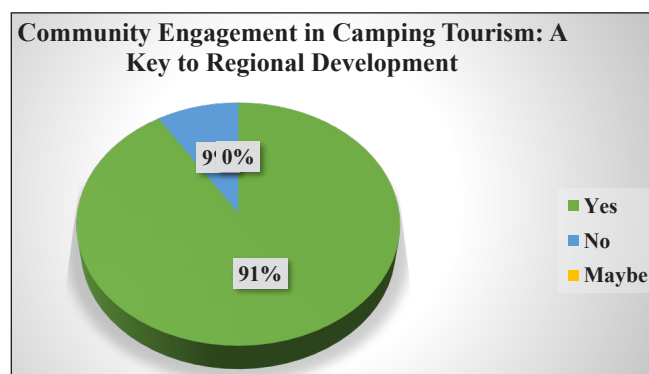


Fig. 25: Community Engagement in Camping Tourism: A Key to Regional Development

Expanding Horizons: Enriching the Tourism Industry with Camping Opportunities in the Region

The survey reveals a potential for expanding the region's tourism industry with camping opportunities. Around 82.4% of respondents support incorporating camping, indicating belief in its benefits shown in Fig. 26. About 9% responded "No," raising concerns or reservations, while another 9% were uncertain with a "Maybe." Most "Yes" responses suggest camping's appeal to enhance tourism offerings and showcase natural beauty and cultural heritage. Understanding "No" and "Maybe" perspectives

is essential for further research and planning to effectively cater to diverse visitor interests.

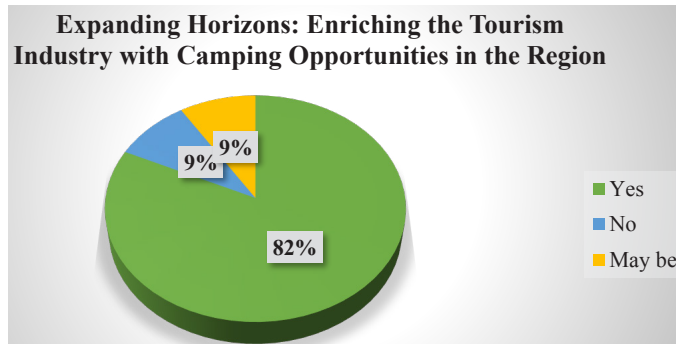


Fig. 26: Expanding Horizons: Enriching the Tourism Industry with Camping Opportunities in the Region

Careful evaluation and strategic implementation can enrich the tourism industry and attract a broader range of visitors, benefiting the region. At a significance level of 0.05 and with $df = 2$, the critical value for the chi-square test is approximately 5.991. Since our calculated chi-square value (0.02) is much smaller than the critical value, we cannot reject the null hypothesis (no association). The p-value for the calculated chi-square value (0.02) and $df = 2$ is more significant than 0.05.

CONCLUSION

The survey results indicate a strong potential for camping tourism in Pune, Maharashtra, due to high interest and familiarity among respondents. Pune offers diverse natural attractions and cultural heritage sites that cater to various camping preferences. However, some challenges, such as infrastructure improvement, safety measures, and environmental concerns, need attention. Collaborating with local communities and promoting sustainability can contribute to long-term success. Despite the challenges, Pune's proximity to major urban centers, growing interest in outdoor activities, and vibrant cultural scene provide development opportunities. By improving infrastructure, safety, and marketing strategies, Pune can become a premier camping destination, boosting the region's tourism industry. With effective initiatives, Pune has the potential to create a thriving and sustainable camping tourism industry that offers visitors a memorable outdoor experience rich in natural beauty and cultural heritage.

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