

Glamping – An Emerging Accommodation Trend, Where Nature Meets Luxury

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Abstract

Glamping, an emerging trend in alternate accommodation has gained tremendous popularity after COVID-19. As the word says it is Glamour and Camping i.e. Glamping. The concept revolves around, bringing tourists close to the nature by making them stay at the camping sites in a tent without making them compromise on the services and facilities. Glamping tents are typically made from eco-friendly materials or recycled fabrics, also the use of natural resources such as Solar energy is done. This reduces the harm to the surrounding environment, making glamping a sustainable activity. This study aims at learning the motivators for selecting glamping as an accommodation over hotels. Since there is a limited literature on glamping the primary data is the main source of information. The research gives insights of factors influencing the choices made by tourists related to the accommodation facility. Also, what expectations they carry while visiting the glamping sites. It is the best way to experience the outdoor hospitality with the luxury while staying absolutely connected to the nature.

Keywords: Glamping, Luxury, Motivators, Sustainable, Outdoor Hospitality

INTRODUCTION

Nature based tourism is one of the popular segments which involves, spending holidays in a natural environment. Nature based tourism is seen as an opportunity to escape from the busy daily urban routine and to appreciate the serene environment. Nature based tourism (NBT) is enjoyed more by modern society people living in urban areas as their daily routine demands long working hours often failing them to achieve work life balance. Booker and Joppe (2013) mention that the increase in NBT or outdoor hospitality is because of the change in the values

and beliefs of the youngsters. Not just the escape from the busy routine but the growing diversity in products and offering by glamping sites has led to the popularity of the outdoor hospitality venues. Along with the urge to remain connected to the nature, the travelers are also adjusting with the challenges at the destination such as, climate change, change in seasons, uncertainty or extreme weather situations. This encourages the outdoor hospitality venues to manage these challenges and motivating more and more visitors at their destination. Filipe, Santos and Barbosa (2018) say that the camping site, which always have been popular amongst the trekkers, but over a decade, it has taken a shift towards more luxurious, comfortable accommodation. O'Neil et al. (2010), Camping – which broadly involves, outdoor recreational activities and accommodation, has evolved from the basic tent sites to more comfortable and luxurious accommodation options namely under an umbrella – Glamping (glamour and camping). It offers atypical hotel experience in outdoors by removing all the possible discomfort for the guests. Thus, glamping is an amazing transition between indoor and outdoor hospitality whereby the hosts combine comfortable accommodation in outdoors. Having said that, Glamping is relatively an under researched area and has not gained much of the attention in the literature of the researchers. Nevertheless, it is gaining increasing popularity for sure. In Pune, there are 6 famous glamping sites which are gaining popularity and are most preferred by the travelers. These sites provide a combination of glamorous tents and involve guests into various activities keeping them engaged throughout their stay.

LITERATURE REVIEW

While many people consider camping to be the ideal outdoor activity, some people have negative camping experiences. Because of this, the tourist sector came up

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with the concept of making camping a delightful, cosy, and well-planned outdoor experience (Whitney, 2022). Camping isn't everyone's idea of fun for a variety of reasons, including mosquitoes, wild animals, leaking tents, and tinned food. However, there is a method to reconnect with nature without actually becoming dirty. It is referred to as 'glamping' (Muti, 2020). According to the Cambridge Dictionary of 2017, glamping is a style of camping that is more opulent and comfortable than regular camping. Glamping, a portmanteau of the words "glamour" and "camping," is a recent development in outdoor travel that combines luxury and the outdoors, comfort and environmental awareness, as well as exclusivity and uniqueness by providing lodging that is "outside the box," both literally and figuratively (Andrey, Galera, Cabido & Wiskey, 2014). Although glamping actually runs counter to the original purpose of camping, it is thought to be in a position to draw in a new camper market among the current residents of hotels and apartments who yearn for luxury and comfort, fusing the best of both the hotel and camping worlds (Bonifai & Milohni, 2014). 5-star camping is another name for glamping. Glamping is a term most frequently used to describe staying in luxurious tents in beautiful surroundings, as opposed to small, functional, but unpleasant tents. The wow factor is necessary for camping (Loo, 2015). According to the 2017 edition of the Cambridge Dictionary, "glamping" refers to a kind of camping that is more opulent and comfortable than traditional camping. One of the most alluring glamping slogans, "Where nature meets luxury," may usher in a new era in the growth of tourism worldwide (Kate, 2011). Glamping's rare blend of luxury lodging of a 5-star calibre and the tranquilly of the nearby nature is the main reason for its rising popularity (Guardian, 2010). Glamping experiences inspire business owners to consider innovative methods to use glamping to give their camps a "extreme makeover" and to use glamping as a competitive strategy for their future growth. Glamping is widely known by a number of catchphrases, and the speedy dissemination of information it fosters (for instance, via social networks) aids in the growth of tourism around the world. (2017) (Glamping Hub) Glamping is quickly becoming a synonym for luxurious lodging, which typically takes the shape of tents but also includes a variety of more creative options including yurts, tree houses, and mobile homes, 2017 (Glamping.com). More and more campgrounds in the USA are setting the bar with creative concepts, like

the KOA camps (KOA, 2017). Excellent tour companies have joined this trend and added inventive arrangements to their offers, as Vacanceselect (Vacanceselect, 2017). The experience of glamping for tourists and vacation park visitors in the twenty-first century has evolved into a novel and thrilling blend of roomy and comfortable outdoor and natural living, combined with outdoor activities and a "close to nature" experience. Tourists still desire a luxurious vacation even though the global financial crisis has made travelling abroad more expensive (Glamping Association, 2018). Glamping replaces the undesirable aspects of camping, such as leaky tents, foul-smelling sleeping bags, and improvised food, with pre-arranged, comfortable lodgings (Boscoboinik & Bourquard in Brooker Joppe, 2022). Typically, it is described as camping with all the conveniences of home, including a king-size bed and hot water (Horakova & Boscoboinik, 2012, in Leci Sokaova, 2013). Since 2008, the number of glamping alternatives available internationally has increased dramatically because to the popularity and demand for outdoor recreation, as well as the growing awareness of sustainable development and concern for the environment. The core idea behind glamping has not changed: sustainable, semi-outdoor accommodations that provide visitors with distinctive but comfortable experiences in nature (World Toddler, 2016). Additionally, in the United States, the popularity of the natural escape as a societal benefit is rising. According to the American Camper Report (2014), camping is still one of the easiest and most gratifying kinds of recreation for establishing genuine personal connections with family and friends. The growing popularity of glamping has inspired investors in the industry, and real estate is doing well. There has never been a better moment to invest in a camping business as the benefits of being outside grow in appeal to a wider range of vacationers. 2017 (Miller). The "mantra" of modern societies is to embrace nature while still enjoying comfort and luxury. All of our daily routines have changed due to a newfound interest in living long and healthy lives, which "...continues to rise as people embrace nature's economical playground and camping has undoubtedly benefited from the celebration of traditional pastimes awakened by the downturn," 2017 (Pannell). In this situation, "Glamping" is a hybrid travel experience that blends luxurious accommodations with camping (Ergüven, Yılmaz & Kutlu, 2015), 2018 (Glamping Association). Glamping is a fresh opportunity

for municipalities with protected natural areas to grow their tourism industries. The rise of rural tourism can also be seen as including glamping (Horakova & Boscoboinik, 2022).

OBJECTIVES

- To understand the awareness about the concept of glamping amongst the travelers.
- To identify the motivating factors that encourage tourists for partaking in homestays.
- To study the challenges faced by the guests while staying in glamping.

RESEARCH FRAMEWORK

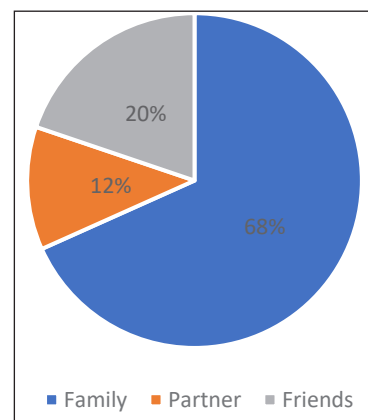
To research the awareness levels and motivating factors of the glamping guests, the total of 168 responses were collected from people out of which only 150 responses were considered valid as those 150 guests had experienced a glamping stay. The respondents were between the age group of 20 yrs to 50 yrs. The main objective of traveling was to have the quality time with family and friends.

A well-defined questionnaire was designed and circulated amongst the glamping visitors through an online mode. The primary data collection (questionnaire) is done based on the parameters like, the glamping site preferred by the guests, the reasons or motivators to choose that glamping site, the attractions and accessibility to the particular area, safety conditions, and the amenities provided at the glamping site. The secondary data has been collected through research papers, travel blogs, articles etc.

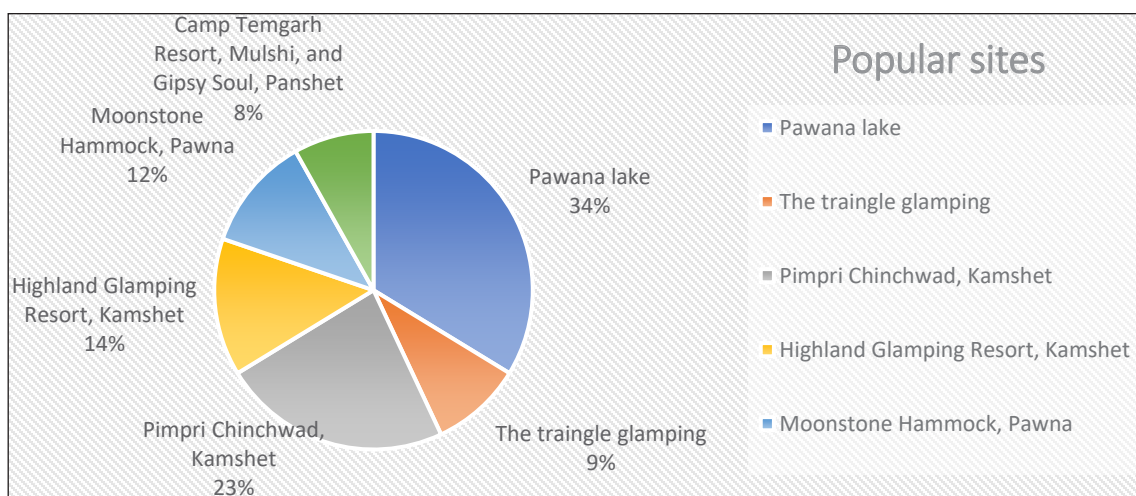
RESEARCH FINDINGS

The results of the research are presented below:

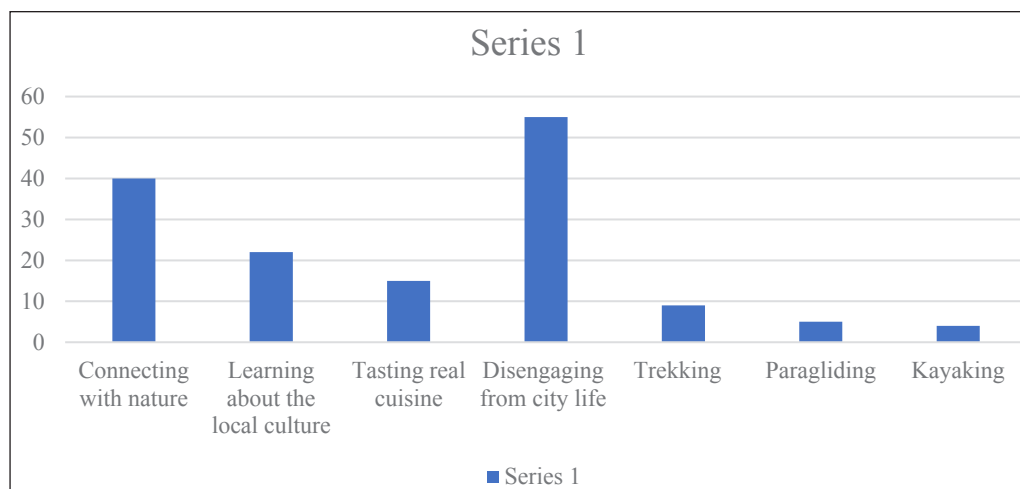
- The valid sample 150 collected questionnaires, 108 were the male respondents and 42 were the female respondents. 78% respondents were between the age group of 20 yrs. to 35 yrs., and 22% were between the age group of 35 yrs. to 50 yrs. The majority of respondents (68.3%) travel with their families, followed by partners (11.9%) and friends (19.8%). More older tourists than younger ones take family vacations.



- While over 88% of people in the older age groups travel with families, just 12% of young travelers (20 to 35 years old) do so. The most well-liked glamping spots are Glamp Everest, Pawna Lake, 29%, The Triangle Glamping, 8%, Pimpri Chinchwad, Kamshet, 20%, Highland Glamping Resort, Kamshet, 12%, Moonstone Hammock, Pawna, 10%, Camp Temgarh Resort, Mulshi, and Gipsy Soul, Panshet 7%.



- Passive travel, relaxation, access to natural wonders, delicious food and drink, and new experiences are the factors to consider when choosing a place. The least important is believed to be entertainment. Food and drink are regarded as being crucial. Glamping visitors may place various values on various factors when making a choice. Values include things like being close to the beach, feeling safe and privacy at the campsite, being casual, and being part of a family community. Age differences in the importance of various factors when selecting a mobile home are evident: for the youngest generation, proximity to the waterbody, activities at the destination and comfort of the camp tent with facilities like big bed, air conditioning are the most crucial considerations; for the middle-aged, price remains the most critical consideration; and for the oldest generation (as a part of the family), proximity to the waterbody, comfort of the tent and less physical activity are the primary considerations, with secondary considerations entertainment or being involved in the activities.
- The weather, isolation from busy and noisy regions, and location being distant from the city for dealing with an emergency situation are some of the issues experienced by glampers. However, everyone was extremely pleased about the safety procedures provided at the glamping sites. Additionally, it has been noted that the older population feels a little out of reach and anxious about living far from urban centers.
- According to the collaborative response of 88% of survey participants, connecting with nature, learning about the local culture, tasting real cuisine, and disengaging from city life are the major reasons people choose glamping locations. 12% of individuals pick glamping locations for the activities like trekking, paragliding, kayaking, etc. that can only be done outside of the city. People don't mind using basic amenities with a luxurious twist when they go glamping since they get to truly experience a different ambiance from what hotels can offer. because of this, people like glamping over hotels.



- Overall, the respondents gave the glamping accommodations they stayed in a very high score of 4.13 (1 being the lowest score and 5 being the highest score).
- Developing a cutting-edge service that aids in converting campgrounds into camping resorts and exemplifies the symbiosis of the hotel and camping industries is closely related to glamping as a novel and imaginative kind of lodging.
- The study has offered enormous chances for and crucial insights into glamping demand, together with its customs and attitudes, which greatly expands the possibilities for adopting cutting-edge managerial solutions in camping resorts.
- Sizable portion of the respondents is familiar with lodging in mobile homes.

CONCLUSION

- The management of camping resorts is tasked with overseeing improvements to the camping product, which entails staying current on trends and putting forward-thinking ideas into practice to produce an innovative camping product.

- One of the most important research findings is that the majority of respondents had previously spent their holidays in hotels and home accommodations. This fact demonstrates that there is a chance and opportunity for generating new glamping demand and enticing visitors who are not initially camping guests but have previously been in other sorts of accommodations by introducing unique accommodations in a camping resort.
- The management of the campground can tell that the future growth of glamping accommodations has a bright view because there is an expressed desire for a glamping vacation.
- The tendency of trying to draw younger visitors to camping resorts influences the redesign of camping products and creates new managerial issues.
- Innovative managerial approaches are required, targeted at younger visitors with great spending power and modified to these developments in the new glamping industry.

LIMITATIONS

The study is limited to Glamping sites around Pune.

- This is relatively a new concept hence not all the parameters are included while doing this research paper.
- The concept is yet to gain the popularity which has resulted into a small sample size.

FUTURE SCOPE

Researcher can take certain factors into consideration while doing further research:

- Challenges faced by the visitors while visiting the sites.
- Challenges faced by the hosts while providing services.
- Managing the balance between expectation and feasibility of providing the services etc.

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