

Attributes associated with the *glamping* concept. An empirical study

Atributos associados ao conceito de *glamping*. Um estudo empírico

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Abstract | Camping needs a strategic shift based on innovation and that competes with the current campsites. *Glamping* emerges as an innovative concept, capable of combining the advantages of camping, making up for the negative issues traditionally associated with it. This topic is justified by the growing trend around the world, which may serve to withdraw camping from the stagnation stage where it is. The present study aims to fill a significant lack of scientific material about *glamping* in Portugal and to identify the importance given to the attributes that define this concept: Nature; Accommodation; Gastronomy; and Experience. Focusing on the campsites in Porto's Metropolitan Area, data was collected through an original questionnaire, obtaining a convenient sample of 201 campers. A one-dimensional structure was assumed in the attributes: Nature, Gastronomy and Service and a two-dimensional structure of the attributes: Accommodation and Experience. Regarding the analysed attributes, the one which collected the highest value of importance was the one related to the questions about "Nature", followed by the attributes "Service" and "Accommodation_Amenities". This finding confirms the basis of the concept of *glamping*. The profile of the user of this concept was suggested through descriptive analysis. The hypotheses have shown that, among the campers, there are no significant differences between the level of experimentation and gender, which is not true for age and literacy. It was also concluded that the importance attributed to the service increases according to the amount willing to pay by the camper, per night in a *glamping* unit.

Keywords | *Glamping*, camping, experience, nature, gastronomy, accommodation

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Resumo | O *glamping* surge como um conceito inovador capaz de reunir as vantagens do campismo, anulando as questões negativas que lhe estão tradicionalmente associadas. Este tema é justificado pela tendência crescente constatada em todo o mundo, a qual poderá servir para retirar o campismo da fase de estagnação onde se encontra. O presente estudo pretende colmatar uma significativa ausência de material científico sobre o *glamping* em Portugal e identificar a importância dos atributos que definem este conceito: Natureza; Alojamento; Gastronomia; Serviço e Experiência. Assim, tendo como foco os parques de campismo inseridos na Área Metropolitana do Porto, procedeu-se à recolha de dados através de um questionário original, permitindo obter uma amostra por conveniência composta por 201 campistas. Testada a validade por análise fatorial, foi assumida uma estrutura unidimensional nos atributos Natureza, Gastronomia e Serviço e uma estrutura bidimensional dos atributos Alojamento e Experiência. Dos atributos analisados, o que recolheu o valor mais alto de importância foi o que aferia as questões relacionadas com a “Natureza”, logo seguido do atributo “Serviço” e “Alojamento_Comodidades”. Este resultado confirma a base onde assenta o conceito de *glamping*. As hipóteses aferiram que, no seio dos campistas, não existem diferenças significativas das importâncias atribuídas entre o nível de experimentação e o género, facto que não se confirmou nas questões da idade e das habilitações literárias. Concluiu-se igualmente que a importância atribuída ao serviço aumenta em função do valor disposto a pagar pelo campista, por noite numa unidade de *glamping*.

Palavras-chave | *Glamping*, campismo, experiência, natureza, gastronomia, alojamento

1. Introduction

Present day travelers prefer distance from others, natural space, and outdoor recreation (Craig, 2021). Camping has evolved from a basic, humble approach to become a value-laden tourism experience that can also attract children, families, and older couples (Brooker & Joppe, 2014). The attractiveness of camping can be explained in part by examining the stimuli that arouse, direct, and integrate a camper's behavior (Brooker & Joppe, 2014). The analysis of this attractiveness in the present study involves the collection of data from campsites in the Metropolitan Area of Porto (AMP) about the importance of *glamping* attributes and analysis of the receptivity to this concept within the camping. This receptivity appears in this study in the form of aptitude or willingness of campers for possible *glamping* experiences in the AMP parks, depending on the degree of importance attributed to the various attributes.

The present research aims to contribute to

the discussion about the importance of *glamping* within the tourist offer associated with quality experiences according to the evaluation of attributes and tourist experience. Four research hypotheses were defined: H1: There are no significant differences in the importance given to the attributes that define the concept of *glamping* between campers who have already experienced it and those who, knowing it, have never experienced it; H2: There are no differences in the importance given to the *glamping* attributes between female and male campers; H3: Campers over the age of 50 place a higher importance on *glamping* attributes than campers 50 years of age or younger; H4: Campers with college level education place a higher importance on *glamping* attributes than campers with education up to high school level. The paper is divided into three sections, the literature review that substantiates the growing importance of *glamping* in enhancing the tourism experience, the research methodology, the analysis and discussion of results, and the main conclusions.

2. Literature Review

According to Craig (2021) overcrowding is the most recurrent theme, significant and comparable in magnitude in all models, highlighting that travelers—regardless of COVID-19 scale or accommodation type (i.e., tent or *glamping*) prefer locations that provide social distance. Outdoor hospitality, including camping, caravanning/RVing, and *glamping*, has experienced increasing demand, attributed to several factors, including the perceived value of such an experience, growing variety, increasing quality of products and amenities, and the need to escape from urban home environments and the various stresses that influence daily life. In this sense, outdoor hospitality offers the possibility of dwelling in a temporary home, in the company of family and/or friends, and in natural settings that facilitate rest, relaxation, and rejuvenation. When comparing Europe, North America, and Australia/New Zealand, it is evident that improvements in products, services and amenities attract new customers seeking alternative vacation accommodations (Brooker & Joppe, 2013). Many modern consumers, particularly those residing in cities, choose to enjoy their vacations outdoors, with beautiful scenery to free their minds, and comfortable accommodations to relax their bodies. "*Glamping*" hotels (also known as "luxury camping"; the word is a conjunction of "glamorous" and "camping") have emerged to meet this growing demand and increase in research in recent years (Lu et al, 2021), as experiences are designed to combine immersion in nature, combined with high quality accommodation (Lee et al, 2019). Outdoor accommodation, which includes camping, is increasingly in demand, for numerous factors. Notable is the changing perceived value of the experience, increased variety and quality of amenities, and the increasing need to escape urban life and the various stresses of everyday life (Brooker & Joppe, 2013). The impulse to camp, whether in a tent, motorhome, RV, or cabin, be-

gins first with a need to escape everyday life (Brooker & Joppe, 2014). Campers have unique opportunities to break normal routines, distancing themselves both physically and psychologically from urban life. Camping should present innovative products contributing to its competitiveness against other types of accommodation offers (Milohnic & Bonifacic, 2014). Within the various groups of campers, the dominant group seeks comfort, illustrating the possible contradiction of modern camping by recreating the desire for the outdoors and outdoors, but with modern amenities (Brooker & Joppe, 2013). This contradiction has already begun and is felt in the process of transforming the ordinary outdoor tent into camping into a process of innovation of the accommodation itself, giving rise to *glamping* (Cerović, 2014). Thus, the paradox of camping remains in the fact that campers seek natural outdoor experiences, but with additional comfort and luxury conditions (MacLeod, 2017). It is expected that *glamping* will play a decisive role in renewing the attractiveness of camping, attracting tourists who enjoy contact with nature, but need to maintain the degree of comfort they are used to (Cerović, 2014).

3. Methodology

Tourists' segmentation is crucial for destination management (Ramires et al, 2017). The different patterns of tourist behavior and personal characteristics influence the evaluation of the destination and consequently the experience. It is intended, in the present case and since this is an exploratory study, to analyze and gauge demographic issues that can infer specific behaviors. The same demographic questions have been studied to gauge the loyalty of campers to campsites (Hardy et al, 2005). Camping has been found to be a popular recreational activity across all age groups and socio-demographic groups, where cost is not the

determining factor (MacLeod, 2017). Not being a determinant in this industry, its relationship to the attributes under analysis should be gauged. By identifying the importance assigned to the attributes and their relationship with the profile of the eventual user, it is possible to build in a more realistic and adjusted way, the offers to be targeted. The definition of the hypotheses presented by Ramires et al. (2017), about the city of Porto included the importance assigned to the attributes of the destination and among others, the differences between demographic variables. In a similar trajectory, in the present study, the hypotheses are also defined to get to know this new tourist in the context of campsites in the Metropolitan Area of Porto and start building a profile of the *glamping* user.

Hypothesis 1: There are no significant differences in the importance attached to the attributes that define the concept of *glamping* between campers who have experienced *glamping* and those who have never experienced it. In studies conducted by Pereira (2013) on the theme of *glamping*, no significant differences were identified in the meanings attributed to the concept between those who had never experienced *glamping* and those who had already had a *glamping* experience. It is important to assess possible differences between campers who have or have not experienced the concept to, among other issues, build the offer to be presented and guide the marketing communication for both audiences. This hypothesis is part of a logic of expectations and evaluation after the experience. One of the primary concerns of tourism service providers should be to ensure consistency between the expected service and the perceived service, to meet the expectations of tourists (Yusuf et al, 2014).

Hypothesis 2: There are no differences in the importance given to *glamping* attributes between

female and male campers. The gender issue entered Gursoy and Chen's (2012) study when analyzing the attributes of camping and their influence on park choice. Since *glamping* is a concept that stems from camping as stated by Brochado and Pereira (2017), it is important to analyze if the gender issue presents differences in the importance attributed to the attributes.

Hypothesis 3: Campers over 50 years of age place greater importance on *glamping* attributes than campers 50 years of age or younger.

Demographic estimates show that the importance of the market associated with the increase in average life expectancy makes the service industries, where tourism and hospitality are included, grow, and this trend is expected to continue in the future (Caber & Albayrak, 2014). The parameters defined in this hypothesis were articulated considering the age groups defined in the questionnaire and the importance of the growth of the so-called "Grey Tourism" in the economic context. This growth and importance had already been identified by Milohnic and Bonifacic (2014), when they studied the changes in European demand in the context of camping. The presentation by Walter and Comino (2014) at the congress held by ITB Berlin, identified as the target group for *glamping* tourists over the age of 50. In tourism, specifically in health and wellness tourism, the factors that influence hotel services were articulated considering the various age groups, and differences in the importance attributed to the various attributes were found (Chen et al, 2013). Numerous studies have been presented by Vigolo (2017), noting the importance of knowing the attributes most valued by tourists according to various segmentations, specifically age, to better target marketing campaigns.

Hypothesis 4: Campers with a college education place a higher importance on *glamping* attributes than campers with a high school education.

Table 1 | The sample

Features	Search
Universe under study	Campers who camped in one of AMP's parks
Geographic Coverage	Municipalities in the Metropolitan Area of Porto with campsites
Thematic coverage	<i>Glamping</i> : concept and importance of the attributes
Sample Size	201 valid questionnaires
Level of Significance	5%
Confidence Level	95% $z = 1.96$ $p = q = 0.5$
Sample Type	Not random by convenience
Type of study	Quantitative
Data collection method	<i>Google Forms</i> Online Survey
Data processing method	SPSS

Table 2 | Sociodemographic Profile of the Sample

Gender	Male: 50.8%; Female: 50.2%.
Age	Up to 25: 15.9%; 26-35: 12.9%; 36-50: 36.8%; 51-64: 23.4%; ≥ 65 : 10.9%.
Qualifications	Primary School: 2.5%; High School: 44.8%; Degree: 40.3%; Master/Ph.D.: 12.4%.
Employment situation	Full-time: 70.1%; Retired/Pensioner: 14.4%; Student: 11.9%; Unemployed: 3.5%; Inactive/Other: 1%.
Country of Origin	Portugal: 94.5%; Germany: 1%; Spain: 2%; France: 0.5%; The Netherlands: 0.5; Others: 1.5.

The demographic characteristics of nature tourism-based tourists have been studied by several authors, particularly by Meric and Hunt (1998) specifically addressing ecotourism. Many of the attributes that address this type of tourism are present in the concept of *glamping* (Lu & Stepchenkova, 2012). An explicit valuation of similar attributes to *glamping* was made in the study by Meng, et al (2008), which had a large majority of respondents with higher education as a sample.

4. Results

Demographic variables have already been studied by Hardy et al. (2005) to analyze the factors affecting loyalty to a campsite. This study found no significant differences between demographic variables and the level of campsite loyalty. Recently, regarding the differences attributed to the importance of the attributes defined in the study of Ramires et al. (2017) study, variables on age, gender and education were analyzed in addition to others. These variables that make up the demographic

questions are present in this study in hypotheses 2 and 3. We do not intend to compare linearly the results obtained in the demographic variables between this study and the study of Ramires et al. (2017). The articulation between these questions and the importance attributed to the various dimensions of *glamping* can add knowledge to this recent concept.

Issues related to concept knowledge that are present in the development of the first hypothesis are also analyzed. The topic of concept knowledge has been studied in particular by Pereira (2013) and the theme of value and prices has been addressed by several authors and specifically in campsites by Park et al. (2010). The weight and percentage relationship between camping and *glamping* in the aspects of knowledge and experience has also been a topic for some authors. In the study by MacLeod (2017) citing a British report by *Mintel*, a leading market research company, only 3% of respondents had had a *glamping* experience, compared to 43% who had been camping. The essential point in this case will be to note the importance of studying these hypotheses and any differences found in the attributes and variables defined. The variables will be tested so that the hypotheses formulated below can be legitimated or refuted.

H1: There are no significant differences in the importance attributed to the attributes that define the concept of *glamping* between campers who have experienced it and those who, knowingly, have never experienced it.

Table 3 | Comparison of importance attributed to the attributes of *glamping* between those who have tried it and those who, knowing it, have never tried it

	Ever visited/ stayed overnight in a <i>glamping</i> unit	N	Average	t-test	p-value
Nature	Yes	29	5,83	,231	,818
	No	61	5,78		
Gastronomy	Yes	29	4,68	-1,117	,267
	No	61	4,96		
Accommodation_Facilities	Yes	29	5,38	-,532	,596
	No	61	5,52		
Accommodation_Supplements	Yes	29	4,80	,498	,620
	No	61	4,66		
Service	Yes	29	5,83	1,872	,065
	No	61	5,48		
Experience_Involvement	Yes	29	5,06	-,217	,829
	No	61	5,12		
Experience_Stay	Yes	29	4,77	,448	,656
	No	61	4,64		

The importance assigned to *glamping* attributes was similar between campers who know and have experienced the concept, on the one hand, and those who, knowing, have never experienced it, on the other. The comparison of means indicated the absence of significant differences in all attributes studied ($p > 0.05$). This confirms the hypothesis that the importance attributed to the concept of *glamping* does not present significant differences between those who have experienced it and those who, knowing it, have never experienced it. We can, therefore, affirm that campers who know the *glamping concept* attribute similar importance to the attributes that define it, having or not visited a *glamping* unit. Similar conclusions were obtained when the study of Pereira (2013). In the study, the most valued attribute was the same between the expectations of those who had not experienced the concept and the evaluation

of those who had already experienced it. It is a concern of the units' managers that the expected quality be at least equal to the evaluation made after the experience. Service providers should try to enable tourists with a high degree of satisfaction that is beyond expectations (Yusof et al., 2014). For these authors who studied ecotourism, gaps were found between expected and perceived service. To avoid these gaps, according to the same authors, achievable promises should be communicated by marketing managers. Taking advantage of the commonalities between these two types of tourism, and the results of the hypothesis in question, it is recommended that *glamping* units should take these values into account.

H2: There are no differences in the importance given to *glamping* attributes between female and male campers.

Table 4 | Comparison of the importance attributed to the *glamping* attributes between genders

	Gender	N	Average	t-test	p-value
Nature	Female	100	5,88	,135	,893
	Male	101	5,86		
Gastronomy	Female	100	4,99	,035	,972
	Male	101	4,99		
Accommodation_Facilities	Female	100	5,54	,643	,521
	Male	101	5,43		
Accommodation_Supplements	Female	100	4,57	-,098	,922
	Male	101	4,59		
Service	Female	100	5,73	1,987	,048
	Male	101	5,43		
Experience_Involvement	Female	100	5,10	,843	,400
	Male	101	4,95		
Experience_Stay	Female	100	4,58	-,218	,827
	Male	101	4,62		

The importance attributed to *glamping* between the genders was similar ($p \geq 0.05$). At the level of Nature, Service, Accommodation_Facilities and Experience_Involvement the female gender attributed a higher degree of importance than the male gender, but such differences were not significant. This confirms the hypothesis that the importance attributed to the concept of *glamping* is not influenced by gender. However, the difference in the mean scores for the Service attribute between the genders seems to suggest a tendency for women to attribute greater importance to this attribute, considering the value found ($p=.048$). It was important to assess the possible existence and degree of differences between genders to better define a future segmentation, especially in terms of marketing communication. Naturally, this question is of an importance that deserves to be analyzed, because in other types of tourism there are differences between genders and the importance attributed to the various attributes, as found in the study of Ramires et al.

(2017). In the literature reviewed on the topic, no significant differences were detected between genders and the importance assigned to the attributes of *glamping*. Only the issue of decoration in own accommodation was positively referenced by the female gender in the study of Sakáčová (2013). In the camping sector, on the other hand, significant differences were found in the importance assigned by genders on some of the attributes that influenced the choice of a campsite (Gursoy & Chen, 2012). According to the same study and in line with others, the female gender assigned more importance to attributes related to comfort and amenities and the male gender focused more importance on the activities offered by the parks. Even considering *glamping* as a concept related to camping (Brochado & Pereira, 2017) it is not possible to replicate the results in a direct way, particularly regarding gender, according to the values found.

H3: Campers over 50 years old place a higher importance on *glamping* attributes than campers 50 years old or younger.

Table 5 | Comparison of the importance attributed to the attributes of *glamping* among campers aged 50+ and 50+ years old

	Age Groups	N	Average	t-test	p-value
Nature	≤ 50 Years	132	5,78	-1,732	,085
	> 50 Years Old	69	6,04		
Gastronomy	≤ 50 Years	132	4,77	-4,095	,000
	> 50 Years Old	69	5,41		
Accommodation_Facilities	≤ 50 Years	132	5,32	-3,094	,002
	> 50 Years Old	69	5,80		
Accommodation_Supplements	≤ 50 Years	132	4,38	-3,442	,001
	> 50 Years Old	69	4,95		
Service	≤ 50 Years	132	5,48	-2,088	,038
	> 50 Years Old	69	5,78		
Experience_Involvement	≤ 50 Years	132	4,84	-3,274	,001
	> 50 Years Old	69	5,37		
Experience_Stay	≤ 50 Years	132	4,39	-3,557	,000
	> 50 Years Old	69	5,01		

Campers over 50 years old assign significantly higher importance to the attributes Gastronomy, Accommodation, Service and to the Experience, than campers 50 years old or younger ($p<0.05$). In terms of the attribute Nature, the importance given by the two age groups was similar, since there were no significant differences in the average values ($p=0.085$), which does not fully validate the

hypothesis. However, and considering the qualitative value of the content, we can confirm the (partial) validity of the hypothesis that campers over 50 years old attribute greater importance to the concept of *glamping* (regarding the attributes Gastronomy, Accommodation, Service and Experience). As there are no specific studies to assess the exact elements evaluated in this hypothesis, it

is thought to be of effective interest to analyze studies related to the theme. In the motor-caravaning sector as being part of the camping universe, the issues of comfort and socialization are important and target the age group above 55 years old (Patterson et al., 2015; Vigolo, 2017). Specifically in the accommodation attribute, Milohnic and Bonifac (2014) came to the conclusion that the preference for fixed type facilities was specifically observed in tourists over 46 years old. In the study by Caber and Albayrak (2014) on some attributes associated with the hotel market, origin of the tourists and the relationship between them and age groups similar to those present in this study, differences were also found. These differences existed, but were not very significant, varying between the various attributes defined and the respective three origins of the tourists, considering the defined

ranges, up to and over 50 years old. Regarding the importance attributed, the highest values were verified in the basic attributes of the hotel, such as cleanliness and employees, making it difficult to segment the market in this way (Caber & Albayrak, 2014). Although differences were found in the importance attributed to the services of a hotel in the different age groups, they were more significant in older tourists (Holmberg, 2015). The various age groups defined in the recent study on the tourist destination "Oporto" conducted by Ramires et al. (2017) assigned different importance to the various attributes defined in the research, proving once again the importance of measuring this relationship.

H4: Campers with a college education place more importance on *glamping* attributes than campers with a high school education.

Table 6 | Comparison of the importance attributed to the *glamping* attributes in terms of education

	Academic Qualifications	N	Average	t-test	p-value
Nature	Primary/secondary education	95	6,09	2,907	,004
	Higher education	106	5,67		
Gastronomy	Primary/secondary education	95	5,25	3,027	,003
	Higher education	106	4,75		
Accommodation_Facilities	Primary/secondary education	95	5,65	1,908	,058
	Higher education	106	5,33		
Accommodation_Supplements	Primary/secondary education	95	4,81	2,481	,014
	Higher education	106	4,37		
Service	Primary/secondary education	95	5,80	2,842	,005
	Higher education	106	5,38		
Experience_Involvement	Primary/secondary education	95	5,16	1,504	,134
	Higher education	106	4,90		
Experience_Stay	Primary/secondary education	95	4,84	2,497	,013
	Higher education	106	4,39		

In the attributes Nature, Gastronomy, Accommodation_Supplements, Service and Experience_Stay there were significant differences in the scale of importance between respondents with primary/secondary education and respondents with higher education ($p < 0.05$). The respondents with higher education presented statistically lower averages on the scale of importance

in the mentioned attributes. In the components Accommodation_Facilities ($p = 0.058$) and Experience_Involvement ($p = 0.134$) the means of importance were similar between the respondents with and without higher education. It is concluded, therefore, that there are significant differences in the importance attributed to the theoretical attributes globally studied - Nature, Gastronomy, Accommo-

dation, Service and Experience - with higher expectations in the segment of campers with less education. We thus reject the hypothesis that campers with higher education attribute greater importance to the attributes of *glamping*. This rejection was not expected given the 83% of respondents with higher education who explicitly valued similar attributes already evaluated (Meng et al., 2008).

In the hospitality industry, particularly in health and wellness tourism, tourists with higher educational qualifications attributed greater importance to some attributes defined in this study, with the same not being significant (Chen et al., 2013). In the study conducted by Milohnic and Bonifacic (2014) on camping demand and changes, 62.4% had higher education and 78% preferred the fixed type of accommodation, which reflects the importance attributed to this attribute. In older studies on ecotourism, the sample included 90.3% with higher education and attributed preferences in the activities of this tourism inserted in nature (Merici & Hunt, 1998). In the Portuguese study on rural tourism, 67.9% of respondents had higher education and belonged to a cluster with similar characteristics to those portrayed in this study (Eusebio et al., 2017).

To be able to articulate an explanation for the result found, it is thought that the restriction that only campers from the PMA were allowed to answer the questionnaire is a probable cause for the rejection of this hypothesis. It would be necessary to articulate other data with the qualifications, such as age and number of years practicing this activity to confirm the direction of the results found. From another perspective, although the direction of the result is different than expected when compared to other types of tourism, it may also give a clear indication of the differences between the *glamping* concept and other forms of tourism. This adds another important element to the knowledge of the profile of the *glamping* tourist in the region.

5. Conclusion

There is a deficit regarding research on *glamping* (Boscoboinik & Bourquard, 2012; Craig, 2021; Lu et al, 2021). This concept presents itself as a new and important niche market that is still understudied (Brochado & Brochado, 2016). The analyses of the results now obtained are not fully comparable. It is important to emphasize that there is no study carried out specifically on this subject in the Metropolitan Area of Porto. The most appropriate articulation is based on the analogy with the few studies that address the concept of *glamping* in Portugal (despite the possibility of few comparisons). Overcoming this restrictive view, discussions about *glamping* can only be made through the studies carried out in other parts of the world on the subject in general and the themes related to the concept under study and camping in general.

The knowledge and notoriety of *glamping* in Portugal has been increasing, following the aforementioned trend. In the study of Pereira (2013), 34% of the sample knew about the concept and recently, in the work of Henriques (2016) this value increased to 45.8%. In the present study a percentage of 44.8% was found, close to half of the sample. This value is quite significant considering all the specificity of the surveyed population. A recent study conducted in Ecuador by Ochoa (2017) when gauging the knowledge of *glamping*, found only 13% who knew the concept. This value, significantly lower than the one found in this study, reinforces Portugal, and more specifically the PMA, as being at a higher level of development. On this state of knowledge will be appropriate to make a development and subsequent exploitation of the potential of *glamping*. There is no park in the PMA that assumes to have an offer of *glamping* units, so the value found (44.8%) provides an indication of the trend of this concept. It is thought that if there was an offer of *glamping* facilities within the parks, the degree of awareness

of the concept would increase.

Similarly, and by relating the first two questions of the questionnaire, knowledge/experience of the concept, we can predict that by increasing the number of campers to know the concept would increase the number to have already experienced or visited a *glamping* unit. In the recent questionnaire conducted by Ochoa (2017) when asked if they would be interested in visiting places where they could have different experiences, including *glamping*, a significant percentage of 93% said they would like to try it. In the same study, when asked if they had visited units that promote ecotourism (which included *glamping*), 70% answered that they had. This value, significantly higher than the one found in this study (14.40%), is justified by the fact that the study in question is not exclusively focused on *glamping*, covering other types of experiences.

Within the sphere of knowledge/experience and its consequences, regarding the attribution of the degree of importance to *glamping* attributes, there are no significant differences between the two groups. This reality observed in the first hypothesis may be supported by the fact that the sample takes place in a group of campers. This group shares the same perceptions, and it is likely that they attach similar importance to a concept that occurs from common interests. When asked for the one-word meaning of the concept of *glamping* in the work of Henriques (2016), the term "camping" is reported in second place, which also contributes to the explanation that supports the result found in the first hypothesis. In addition, the growing level of knowledge of the concept, the trends themselves, and the uniformity and dissemination of communication have created a common image of *glamping*, which may explain the absence of differences in the importance attributed.

Campers expressively stated (45.7%) that in the event of trying *glamping* they would go with their family. With more than four people was the possibility found with the highest percentage

(33%) when Pereira (2013) asked how many people they would go with if they went to a *glamping* unit. In Europe, more than two thirds of the campers travel with their family (Milohnic & Bonifacic, 2014). In South America, more specifically in Ecuador on the same question asked in 2017 and reporting to ecological tourism in general where they included *glamping*, very similar percentages were obtained. Thus, the option of traveling with the family to ecological destinations recently obtained a majority of 61% in the study that referred to *glamping* as an ecological tourism alternative, when asked the regular company to travel (Ochoa, 2017). Being together with friends and family was mentioned as a motivating factor for choosing a resort (Meng et al., 2008). Therefore, this indicator and the data obtained are important elements to consider in the sizing and typology of accommodations and in the offers of activities to be eventually created in *glamping* units.

The gender issue assessed in the second hypothesis which validated that there were no differences between genders regarding the importance attributed to the *glamping* attributes is not comparable. It was important to better define and explore the profile of an eventual consumer of the *glamping* concept, to be able to adjust the offer of this service. Overall, the genders attributed the same importance to the attributes of *glamping*. For an eventual development of offers for niche markets, where gender has special significance, the issue of detail is important. The faint and subliminal indication that was found as to the greater importance attributed to the service component, may give us an indication of reinforcement in this attribute when the focus of the concept is to be on the female gender.

Reinforcing the measure, it was important to test the age factor and attributes in order to be able to ground the decisions eventually to be made. According to the world's largest report on outdoor activities, the over-45 age group is the most commonly found in these activities (Outdoor Founda-

tion, 2016). The over 50s were identified at the ITB Berlin conference on this topic as the target group for *glamping* (Walter & Comino, 2014). Five age groups were presented in the questionnaire, and based on the previous data, it was decided to divide the five age groups in half. Thus, it was created only for statistical analysis the group up to and after 50 years old. Once the analyses were carried out and the third hypothesis was not fully validated, it inferred several important elements for the study, and there were no differences in the importance attributed to the attribute Nature between the age ranges defined. Thus, reinforcing the essential element "Nature" of the *glamping* concept, as already mentioned, one can conclude that this attribute should be defined without major changes for all ages. This situation does not happen with the remaining attributes. The age group above 50 years old attributes more importance to all the remaining attributes of *glamping*, compared to the age group before it. With the data obtained, one can articulate the differences found for each item that makes up the attribute, with the result serving to build a better offer considering the age of the target population.

In increasingly urbanized societies, where lifestyles are complex and individualized, time spent simply communing with nature is becoming a trend. Combined with this reality, the typical camping nostalgia that appeals to a simple lifestyle but with the possibility of meeting with nature and other campers is demanding more and more comfort and sophistication in the facilities. Innovation and differentiation are the main strategies for this "product" to escape the relative stagnation phase where it is, adding innovation perspectives in the infrastructures and services provided. In tourism, product innovation can be achieved at three distinct levels: at the service level, at the attraction level, and at the destination level (Amorim & Brandão, 2021; Fossi & Au-Yong-Oliveira, 2021; Pechlaner et al., 2010). *Glamping* can encompass all three levels of innovation and affirm itself as a

solution to change the camping paradigm. The articulation of all the knowledge resulting from this discussion should allow the construction of innovative solutions for *glamping* to reveal its great competitive potential in the current context.

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