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# **GLAMPING – NEW OUTDOOR ACCOMMODATION**

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### ***Abstract***

*The redesigning of camping products based on a neo-comfort tourist trend is a new concept. This study aims to define glamping and identify glamping accommodation attributes according to camping experts' opinions. A structured questionnaire was used to survey campsite managers and camping equipment producers. Results indicate that glamping accommodation is mostly seen as referring to treehouses, unusual forms of accommodation and fully equipped tents. The main features of a glamping accommodation are top-level equipment and amenities, high-quality services and a natural environment. Fully half of respondents do not consider a mobile home as being a glamping accommodation. Similar studies have not been conducted up to date, making the current study original. Because of its focus on understanding glamping from the perspective of camping experts rather than from the perspective of guests, this paper contributes to broadening the conceptual understanding of glamping and provides a platform for further research.*

**Keywords:** *glamping, history, types of glamping facilities, attributes of glamping accommodation*

## 1. INTRODUCTION

In line with current trends in tourism demand, camping is becoming the life-style of the modern camping guest. The trend to rejuvenate and redesign the camping product, known as “glamping”, is directly linked to innovative and novel accommodation facilities in camping, which bring together in symbiosis the hotel industry and camping. This innovative form of accommodation in campsites is driving a new strategic shift towards the enhancement of quality and competitiveness.

To define “glamping”, this paper provides a literature review and a review of historical development. Taking into consideration the theoretical framework and applied experience in this area of research, the paper seeks to identify what exactly is a glamping facility and what are its main characteristics from the perspective of camping experts in Croatia.

In keeping with the defined objectives, a study was conducted based on a structured questionnaire. The survey included campsite managers (a total of 120) and camping equipment producers (a total of 30). The methods of descriptive and inferential statistics (non-parametric independent-sample t-test) were used to process the results. The producers were additionally inquired regarding their attitude in relation to the importance of individual glamping facility features from the aspect of the facilities’ equipment and decoration. The survey also focused on establishing the importance to campsite managers and camping equipment producers of individual glamping facility features.

The study is important for its presentation of the fundamental conceptual attributes of glamping and for its empirical results. An analysis of the literature confirms that similar studies have not been conducted up to date. Thus, the research results obtained on a sample consisting of campsite managers and camping equipment producers represent a step forward in studies dealing with the issue of glamping. In addition, a consensus about what constitutes glamping accommodation has yet to be reached. Even though the term “glamping accommodation” is increasingly being used, the types of accommodation units to which glamping refers have not been clearly determined nor have the concrete qualitative features of glamping accommodation been established.

Camping experts (campsite managers and camping equipment producers) are important stakeholders in the process of implementing quality standards for glamping accommodation and studies focusing on their attitudes could contribute significantly to improving the process.

## 2. THEORETICAL BACKGROUND

In recent years, the concept of glamping has become the subject of increasingly intensive research. An additional motivation to research is the fact that this is still an under-studied area. Although glamping actually goes against

the original origin of camping, some believe that glamping is able to attract a new camping market among current hotel and apartment guests who yearn for glamour and comfort, thus combining the best elements of the camping and hotel industries.

Derived from “glamorous” and “camping”, glamping is about luxurious camping. It is also known as 5-star camping (Latzka, 2011). It implies the introduction of novel and innovative forms of accommodation ([www.gypsy caravan company.co.uk](http://www.gypsy caravan company.co.uk)). Glamping is defined as a type of camping that is more comfortable and more luxurious than traditional camping (Cambridge Dictionary, 2017). A portmanteau of the words “glamour” and “camping”, glamping is a new trend in outdoor tourism that combines luxury and nature, comfort and respect for the environment, as well as providing exclusivity and uniqueness in offering an accommodation “outside the box”, both literally and figuratively (Andrey, Galera, Cabido & Wiskey, 2014). “Glamping is luxury camping, usually in an extraordinary natural setting. It is characterized by comfort and high quality services, which include the possibility to try many adventurous activities, eat tasty food and enjoy delicious drinks. It is a means to escape and relax in an eco-friendly way (Leci Sakačova, 2013).” Glamping, a portmanteau for “glamorous camping,” takes the great outdoors and adds indoor conveniences like air conditioning, private bathrooms and king-sized beds (Friedman, 2018).

Glamping removes camping’s negative attributes – leaky tents, smelly sleeping bags and improvised food, replaced with pre-set up, homelike accommodations (Boscoboinik & Bourqurad in Brooker Joppe, 2013). It is usually explained as camping with all the comforts of a home, from hot water to a king-size bed (Horakova & Boscoboinik, 2012, in Leci Sokačova, 2013).

Glamping owes its popularity primarily to the unusual combination of extravagance in accommodation with a 5-star quality and the peace of the surrounding wilderness (Guardian, 2010). Glamping is becoming a synonym for luxury accommodation that most often takes the form of tents, but it also includes numerous more-innovative types of accommodation such as yurts, treehouses and mobile homes (Glamping.com, 2017).

Glamping has become synonymous of luxury accommodation that is most often, but not necessarily, in the form of a tent. Glamping, a trend of “neo-comfort”, argues strongly in favour of putting camping back in the focus of tourism interests through a novel, luxurious form of camping; in the market it plays the role of the new champion and powerful promotor of innovative camping tourism. Although glamping actually contradicts the original idea of camping, the opinion is that it is also in a position to attract a new camping market among the current guests of hotels and apartments who long for glamour and comfort, thus bringing together the best of camping and the best of the hotel industry (Cvelić Bonifačić & Milohnić, 2014).

Brooker and Joppe (2013) are of the opinion that the continued demand for comfort and luxury in OHP accommodations has spurred the growth of the glamping sub-sector. Brochado and Pereira (2017) in their research try to identify the main dimensions of glamping tourism. The results of narrative analysis have shown that guests describe the concept of glamping as follows: “it offers a unique experience (of) living in luxury camping, a “glamorous touch of comfort and intimacy” and “an absolute(ly) unique spot with a lot of great details.” Research has also identified the main dimensions of service quality in glamping tourism: “tangibles, staff, nature-based experience, food and activities. Tangibles include comfort and privacy, modern equipment (i.e. yurts, gers and tents), amenities offered and cleanliness of facilities. With regard to the staff, guests value their friendliness, helpfulness, individual friendliness, understanding of guest needs and personalized service and hospitality. The nature-based component offers guests a relaxing, tranquil stay in an authentic setting. Regarding food, guests emphasise the use of healthy, organic and fresh ingredients, as well as genuine tastes and simplicity in the preparation of meals and presentation of dishes. The opportunity to learn and experience different activities makes up the last dimension (Brochado & Pereira, 2017).”

In their research, Cvelić Bonifačić, Milohnić and Cerović focus on the characteristics of glamping guests (guests staying in mobile homes, glamping accommodation or high-category camping resorts). Results show that (Cvelić Bonifačić, Milohnić & Cerović, 2017):

- Glampers are younger & well-educated guests, permanently employed, with good incomes.
- Glamping decisions are affected by age and nationality. The Germans and the Dutch mostly decide on where to travel in advance.
- Travelling with one's family is by far the most frequent form of travel regardless of nationality, age and income.
- The majority of respondents visited Croatia in the past, with young adults making multiple visits. The oldest guests remain the most loyal.
- Most guests like to explore new destinations in the country they have already visited.
- Young adults are the age group with the highest proportion of first-time visitors to the campsite.
- More than half of the respondents have never stayed in a mobile home in another country.
- The respondents assessed the destination and the glamping accommodation they stayed in with a very high score.

Ahn and Lee (2015) stated that “glamping (glamorous camping) differs from conventional camping and provokes mixed opinions. It is admired as the

perfect combination of nature and luxury, but also criticised as diminishing the authentic values of traditional camping.” They focused their research on understanding campers’ and glampers’ experiences of authenticity. The results have shown that campers and glampers are not two distinct groups but rather consist of outdoorsy holiday makers. Nature and escapism are two vital elements in campers’ and glampers’ experiences of authenticity. Campers experience nature as “interactors” and escape through an “adventure”, while glampers do so as “spectators”, escaping through a “fairy tale”.

The following section provides an overview of the definitions of glamping from various sources and the key words used in them.

Table 1

## Literature review - glamping

<b>Author, year</b>	<b>Definition</b>	<b>Key words</b>
Cambridge Dictionary, 2017	Type of camping that is more comfortable and more luxurious than traditional camping	Comfortable Luxurious
Leci Sakačova, 2013	Glamping is luxury camping usually in an extraordinary natural setting. It is characterized by comfort and high-quality services, which include the possibility to try many adventurous activities, eat tasty food and enjoy delicious drinks. It is a means to escape and relax in an eco-friendly way.	Luxury camping Natural setting Comfort High-quality service Adventurous activities Tasty food, delicious drinks Escape Relax Eco-friendly
Guardian, 2010	Unusual combination of extravagance in accommodation with a 5-star quality and the peace of the surrounding wilderness	Extravagance 5- star accommodation Peace Wilderness
Glamping.com, 2017	Synonym for luxury accommodation that most often takes the form of tents, but it also includes numerous more-innovative types of accommodation such as yurts, tree houses and mobile homes	Luxury accommodation Innovative types of accommodation
Cvelić Bonifačić & Milohnić, 2014	Glamping, a trend of neo-comfort, argues strongly in favour of putting camping back in the focus of tourism interests through a novel, luxurious form of camping; in the market it plays the role of the new champion and powerful promotor of innovative camping tourism.	Trend of neo-comfort Luxurious form of camping  Combination of camping and hotels

	In a position to attract a new camping market among the current guests of hotels and holiday flats who long for glamour and comfort, thus bringing together the best of camping and the best of the hotel industry	
Brochado & Pereira, 2017	Offers a unique experience (of) living in luxury camping, a “glamorous touch of comfort and intimacy” and an absolute(ly) unique spot with a lot of great details.”	Unique experience Luxury camping Glamorous touch Comfort Intimacy Unique spot
Ahn & Lee, 2015	It is admired as the perfect combination of nature and luxury, but also criticised as diminishing the authentic values of traditional camping.	Combination of nature and luxury Diminishing the authentic values of traditional camping

It can be concluded that the “luxury” and “comfort” are common to all definitions of glamping.

The concept of luxurious tent-living can be followed through the whole history of humankind. Although glamping, an innovative outdoor accommodation for recreational and tourism purposes, is a new movement and its history is yet to be created, the origins of luxury-tent living can be found throughout history.

## **2.1. Ancient luxury tent-living origins: From the Ottomans to posh aristocracy outdoor living**

The conceptual and historical starting point of glamping can be found in the luxurious dwellings most often used in the tribal or military campaigns of many ancient peoples. Extravagant mobile dwellings have been a part of culture since the Ottoman Empire, across the way of life of Mongolian tribes, to the posh members of English society some one hundred years ago. “Although they didn’t use the term ‘glamping’, the Turkish Ottomans would set up extravagant tent cities as a mobile palace for the sultan. These luxurious tents were complete with silk fabrics, embroidery, expensive rugs and furnishings (Barebones, 2013). “

The glamour of the Ottoman tents was the inspiration for today’s luxurious glamping tents. The present-day yurts stem from those used in the time of the famous Genghis Khan as comfortable shelters during military campaigns in Asia and Europe. “Back in the 1100s, Mongolian tribes would live in yurts or gurs under the reign of Genghis Khan (Cairns, 2015).” Siberian tribes, herding cattle across the frozen tundra, learned to build shelters made of sheep wool, creating unique yurts that provided warmth and comfort even in the most severe weather. “These tribes famously invented the Yurt style tent or ‘ger,’ (pronounced g-air) which was a semi-portable design that allowed for

comfortable survival in extreme environments (Igoe, 2016). The concept of luxurious tent-living can be found throughout the Middle Ages: “Here, the Duke raised lavish tents and filled them with all the provisions of his own home palace (Lindsey, 2017).”

## **2.2. The 20<sup>th</sup> century: From posh recreation to the promotion of healthy and glamorous outdoor living**

Around 100 years ago the idea of camping as a recreational activity was born. Thomas Hiram Holding “described the portable camping equipment he had designed and invited enthusiasts to contact him (The Camping and Caravanning Club, 2018).” At the beginning of the twentieth century, safari in Africa became “the thing to do” for many wealthy and idle Brits and Americans, but wanting to maintain all the amenities of luxury home living even in the wilderness and in nature areas “...white travellers were afforded every domestic luxury while on adventure (Bartle, 1992).” Interiors also had to be glamorous. “These canvas safari tents usually included nice Persian rugs, luxurious bedding, and a chef to prepare meals (Glamping.com, 2013).”

The popularisation of camping owes a great deal to the promotion of healthy lifestyles in the 1920s and 1930s, together with healthy outdoor lifestyles. Later, during the war years, the tranquillity and safety of the countryside were an ideal escape from bombed cities. Enjoying the beauty of the countryside was possible in practical and spacious bell tents. Camping continued to rise in the 1950s with tent holidays allowing poorer families to experience a holiday for the first time. With the mass development of camping in the middle of the last century, camping began to shift away from the early posh idea of camping as a luxury activity in nature towards camping as a simple tourism accommodation. As such it became popular and available to all the people and not only the rich.

The transformation of camping began in last decade of the twentieth century. The development of caravans, motorhomes and mobile homes spurred the transformation of simple campsites with modest facilities into high-quality holiday parks and resorts. New guests, who were not campers previously, discovered these holiday parks as novel, attractive locations for holidays, where they could be in the outdoors while enjoying luxurious indoor living.

## **2.3. The new millennium glamping: “The big luxury come-back”**

In the new millennium, due to change in the way the environment is perceived, camping has somehow shifted back to its posh origin and restored its old glory through the development of innovative and imaginative accommodations called glamping.

Since then, glamping accommodations have sprouted up around the world, providing travellers the opportunity to live among, without exactly being

one with, nature. “A 2008 NY Times article introducing the concept of glamping explains that the new term being used for upscale - or glamorous - camping could be your ideal green vacation (Colin, 2008).” According to Google Trends (Google Search, 2018), keyword searches relating to the trend first started on Google in early 2004. The searches were most saturated in Ireland and the United Kingdom.

For travellers and holiday park guests in the twenty-first century, the experience of glamping has become a new, exciting combination of spacious and comfortable living in the outdoors and in nature, combined with outdoor activities and a “close to nature” experience. Although holiday makers have found foreign travel expensive as a result of the international financial crisis, they still want a luxury holiday (Glamping Association, 2018).

The popularity of and need for outdoor recreation, together with the growing sensitivity to sustainable development and concern for nature, are the reasons international glamping options have been skyrocketing since 2008. The main philosophy behind glamping has remained the same: sustainable, quasi-outdoor lodging that offer travellers unique but comfortable experiences in nature (World Toddler, 2016). The popularity of the nature escape as a social benefit is becoming increasingly popular in the United States, as well. The American Camping Report states that camping continues to be one of the simplest and most rewarding forms of recreation for connecting with family and friends on a human level (American Camper Report, 2014).

Millennials have given strong support to the development of glamping holidays. When glamping, the members of that generation are excited to share their experiences via social media. The fast development of glamping in the last two decades can be seen all over Europe but especially in Great Britain (Guardian, 2010). Glamping is widely popular in France as well as in most other Mediterranean countries. The Leading Campings, a group of 39 of the best campsites in Europe, promotes camping, glamping and luxury accommodation (Leading camping Europe, 2018). Big tour operators are following this trend by offering more and more accommodation in glamping (Vacansselect, 2018). In recent years, glamping accommodation has become a world-wide attraction not only because of big glamping online tour operators but also because of holiday parks that have introduced glamping accommodation alongside classic camping and are offering innovative and desirable accommodation in their regular camping offering.

For new glamping guests, glamping is an exciting, new way of camping, without any of the unpleasant experiences of camping (like bad weather, cold or wet tents, and uncomfortable beds). Today’s glamping can be seen as canvas tents transformed into luxury rooms, wooden treehouses with ultra-modern bathrooms and kitchens or RVs with crystal chandeliers and whirlpool tubs. “Glamping may be frustrating to an avid rustic camper, but for the rest it’s a way to see the beauty of nature with all the comforts of home and without any of the “annoying parts”



of camping. No dirty hands or tent poles that won't go together, just a pull up and relax environment (Cassiel, 2016)."

#### **2.4. Glamping – a challenge and promising outlook for communities**

From the perspective of communities, glamping has found its place in many strategic development fields. The environmental impact of building has become a key subject in the new millennium and has turned glamping accommodation into sustainable and desirable accommodation for many communities. The trend of building glamping accommodation also helps to guarantee the reception of a large number of visitors while minimizing environmental impact through the use of flexible and movable structures (Lucivero, 2012).

Because of its sustainability and mobility, glamping accommodation is being recommended for locations that were previously out of bounds, such as protected nature areas or forests. A new development within the glamping industry is eco-glamping and digital detox; glamping breaks that give guests time away from modern technology and let them reconnect with nature (Glamping Association, 2018). For communities with protected nature areas, glamping is new chance to develop tourism. "Glamping can also be considered as a part of rural tourism development (Horakova & Boscoboinik, 2012)."

Glamping's popularity has motivated investors in the glamping business; the real estate business is flourishing. "As the joys of the outdoors are becoming more attractive to a wider section of holidaymakers, there's never been a better time to invest in a camping business. (Miller, 2017)." Embracing nature but living comfortably and in luxury has become the "mantra" of developed societies. New interest in a healthy and long life has changed all our daily routines and "...continues to rise as people embrace nature's thrifty playground and camping has undoubtedly benefitted from the celebration of traditional past times awakened by the downturn (Pannell, 2017). Within this context, "glamping" appears as a hybrid tourism product, which combines camping and luxury and is considered as a tourism trend (Ergüven, Yılmaz & Kutlu, 2015).

### **3. RESEARCH METHODOLOGY AND RESULTS**

To understand what glamping means and what its main features are according to the opinions of managers and producers in Croatia's camping industry, a survey was conducted encompassing campsite managers (120 respondents) and renowned producers of camping equipment (30 respondents).

For the needs of empirical research, a structured questionnaire was designed, consisting of five sets of questions, four of which have been used in this study. The questionnaire was designed on the basis of papers in which glamping attributes were

studied from the perspective of guests (Brochado & Periera 2017; Leci Sakačova 2013) and on the basis of proposals of camping experts (Croatian Camping Union).

Multiple-choice questions were used to investigate opinions concerning the types and features of glamping accommodation in general as well as features of glamping accommodation facilities. To further test the features of glamping facilities an additional question was posed, using a Likert scale, ranging from 1 “poor” to 5 “excellent”. The research was conducted in 2017 using the survey method on a purposive sample (camping experts) during the 11<sup>th</sup> Croatian Camping Congress held in Šibenik. Data were processed using the appropriate statistical procedures for analysis using the IBM SPSS *Statistics 23* software.

The results of descriptive analysis and non-parametric independent-sample t-test are presented, followed by sample description and an overview of results pertaining to types of glamping accommodation facilities. The features of glamping accommodation are then examined and an analysis of the most important features according to respondents is carried out. Research results also refer to the evaluation of features of glamping accommodation facilities in total and separately by each group of respondents. The independent-sample t-test was conducted to see whether a statistically significant difference exists in the perception of glamping accommodation facilities features between campsite managers and equipment producers.

The survey included 120 campsite managers at various management levels, representing 18% of the total number of campsites in Croatia. (Evisitor 2017) The following section provides an overview of the qualification structure of respondents (N=120).

Table 2

## Qualification structure

<b>Campsite managers (N=120)</b>		
<b>Qualification structure</b>	<b>N</b>	<b>Share (%)</b>
University degree	72	60.0
College degree	22	18.3
Secondary school degree	26	21.7

*Source: Author's research*

The largest share of respondents holds university degrees (60%).

The survey also encompassed 30 producers of camping equipment, representing 90% of all producers in Croatia, including the representatives of the largest Slovenian producer and two Italian producers in Croatia (Croatian Camping Union 2017). Most produce mobile homes, a smaller portion produces glamping tents while the smallest portion produces camping equipment (Table 3).

Table 3

## Producers by type of equipment produced

<b>Equipment producers (N=30)</b>		
<b>Type of equipment produced</b>	<b>N</b>	<b>Share (%)</b>
Mobile homes	20	66.7
Glamping tent	6	20.0
Other	4	13.3

Source: Author's research

To study the opinions of respondents (campsite managers and equipment producers) as to which of the existing types of facilities can be considered glamping accommodations, the respondents were asked to choose, from a list of facilities, the types that, according to their opinion, belong to the category of glamping accommodation facilities. The options they could choose from included treehouses, bungalows, caravans, cabins, floating homes, fully equipped (safari) tents, fully equipped mobile homes, unusual types of accommodation (barrels, wooden tents, circus wagons, geodomes, etc.) and other types of accommodation. The results of research are presented below.

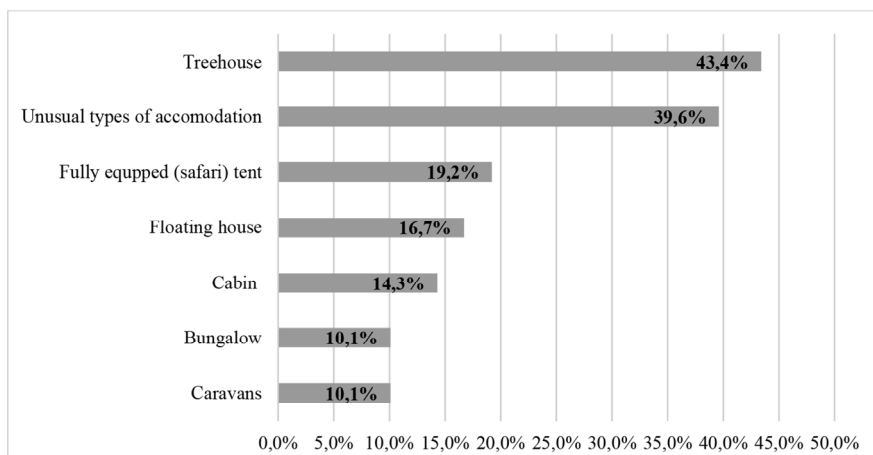


Figure 1. Types of glamping accommodation

Source: Author's research

The results obtained indicate that camping experts mostly consider treehouses, unusual types of accommodation and safari tents as being glamping facilities. These results are consistent with previous studies which show that glamping provides exclusivity and uniqueness in offering accommodation “outside the box” (Andrey, Galera, Cabido & Wiskey, 2014).

The study sought to determine which of the listed features pertain to glamping accommodation. The respondents were asked to choose among the following features: top level equipment and amenities, quality service (bed linen changes, bell-boy services, cleaning services, beauty salon services, etc.), location in a natural environment, any type of mobile home, and other attributes. One of the options listed was “A mobile home is not a glamping accommodation.”

Table 4

## Features of glamping accommodation

No.	Features	Share (%)
1	Top level equipment and amenities	38.3
2	Quality service	26.8
3	Natural environment	26.2
4	Other	9.2

*Source: Author's research*

The results have shown that most of respondents chose top level equipment and amenities, quality service and natural environment as a feature of glamping facilities. These results confirm previous studies according to which a glamping accommodation is characterised by top-quality services (Sakačova, 2013), as well as modern equipment and amenities, cleanliness, and a natural environment where it is possible to spend time in an authentic setting (Brochado, Preira, 2017).

Fully 51% of respondents do not consider mobile homes as being glamping accommodations which is very significant, since so far it was considered that the mobile home is a glamping accommodation.

Since the equipment and amenities have been most recognizable camping equipment producers should pay special attention to adjusting their products to the specific demands of glamping guests. To further examine their perception of glamping and to discern the key features that make up a glamping accommodation facility, the equipment producers were asked to choose from a list of features pertaining to a glamping facility from the decoration and equipment aspect. The options they could choose from included: surface area of facility, number of bedrooms, number of bathrooms, carrying capacity of the facility, kitchen appliances and amenities, facility construction materials, SAT TV and Wi-Fi, air-conditioning, spacious terrace, and others. The results are presented below.

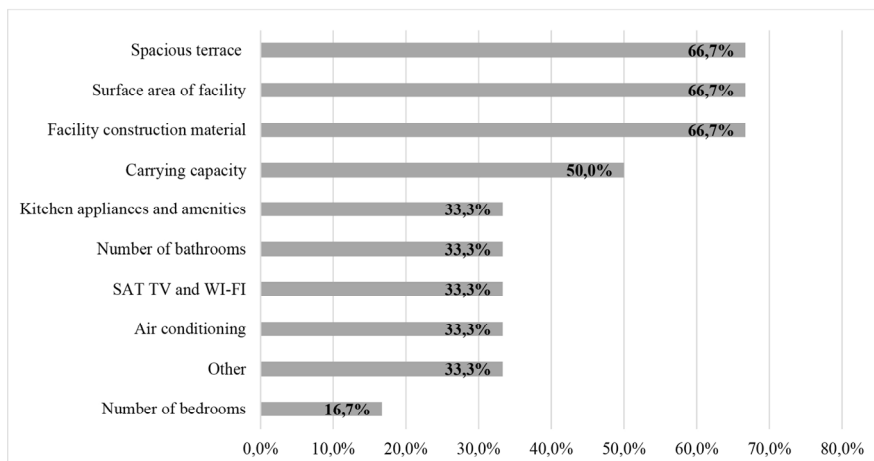


Figure 2. The most important features of a glamping facility from the decoration and equipment aspect

Source: Author's research

Fully 66.7% of equipment producers chose “spacious terrace”, “surface area of facility” and “facility construction material” as the leading elements of a glamping facility. Half of the respondents (50%) see “carrying capacity” as a key element and 33.3% of respondents consider “number of bathrooms”, “kitchen appliances and amenities”, “SAT TV and Wi-Fi”, “air-conditioning” and “other”, as being key elements. “Number of bedrooms” is considered to be a key element by only 16.7% of respondents. These results are also consistent with previous research in which glamping is identified as luxury camping characterised by luxury (Sakačova, 2013) and comfort (Horakova & Boscoboinik, 2012).

The respondents were then asked to rate, on a scale of 1 (poor) to 5 (excellent), the importance of the following elements of a glamping accommodation facility: attractive and well-maintained natural environment of the glamping facility (view, horticulture, well-maintained surroundings, spacious plot), equipment and fittings in the glamping facility (bathroom, furniture, tableware, etc.), innovative and appealing appearance of the glamping facility, and level of comfort in the glamping accommodation facility.

Table 5

## Evaluation of glamping accommodation facility features – overall

No.	Features	MEAN	SD
1	Attractive and well-maintained natural environment of the glamping facility	<b>4.9</b>	.547
2	Innovative and appealing appearance of the glamping facility	<b>4.8</b>	.618
3	Level of comfort of the glamping facility	<b>4.7</b>	.952
4	Equipment and fittings in the glamping facility	<b>4.6</b>	.788

Source: Author's research

The overall evaluation indicates that an attractive, natural environment represent the most important feature for an accommodation to be considered a glamping facility followed by innovative and appealing appearance of the glamping facility, level of comfort of the glamping facility and equipment and fittings in the glamping facility,

Results have shown that there are certain differences in relation to the perception of the importance of glamping accommodation facility features by different groups of respondents.

Table 6

## Evaluation of glamping accommodation facility features – managers and producers

No.	Elements	Managers		Producers	
		MEAN	SD	MEAN	SD
1	Attractive and well-maintained natural environment of the glamping facility	<b>4.80</b>	.547	<b>5.00</b>	.000
2	Equipment and fittings in the glamping facility	<b>4.69</b>	.534	<b>4.50</b>	.509
3	Innovative and appealing appearance of the glamping facility	<b>4.59</b>	.618	<b>5.00</b>	.000
4	Level of comfort of the glamping facility	<b>4.59</b>	.722	<b>4.83</b>	.379

Source: Author's research

The independent-sample t-test was applied to the original data to test for any statistically significant differences between equipment producers and campsite managers with regard to glamping facility element preferences.

Table 7

Results obtained from independent-sample t-tests

Variable	t-value	df	p
Attractive and well-maintained natural environment of the glamping facility	4.161	148	<b>.000</b>
Equipment and fittings in the glamping facility	1.830	148	.311
Innovative and appealing appearance of the glamping facility	7.409	148	<b>.000</b>
Level of comfort of the glamping facility	1.675	148	0.16

Source: Author's research

An analysis of the t-test results obtained indicates that there are statistically significant differences in two of the variables observed: "attractive and well-maintained natural environment of the glamping facility" (t-test result is 4.161, with 148 degrees of freedom and level of error  $p=.000$ ) and "innovative and appealing appearance of the glamping facility" (t-test result is 7.409, with 148 degrees of freedom and level of error  $p=.000$ ). There are no statistically significant differences in the other variables.

#### 4. CONCLUSION AND DISCUSSION

Enhancing competitiveness implies making improvements in the quality of the offering of all types of accommodation, campsites included. Advances in development refer to new construction and to improving the quality of the existing offering, with glamping opening up opportunities to accomplish primary strategic objectives. Glamping, a new and creative type of accommodation, is therefore directly connected to creating an innovative service that contributes to the transformation of campsites into camping resorts and represents the symbiosis of the hotel and camping industries.

Glamping has been the focus of increasingly intensive research in recent years. An analysis of the existing literature shows that glamping is associated with terms such as luxurious, comfort, high quality service, adventurous activities, escape, relaxation, eco-friendly, wilderness, extravagance, peace, neo-comfort trend, innovative type of accommodation, unique experience, and intimacy. What is common to all definitions of glamping are the words "luxury" and "comfort". Although glamping represents an innovative outdoor accommodation, its origins can be found throughout history. Camping started as a luxurious stay in nature and today glamping is returning to its roots.

The study has provided key insights into the understanding of glamping and its main features, according to the opinion of camping experts (campsite managers and equipment producers). Results show that Croatian camping experts mostly associate glamping facilities with treehouses, unusual types of accommodation and fully equipped (safari) tents. Results indicating that the least

number of respondents (some 10%) associate glamping with bungalows and caravans give added value to the study. This is further supported by results showing that more than half of the respondents do not consider mobile homes as being glamping facilities. Results further indicate that the level and quality of equipment and fittings is the most important feature of glamping accommodation. Other important features are service quality and a natural environment. Research results lead to the conclusion that all offered features of glamping accommodation facility are very important for respondents but overall results have shown that most important are an attractive, natural environment and an innovative and appealing appearance of a camping facility.

This study makes a contribution from the theoretical and applicative aspect. The theoretical value of the study is seen in its definition of the concept of glamping from the perspective of camping experts while its applicable value is seen in the improvement of existing business practice. Because similar research has not been conducted up to date, the study is considered to be original and represents a sound platform for conducting further studies, in particular from the perspective of glamping trends and glamping service quality. Future studies should also involve a larger number of respondents, including foreign camping experts.

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**GLAMPING – NOVI SMJEŠTAJ U KAMPOVIMA*****Sažetak***

*Redizajn kamping proizvoda u turističkom trendu „neokomfora“ utire novi pojam na tržištu. Svrha je ovog istraživanja bila utvrditi što, prema mišljenju kamping stručnjaka, predstavlja glamping te koja su osnovna obilježja glamping smještajnog objekta. U tom je kontekstu provedeno istraživanje korištenjem strukturiranog upitnika koje je obuhvatilo menadžere kampova i proizvođače kamping opreme. Rezultati istraživanja pokazuju da se najvećim dijelom pod glamping smještajnim objektom podrazumijevaju kućice na drvetu, neobični oblici smještaja i udobni šatori. Kao najznačajnija obilježja glamping smještajnog objekta istaknuti su odlična opremljenost, kvalitetna usluga i prirodno okruženje. Čak više od polovine ispitanika smatra da mobilna kućica nije glamping smještaj. Do sada nisu provedena slična istraživanja te se stoga ovo smatra originalnim. Budući da je u istraživanju naglasak na poimanju glampinga iz perspektive kamping stručnjaka, a ne gosta, rad pridonosi proširenju konceptualnog poimanja glampinga i predstavlja osnovu za daljnja istraživanja,*

***Ključne riječi: glamping, povijest, vrste glamping objekta, obilježja glamping objekta.***

***JEL klasifikacija: L83, Z30***

