**Aalborg University**

*Tourism – Master's degree programme*

*Master's thesis*

# GLAMPING – Nature served on silver platter

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# Abstract

This research deals with a new trend in tourism, glamping. This type of tourism is rather unexplored, which is the main reason for choosing this topic. The knowledge about glamping is usually very brief and restricted to a short explanation of the term glamping as glamorous or luxury camping. This stresses only bond with nature without having to sacrifice the luxury. However, this clarification is not sufficient for the purpose of suppliers. In order to make their services effective, it is important to know their customers much deeper. Therefore, this research attempts to present at least one part of missing knowledge about glampers.

This study seeks answers to the following questions about glampers, their motivations, needs and happiness during their glamping holidays (as a more profound equivalent of tourist satisfaction):

*What characterizes glampers as tourists?*
*What are the motivations, needs, wants and expectations expressed by glampers?*
*How do glampers imagine happy holiday?*

The first question is the main question of this study. The following questions are sub-questions, which should help to dig deeper into specific areas, and hence to get even better understanding of glampers' thinking.

This research is an exploratory qualitative study written under the social constructivist paradigm. The data were collected in three stages. The first step was a passive netnography where Facebook groups, travel blogs, glamping sites and online forums about glamping were searched and observed. Furthermore, the preliminary definition of glamping on basis of web pages of glamping suppliers, academic literature, newspaper articles and online definitions (more than 280 different data sources were revised). The second stage was continuing in the more focused passive netnography of two Facebook groups and 13 blogs. The third, and the most important, stage consists of six Skype interviews and six e-interviews. The data from different sources was scrutinized and compared in order to identify patterns of glampers' behaviour, needs and happiness.

The theories about motivations for nature-based tourism, push & pull factors, consumption of luxury products and services and happiness in tourism were used to explore important characteristics of glampers. The analysis showed that there are two main groups of glampers –

resort glampers and caravan glampers. Resort glampers are customers of luxury glamping resorts whilst caravan glampers use their personalized caravans during their holidays. Both groups wish to be close to nature but they do not want to give up the comfort, which they are used to at home. These comforts entail tasty food, good vine, comfortable bed and many small accessories, which create a homely atmosphere. Resort glampers seek relax, adventurous outdoors activities and a lot of privacy, which allows them to bond with their families. Caravan glampers are motivated also by these things. However, the most important for them is the independence and creativity. They can be characterized as travellers, who are keen on personalizing and making their caravans beautiful. They concentrate on sharing their inventions and ideas. They love freedom, which allows them to explore the country and to get to know other people. The socializing aspect of glamping is crucial for them.

The purpose of this research is to fill in at least one part of the aforementioned missing knowledge about glampers and to demonstrate that glamping has more faces than only luxury. The aim is not to find an ultimate answer to the aforesaid questions, and hence the findings should not be generalized. Instead, discovery of patterns about glampers' motivations, needs, wants and happiness is a goal of this study.

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# 1    Introduction

## 1.1    Surviving in Style

Glamping! The immediate reaction of the majority of people, who hear this word, is something like "What is this glamping?" or "I have never heard about it. Are you sure this word exists?" The answer is YES. It exists and it is getting every year more popular. Glamping became a new trend in tourism (Lucivero, 2012; Burger & Carpenter, 2010; Callan, 2013; Conlin, 2008; Horáková & Boscoboinik, 2012). It is usually explained as camping with all the comfort of a home from hot water to a king size bed (Horáková & Boscoboinik, 2012). However, maybe this *new trend* is not as new as somebody would think. Glamping is actually around us in its different forms since the times of Ottoman Empire (The History of Glamping, 2013). Ottomans used to build extravagant and luxury tents (transportable palaces) decorated with silk and other expensive materials for their Sultan. This could be considered as a beginning of glamping. Next stage of glamping arose in early 1990's in Africa, when wealthy travellers refused to sacrifice their luxury life styles while on safari (The History of Glamping, 2013). Their demands were perfectly fulfilled by luxury canvas tents with all the amenities they could think of, which makes them basically glampers. Hence, the idea of glamping is not a completely new one. Nonetheless, the term glamping is only few years old and people are just starting to rediscover this very old concept in a new guise.

The word glamping sounds a little bit like camping, and thus some people might confuse these two expressions. Nevertheless, for glampers and campers, there is a huge difference between these two types of tourism (Callan, 2013). These quotes might help to portray the distinctive thinking of glampers and campers:

> *"Glampers are merely trying to be someone they are not. If you are high maintenance and don't like animals or calorie packed food, don't go camping. Go stay at the Ritz Carlton where you belong or an all inclusive resort in Turks and Caicos sounds more your speed. You can afford to vacation in the "wilderness" like Ibiza or Fiji. Let us regular members of society settle for camping in a tent we bought at Target in the Poconos."*

[McGlinchy, 2011]

*"There are plenty of reasons why camping isn't everyone's idea of fun – bugs, wild animals, leaking tents and canned food to name a few. But there is a way to get back to nature without actually rolling around in it. It's called 'glamping'."*

[Mutic, 2010]

These two quotes from blogs of a camper and a glamper highlight just a few reasons, why glampers do not like camping and vice versa. Hence camping and glamping have to be two different types of tourism, attracting two different groups of tourists even though they both search for the natural settings and they both use tents and caravans. Figure 1 shows a typical idyllic glamping site with its glamour, which illustrates the point that camping and glamping are not interchangeable terms. Glampers seem to be breaking *the old rules* of camping, and that some campers do not appreciate (Callan, 2013). Glampers bring comfort and style to camping and they pamper themselves with good food and drinks (Horáková & Boscoboinik, 2012). The campers usually do not care about style, they are roughing it. Nonetheless, the borders between glamping and camping are not clearly defined. That is caused by the fact that there exists only a vague definition of glamping and a glamper. Therefore, this thesis is focused on discovering, who glampers really are.

The literature and the suppliers of glamping seem to be quite uniform in explanation of the meaning of glamping. However, their clarification of the term is rather short and superficial. Their knowledge about glamping is usually restricted only to its definition, which is glamorous or luxury camping (Robinson, Heitmann, & Dieke, 2011; Schänzel & Yeoman, 2012; Lucivero, 2012; Callan, 2013; Burger & Carpenter, 2010). This definition does



*Figure 1: The Resort at Paws Up*
*(Luxury camping, 2013)*

not provide enough information about the essence of glamping because it is focused only on its one aspect, luxury. Furthermore, knowledge about *glampers* appears to be completely missing. "There are almost no academic analyses on this tendency" (Horáková & Boscoboinik, 2012:162). Therefore, many unanswered questions can arise in one's mind. Who is interested in this kind

of tourism? Why do they choose glamping? What led them to become glampers? What do they expect and what do they want? It is a lack of these answers, which influenced the choice to study the field of glamping. Academic knowledge about glamping is highly restricted, as mentioned above, and hence it creates a need for a more profound exploration.

Discovering, what glampers really like, want and need during their holidays, could be important also for the marketers of glamping sites. Marketing is focusing on fulfilling the needs and wants of the customer (Levitt, 1960). Furthermore, suppliers focusing on specific niches or tendencies have to know their customers before they create the product (Dalgic & Leeuw, 1994; Cho & Tobias, 2010). Likewise, also suppliers of glamping tendency should try to understand glampers as much as possible. This thesis aims to create the knowledge about glampers and their needs, wishes and expectations. Therefore, this research might help glamping suppliers to improve their services and to make their customers satisfied to a larger extent.

## 1.2   Problem formulation

The general understanding of glamping is usually limited to luxury camping. This description might not reveal a deeper nature of glamping. Glampers might not want to be seen only as fancy campers. For them, there could be a different meaning hidden behind this word. Therefore, as stated before, this master thesis aims to discover the true nature of glampers, to understand who they are. Furthermore, this research will help the suppliers to get to know their customers much better.

When getting to know the glampers, it is important to understand their way of seeing themselves, to uncover, who they think they are as tourists. This problem can be summarized to the following research question, which is overarching this thesis:

> *What characterizes glampers as tourists?*

The answer to this question can be quite complex and different from person to person. Therefore, the data from various sources (interviews, blogs etc.) will be contrasted to find some patterns and to be able to distinguish between campers and glampers. The gained information can reveal how the glampers expect to be marketed, how they search for their glamping holidays and what they are trying to find during the holidays. Is it really only luxury or is it something more complicated? Consequently, in order to truly uncover the secrets of glampers, other sub-question is added:

*What are the motivations, needs, wants and expectations expressed by glampers?*

A specific theory about motivations in glamping does not exist. Hence, this explorative study will use theories about motivations in nature based tourism and luxury tourism. The basis for these choices will be explained in the chapter of the conceptual framework. As stated before, this research should assist the suppliers of glamping to improve their services, and hence to be able to satisfy needs and wishes of glampers in a bigger range. This sub-question should reveal necessary information to assist in this matter. However, being satisfied is not sufficient for a contemporary tourist. "The modern generation seeks instant happiness" (Smith, 2012:2). Therefore, the highest aim of this thesis is not to find out how to make glampers during their holiday satisfied but what makes them happy. This kind of approach has a potential to uncover "new layers of tourist satisfaction" (Filep, 2008:1) because happiness is more profound than satisfaction. Consequently, the last sub-question helping to discover the inner truth about the glampers is formulated:

*How do glampers imagine happy holiday?*

This sub-question does not seek only the past happy experiences of glampers. It should find out what makes glampers happy and what could make them even happier during their holidays. It should uncover how the perfect holidays for these glampers would look like and to help to understand the most profound nature of glampers.

To summarise, the intended theoretical contribution of this master thesis is to fill in the aforementioned white spot in the literature about glamping as it is "a very fruitful field of further research" (Horáková & Boscoboinik, 2012:162). The focus was narrowed down to discover who the glampers are, what kind of motivations, needs, wants, and expectations they have. Additionally, the research concentrates on the happiness of glampers during their holiday. This master thesis is not searching for the ultimate answers to these questions. As a result of my paradigmatic stance (explained in the chapter of methodology) I, as a researcher, do not believe that such answers exist. Consequently, this research aims to investigate abovementioned matters, to gain a better understanding of glampers and to present in-depth knowledge about them.

This master thesis is attempting to make not only the aforementioned theoretical contribution but also a practical one. By presenting an in-depth understanding of glampers' happiness, the research should help suppliers to get to know their customers better and to assist them to improve provided services according to their customers' wishes and desires and to exceed their expectations.

## 1.3 Structure of the project

This master thesis is divided into six chapters, where introduction is the first one. The second chapter deals with the methodology chosen for this thesis. A research design is introduced in the beginning of this chapter. Furthermore, the paradigmatic stance of the researcher and explanation of all the methods used during the research can be found there. The third chapter introduces and discusses the theories, which are used in this master thesis. The chapter is divided into three sub-chapters: defining glampers, motivations and expectations of glampers and happiness in tourism. These theories are contrasted and merged in order to be used as a conceptual framework of the research. The following chapter presents an in-depth analysis of the collected data, which is critically assessed and compared with the theoretical framework of the thesis. The fifth chapter evaluates the trustworthiness of this qualitative research. The sixth and the last chapter is a conclusion. All the findings of the thesis are summed up there and answers to the research question are presented. Furthermore, the subchapters of conclusion are dedicated to presenting a probable theoretical contribution and to providing implications and suggestions for further research.

# 2 Methodology

The chapter of methodology introduces all the methodological choices, which were made in order to solve the problem identified in the introduction - *what characterizes glampers as tourists*. The chapter begins with a clarification of the research design. Later, it presents the paradigmatic stance of the researcher and explains why the specific choices were made during the process of this research. The trustworthiness of the research is discussed in the chapter 5 after the analysis.

This research can be characterized from methodological point of view as a qualitative hermeneutic, dialectical study, which is written under the social constructivist paradigm while adopting a relativist ontology and subjectivist epistemology. It has an exploratory approach. A detailed explanation of how this is reflected in the research and clarification of these choices can be found further in this chapter.

## 2.1 Research design

This section is dedicated to a detailed elucidation of the process from the formulation of the problem through data collection to the conclusion. The visualization of the research design by Figure 2 should help to understand the thesis better.

Figure 2 illustrates the research design of this thesis. It is important to stress that this model is not flawless. As stated before, this research is a hermeneutic, dialectic study where a reflection and reconsideration of one's choices forms an important part of the process (explained in more details in the following section). Nonetheless, this is not visible from the Figure 2 because this process "cannot be adequately represented in two dimensions" (Guba & Lincoln, 1989:173). The chronological order seems to be very straightforward and the continuous process of going back and forth is not reflected in this figure. Therefore, it should not be perceived as a timeline of this study but as a visual aid or graphical display of all important parts of the process. Furthermore, the relationships between displayed parts are very complicated and many times there is reciprocity in their influences. A perfect model portraying all these processes and connections would be too complicated, and hence its utility for a reader could be lost. Consequently, despite its imperfection, this figure is displayed in a simplified form. The purpose of this figure is to take a reader on a journey through all the phases of this research in as logical order as possible.
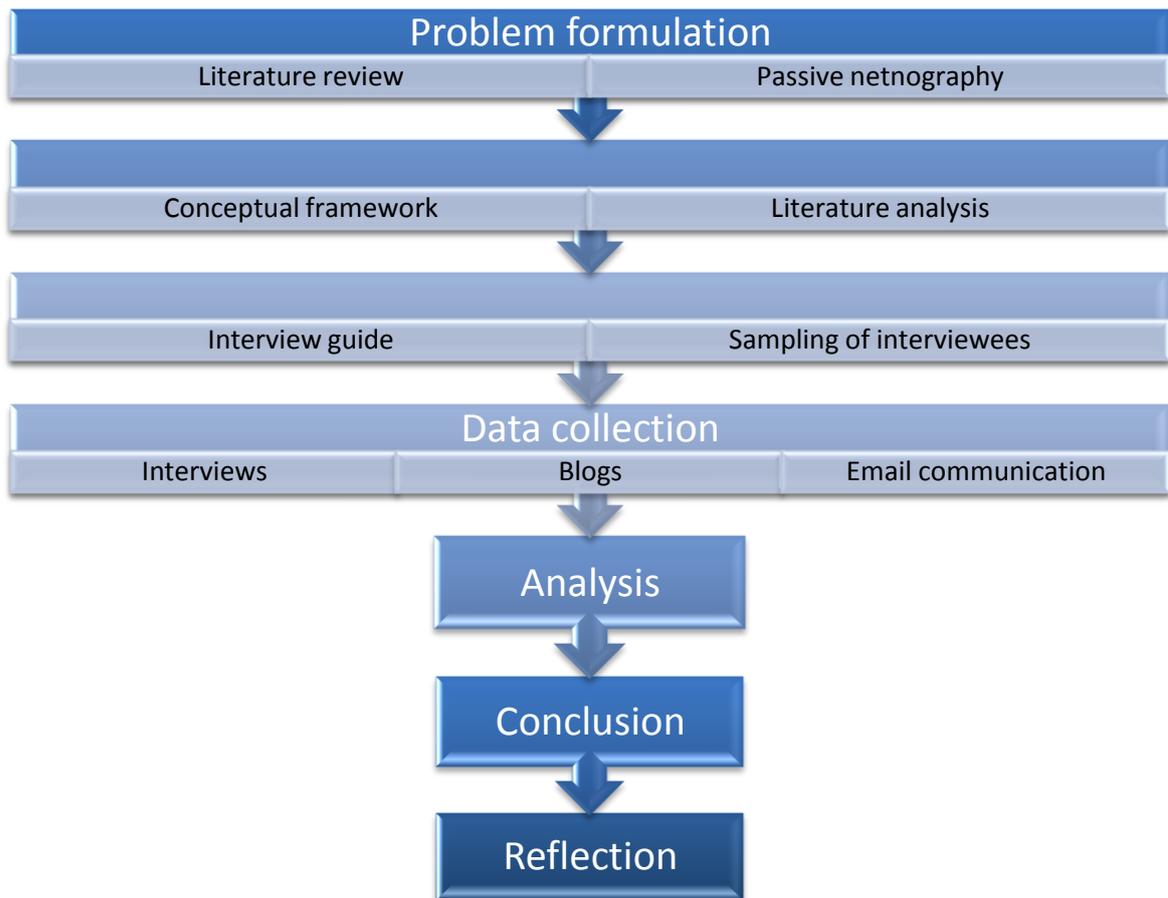
*Figure 2: The research design*

The thesis starts with a problem formulation, where the main theme of the research is defined. This research is concentrated on discovering what characterizes glampers with special focus on their motivations, needs and wants. In order to gain basic knowledge about glampers, passive netnography (explained further in this chapter) and literature review about glamping were used. The analysis of collected glamping literature was performed and a preliminary definition of glamping was formulated. This helped to ensure that further literature study and the conceptual framework are going in the best possible direction. Later the interview guide was created and a search for interviewees was performed in few different ways (detailed information can be found later in this chapter). The data for this research come from various sources: blogs of glampers, email communication with glampers and interviews with glampers. Analysis of all these sources results in a discussion about the true nature of glampers, which is concluded in the penultimate phase of the research. A continual and always present phase of the research is a reflection about all the actions and processes, which is also the last phase of this research.

## 2.2 Philosophy of science

The focus of this qualitative exploratory research is on glampers. The main objective is to get better understanding of their motivations, expectations, needs and wants while going glamping. Furthermore, it is important for this research to comprehend, what makes glampers satisfied and happy. This goal can be achieved in many different ways as it depends on choices the researcher makes and his or her basic belief system. Therefore, it is of high importance to present and explain the paradigmatic stance of the researcher, and hence to enable a reader to understand the researcher's choices made during the process.

Paradigms can be characterized as "a worldview built on implicit assumptions, accepted definitions, comfortable habits, values defended as truths, and beliefs projected as reality" (Patton, 2008:267). "Our actions in the world, including actions that we take as inquirers, cannot occur without reference to those paradigms: *As we think, so do we act*." (Lincoln & Guba, 1985:15). Every research is guided by such basic belief system (Denzin & Lincoln, 2005; Guba, 1990), and this research is not an exception. A paradigm can be characterized by answering ontological, epistemological and methodological questions (Guba, 1990; Denzin & Lincoln, 2005). This thesis is written under the social constructivist paradigm. The answers for abovementioned questions are explained in the following sections. The clarification of how this affects the research can be also found in these sections.

### 2.2.1 Ontology

Ontology deals with issues of existence (Guba, 1990; Denzin & Lincoln, 2005; Lincoln & Guba, 1985; Guba & Lincoln, 1989). It "raises basic questions about the nature of reality and the nature of the human being in the world" (Denzin & Lincoln, 2005:183) and gives answers to questions like "What kind of being is the human being?" or "What is the nature of reality?" in the researcher's eyes (Denzin & Lincoln, 2011:12). Social constructivists usually adopt relativist ontology (Guba, 1990; Lincoln & Guba, 1985; Denzin & Lincoln, 2011).

Relativists believe, that the world is built from multiple realities, which co-exist together and are constructed in people's minds (Denzin & Lincoln, 2011; Lincoln & Guba, 1985; Guba, 1990; Kukla, 2000). Furthermore, relativists claim that there exists no ultimate truth about any problem (Guba, 1990). Consequently, I, as a researcher, do not believe that there exists "the" definition of glampers or glamping nor do I believe that the motivations, expectations or wants of glampers

can be generalized. Furthermore, I do not believe that there is a specific way how to make all glampers satisfied or happy. Accordingly, this research is focused on uncovering inner thoughts of glampers and their perception of glamping. Through the in-depth analysis I want to get better understanding of their individual motivations, their imagination of happy holidays and to reveal possible patterns about glampers.

Social constructivists emphasize, that "all researchers engage in interpretation, both in collecting evidence and when making choices about what questions to research" (Klotz & Lynch, 2007:12). As a result, it must be recognized, that the constructions created and presented in the chapter of analysis are highly influenced by researcher's interpretations of gathered data, the choice of interviewees, used theories and asked questions.

### 2.2.2 Epistemology

The word epistemology originates from Greek word episteme, which means knowledge (Jarvie & Zamora-Bonilla, 2011). It "deals with the origin, nature and limits of human knowledge" (Guba & Lincoln, 1989:83). It asks questions like: "How do researchers know what they know?" (Klotz & Lynch, 2007:11) or "What is the relationship between the inquirer and the known?" (Denzin & Lincoln, 2011:12). Furthermore, every epistemology "implies an ethical-moral stance toward the world and the self of the researcher" (Denzin & Lincoln, 2005:183).

The researchers working under the social constructivist paradigm tend to use subjectivist epistemology (Denzin & Lincoln, 2011; Guba, 1990; Denzin & Lincoln, 2005; Manning, 1997). Guba (1990:26) explains that "if realities exist only in respondents' minds, subjective interaction seems to be the only way to access them". Subjectivist epistemology is about a belief that the knowledge is co-created by interactions between the researcher and the interviewee (Guba, 1990; Denzin & Lincoln, 2003). Therefore, outcomes of the research are influenced by the interviewee as well as by the researcher because it is this unique relationship between them, which creates the understanding of a discussed problem. Similarly, this research is influenced not only by the chosen interviewees but also by me (the researcher) and my knowledge.

Murphy (1997:5) explains that "the knower interprets and constructs a reality based on his experiences and interactions with his environment". Therefore, it is essential to emphasize that I, as a researcher, do not have previous experience with glamping, hence my knowledge about the topic is purely theoretical. It should be also stressed that the literature about the glamping is very restricted, as it is a relatively new term. For that reason, my theoretical knowledge about

glampers and glamping is fairly restricted. This can be seen as positive and negative in the same time. Not having deep previous knowledge about the problem ensures that the researcher is not biased and affected by her own understanding of the problem. However, a previous experience could help the researcher to bond with the interviewee and to understand better the interviewee's point of view.

It needs to be stressed that this thesis is written from a Western perspective. All the interviewees are from Europe or North America as well as the researcher. The majority of the literature used in this study is written by authors who are from Western countries or live in these countries many years. Furthermore, also the suppliers, whose web pages were analyzed, are from Australia, Europe or North America. I analyzed also glamping sites from Africa. However, their focus is almost exclusively on Western tourists and these sites are many times owned by investors from Europe. There are many differences influenced by culture and a different way of thinking in Asia or South America. Consequently, the analysis and actually the entire research are influenced by the Western point of view, and hence valuable constructions from an Asian or South American point of view might be left out. Therefore, it could be argued that some of the conclusions might be biased because they are based on the Western understanding of the glamping and the world. That can be seen as a limitation of this study.

Guba (1990:27) suggests that social constructivists should fuse with an interviewee "into a single (monistic) entity". The researcher should try to connect with the interviewee and his thoughts in order to figuratively see the world and the constructions by the interviewee's eyes. This would enable the researcher not only to understand the interviewee's point of view but also to identify with him, to gain the same information, to get *inside his head* and to make the same constructions about the world as the interviewee does. Nevertheless, it has to be admitted that to achieve such a strong bond with an interviewee appears to be very improbable if not imaginary. Therefore, it should be rather considered as an unachievable but pursued goal of every social constructivist, and hence this pursue can be identified also in this thesis.

The best choice for connecting with an interviewee is a face-to-face interview (Bryman, 2012). Nonetheless, the data for this research are gathered from different sources – Skype interviews, online communication, blogs etc. (further explained in next sections). Face-to-face interviews are not performed even though this presents a great limitation of this research. There are various factors which influenced this choice. Glamping is a new trend and many people did not hear about it. Even several glampers do not know that they are glampers. Therefore, it is very difficult to find

some glampers, who are aware of this trend and are willing to be interviewed. I, as a researcher, was not able to find any glampers near to my location. The most of them live in America so due to the limited time and resources I could not travel to meet them face to face. Another plan was to visit a glamping site in Europe and to interview glampers directly there. However, the time period for writing this thesis is not the ideal one as almost all glamping sites in Europe are in the winter season closed. As a result, already mentioned alternative methods were used to collect information. I tried to connect with the interviewees as much as possible and to understand the world from their perspective as Guba (1990) recommends the social constructivist should.

### 2.2.3 Methodology

The word methodology has its roots in a Greek word *hodos*, which means a way (Jarvie & Zamora-Bonilla, 2011). Methodology in contemporary understanding concentrates on finding the best way to gain knowledge about the world (Denzin & Lincoln, 2005; Jarvie & Zamora-Bonilla, 2011). It deals with questions like "How should the inquirer go about finding out knowledge?" (Guba, 1990:18) or "How do researchers select their tools?" (Klotz & Lynch, 2007:16). Answers to these questions are affected by researcher's paradigmatic stance. The suggestion is that social constructivists should adopt hermeneutic, dialectic methodology (Guba & Lincoln, 1989; Guba, 1990; Appleton & King, 1997). Also this research uses this type of methodology because the aim is to produce as sophisticated and informed constructions as possible, which is also the aim of hermeneutic, dialectic methodology (Guba, 1990; Guba & Lincoln, 1989). The explanations of hermeneutic, dialectic approach as well as its effects on this study are presented below.

Guba (1990:26) explains that hermeneutics interprets analyzed "constructions as accurately as possible. It is the researcher's "system for finding the "hidden" meaning of the text" (Palmer, 1969:36). Hermeneutics is in this thesis reflected by my effort not only to describe the data but to truly understand the meaning written between the lines, to discover who glampers really are. Like that I will be able to unleash their deep thoughts and their inner motivations, needs and expectations when going glamping. I will be able to empathize with them and, as previously mentioned, to see the world in the same light they do. I attempt to distinguish between what they say and what they really think makes them happy.

Denzin & Lincoln (2011:16) characterize hermeneutics as "an approach to the analysis of texts that stresses how prior understandings and prejudices shape the interpretive process". This should be understood in the context of this thesis as a constant movement back and forth among individual parts of the research and continuous improvement (or change) influenced by changes in my understanding of the problem. In order to demonstrate this process, few examples are going to be described. I started monitoring online forums of glampers and gained basic knowledge about them as I did not have any prior knowledge about glampers. That inspired me to search for academic literature about glamping and theories about motivations in general. The preliminary analysis of the literature changed my understanding of glampers and more specific theories about motivation for nature based tourism and luxury tourism were chosen instead of general theories. The literature study also helped me to find other blogs and forums of glampers, which improved my search for interviewees and data. Every interview enhanced my understanding of glampers and shaped the interview guide (presented later in this chapter). Furthermore, literature study as well as interviews influenced my understanding of glampers, and hence it shaped my interpretation and analysis of data presented in the chapter of analysis.

The dialectic part of the methodology is clarified by Guba (1990:27) as the process of comparing and contrasting existing constructions (also researcher's constructions) "with the aim of generating one (or a few) constructions on which there is substantial consensus". It should be noted that there are many different types of glampers with their specific worldviews. Therefore, it seems very difficult, however not impossible, to find such construction, which would be acceptable for all chosen glampers. Consequently, the dialectics is applied in this thesis by constant search for patterns in gathered data. This is done by comparing and contrasting these data and identifying similarities among them. Detected patterns are in the end introduced and discussed in the chapter of analysis.

## 2.3 Data collection

There are three phases of the data collection, which are used in this research. All the process is going to be described and explained in the text below. Qualitative methods of data collecting and interpreting were chosen for this study because the research dealing with glamping is under-developed. A quantitative research would be almost impossible to perform since there is no firm basis to build it on. Therefore, qualitative methods seem to be a more suitable choice in this case, as the purpose of this study is not to generalize the results but the in-depth understanding of the problem.

The data collection for this thesis can be divided into three stages, which are illustrated by Figure 3. Few different sources of data (netnography, interviews etc.) were chosen for this research in order to ensure the triangulation. Decrop (1999:158) defines a triangulation as "looking at the same phenomenon, or research question, from more than one source of data". Triangulation was chosen for this research because this approach attempts to elevate the trustworthiness and to gain a deeper understanding of the problem (Denzin & Lincoln, 2003; Decrop 1999).
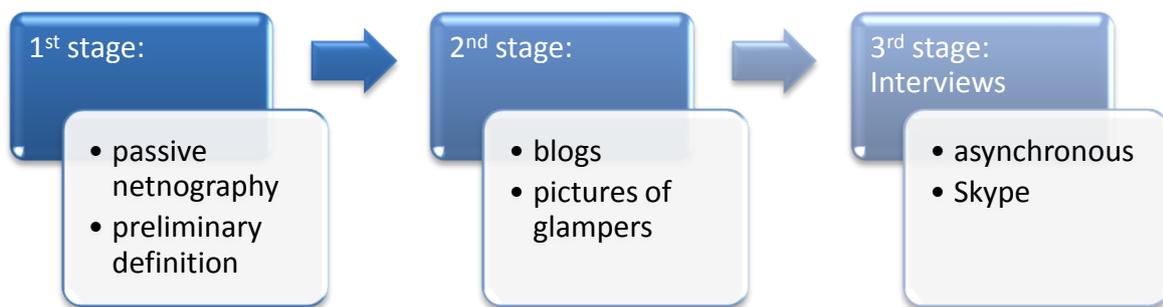


*Figure 3: Sources of data*

## *The first stage*

The first step in the data collection is netnography (Kozinets, 2002; Björk & Kauppinen-Räisänen, 2012; Bowler, 2010). Kozinets (2002:61) characterizes netnography as an ethnography on the internet and he highlights that netnography "is faster, simpler, and less expensive than traditional ethnography, and more naturalistic and unobtrusive than focus groups or interviews". Considering the limited time and financial sources, usage of the netnography was a natural choice. It has to be noted that the netnography has also its limitations. The data might be biased due to the anonymity of people who contribute to online discussions. Therefore, this data is not generalized and it is handled carefully, mostly as a supplement to other data. Netnography in the first phase is used to gain basic knowledge about glampers and to determine the direction of the research. I searched for Facebook groups, travel blogs, glamping sites and online forums. In general, there are not so many of them and the most of them have very inactive members, hence the data exclusively from netnography would not be sufficient for the research. However, it allowed me to get an important pre-understanding of glampers and it helped me to define the problem.

The internet web pages change very fast. These modifications can cause that the analysis, which was made today, cannot be repeated tomorrow as the data do not exist anymore (Bryman, 2008). Furthermore, when analyzing a web page or a blog, it is impossible to be certain about its meaning. Therefore, the constructions drawn from these online sources are only the researcher's interpretations and understanding of the data and might not be accurate. Another issue about the blogs is their credibility. The purpose of the blog is many times not clear to the reader. There might be a hidden agenda or the blog can be pre-paid by a glamping site to promote one or a few suppliers. Therefore, using netnography might be perceived as a limitation of this study.

The second step of the first stage is to formulate an initial definition of glamping based on web pages of glamping suppliers, academic literature, newspaper articles and online definitions. Around 280 different data sources were revised and 34 of them were selected to create the aforementioned definition. The process of the selection of sources can be divided in two parts: popularity and relevance. The popularity of sources was established according to the Google ranking while searching for word like: glamping, glamper, luxury camping, boutique camping, jungle camp, safari camp etc. Furthermore, the most popular sources according to user-generated content sites (e.g. Facebook, blogs, Tripadvisor) were taken into consideration. The second criterion to pass the selection was the relevance of the definition of glamping. Defining glamping exclusively as luxury camping was considered to be insufficient, and hence the source was irrelevant for this research. Remaining 34 sources were analyzed and 16 concepts have been identified (see appendix 1). These concepts served as a basis for the preliminary definition of glamping introduced in the chapter of the conceptual framework. These data are used as a guideline for a search of relevant theories applied in this study and they are compared and discussed with the data from interviews in the chapter of analysis.

This research is focused on the demand side of glamping. The supply side is partly analyzed when defining glamping in the conceptual framework. However, the data are collected only from web pages, and hence they might be interpreted incorrectly. The suppliers' understanding of glampers and the glamping presented in this study might not be accurate, and hence it could be perceived as a limitation of this thesis.

### *The second stage*

This stage also consists of two parts. One part is the proceeding netnography from the first stage. However, only two Facebook groups (the ones with very active members) and 13 blogs are used (see Appendix 4). Criteria of popularity and relevance, which were already described above, were applied in the selection process. Another part of this stage is collecting pictures from glampers' holidays. These were gained from analyzed blogs, Facebook group and directly from glampers. The purpose of the data conducted in this stage is to help with the interpretation of the interviews (the third stage) and to deepen my understanding of glampers. The analysis of their pictures allows me to see what they are talking about and it helps my attempt to fuse with glampers into one entity, as Guba (1990) suggests the constructivist should.

### *The third stage*

The third and most important stage of the data collection is the interviewing. The focus of this research is mainly on motivations of glampers. Hvenegaard (2002) explains that the motivations of tourists are usually very complex. As a result, the best choice for data collection for this topic is a qualitative in-depth interview (Bryman, 2012; Holden & Sparrowhawk, 2002). In total 12 semi-structured interviews were conducted, thereof six were e-interviews and six of them were Skype interviews. All important information about these interviews is presented in the following section.

## 2.4   Interviews

This research uses semi-structured interviews to collect the biggest part of the analyzed data. Qualitative semi-structured interviews (Longhurst, 2003) were considered to be the most suitable for this study. Semi-structured interviews are more flexible than structured interviews (Bryman, 2008; Longhurst, 2003) and allow the researcher to dig deeper in the areas, which he or she considers important. This type of interviews is for this research better also than unstructured interviews because it does have predetermined themes or interview guide (Longhurst, 2003; Bryman, 2008), which allows the researcher to focus on specific issues essential for the study.

There are two types of interviews conducted for this study (e-interviews and Skype interviews), which are discussed in the following section. All the interviewees were informed about the purpose of the interviews. They agreed to the recording of the interviews (in case of Skype interviews) and they approved the possible usage of the interview in this thesis. The interview

guide (introduced later in this chapter) with questions was prepared before the interviews but the order of these questions was flexible (depending on the answers of the subjects). Furthermore, additional questions were asked in case the researcher felt the necessity to investigate some areas deeper and to ensure the correct meaning of the answer. The interviews (accept e-interviews) were between 25 to 80 minutes long in total length of 272.5 minutes (4 hours 30 minutes). English language was used in all interviews. The transcripts and e-interviews can be found in the appendix 5 (see CD).

### 2.4.1 The types of interviews

There are three types of qualitative interviews, which were considered for this research: Skype interview, e-interview and face-to-face interview. Nevertheless, the face-to-face interviews were not performed. Each one of these types has its positive and negative side, which is explained in this section.

E-interviews are interviews, which consist of the exchange of few e-mails between the researcher and the subject (Bampton & Cowton, 2002). These interviews are usually asynchronous (Bryman, 2008). On one hand it allows the interviewee to choose the time for an answer and no compromise between the researcher and the interviewee about the time and place has to be made (Bampton & Cowton, 2002). Furthermore, the interviewee has enough time to think about the answers and the pressure, which the interviewee might feel, is reduced to a minimum. On the other hand, Bampton & Cowton (2002) stress that this kind of interview loses the spontaneity in answers and many problems in communication can appear (e.g. misunderstandings of questions, no response or too long delay in answers). Therefore, this method was not a preferable choice for this research and only very busy interviewees were interviewed in this way.

Skype interviews are another type of online interviews, which is a relatively new but faithful data collection method (Bertrand & Bourdeau, 2010). Skype interviews with web camera allow the researcher to see the immediate reactions of the interviewee and to bond with him or her better than through an e-mail. The interviewee can be at home, and hence feel more relaxed because of the familiar place. Furthermore, it is a much cheaper and faster choice than travelling to the subject (Bryman, 2012). On the other side, Skype calls are still not flawless. The quality of a call varies due to many factors (e.g. speed of the internet, quality of the signal and the computer, weather conditions). Sometimes the sound is completely incomprehensible. Accordingly, the results of the Skype call are very unpredictable and there is a possibility

of a failure. The interviewee might be discouraged by the technical problems, and hence not willing to participate in the study any more. Taking into the consideration all positive and negative sides of a Skype interview, the half of interviews in this study has been conducted through Skype. This choice was affected by the distance between the researcher and interviewees, the limited time period and restricted sources of available capital for travelling.

Conducting face-to-face interviews is the most natural choice for a qualitative study (Denzin & Lincoln, 2003; Bryman, 2008). The answers in face-to-face interviews are spontaneous. Furthermore, the researcher has a unique possibility to connect with the interviewee, to observe his or her reactions, face expression, movements, gestures and tone of voice. That is not possible by e-interviews and sometimes very difficult by Skype interviews (bad connection, no web camera). Nonetheless, the method of face-to-face interviews was not used. This is caused by the distance between the subjects and the researcher. It is also influenced by the insufficiency of resources, and hence a disability to travel to the interviewees. Furthermore, the research is made during the time period, when most of the European glamping sites are closed. Therefore, I could not make on-site interviews, which could elevate the quality of the study. One could argue that this presents a limitation for the research but Skype interviews are considered to be a good equivalent to face-to-face interviews.

## 2.4.2 Sampling of interviewees

Purposive sampling was chosen for this study, as it is the most recommended type of sampling the interviewees for qualitative studies (Bryman, 2008; Maxwell, 2008; Denzin & Lincoln, 2003). It can be explained as "a strategy in which particular settings, persons, or events are deliberately selected for the important information they can provide that cannot be gotten as well from other choices" (Maxwell, 2008:235). However, purposive sampling allows generalizing the results only inside the studied group (Bryman, 2008). This could be seen as a disadvantage. Nonetheless, the purpose of this study is not a generalization of the results but gaining a deeper knowledge about glampers, and hence this critique is not relevant.

The selection of the interviewees had only one criterion – the interviewee had to have previous experience with glamping. The most difficult part was to find people willing to share their experience. I searched for the glampers in few different ways. I started my search by telling everybody I know about my project and asking them to tell me in case they know some glampers. Next step was to join eight glamping Facebook groups and asking for participation there. I also

approached glampers with personalized messages through Facebook and e-mail. Few contacts were gained on ITB Berlin (the second biggest tourism fair in the world) where I approached few suppliers of glamping. Furthermore, snowball sampling (Bryman, 2008) was also applied as the last question of the interview was always asking if the interviewee knows any other glamper, who would like to help with this study.

## 2.4.3 Interviewees

This part of the thesis is dedicated to the presentation of the interviewees. The aim is to get to know the interviewees' backgrounds and their day-to-day life situations. That allows the researcher to understand their points of view better and to get much deeper knowledge about them.

There are 12 interviews in total. It has to be noted that 11 women and only one man was interviewed. The interviewees come from United States of America, Denmark, Sweden and Great Britain. The age of the interviewees is between 21 and 60 years. Most of them are married or in a relationship and have children. The occupation of the interviewees is very diverse (teacher, legal assistant, nurse, house inspector, student etc.). Figure 4 presents the names, origin of the interviewees and the type of the interview.

| Name | Country | Type of the interview |
|------|---------|----------------------|
| Carolyn | United States of America | Skype interview |
| Deb | United States of America | Skype interview |
| Erika | United States of America | Skype interview |
| Jen | Sweden | Skype interview |
| Caren | United States of America | Skype interview |
| Marguerite | United States of America | Skype interview |
| Cameron | Great Britain | E-interview |
| Carol | United States of America | E-interview |
| Kristy | United States of America | E-interview |
| Marianne | Denmark | E-interview |
| Nancy | United States of America | E-interview |
| Jervetta | United States of America | E-interview |

*Figure 4: Interviewees*

## 2.4.4 Interview guide

Semi-structured interviews are to a certain level led by an interview guide (Bryman, 2008). The interview guide (see Appendix 2) for this research was carefully prepared on the basis of the conceptual framework (following chapter) and in consistency with Bryman's (2008) five basic rules of creating an interview guide.

First of all, the questions are in a logical order, which should ensure a natural flow of the interview. The interview guide is divided into four sections: basic information, defining a glamper, travel motivations and happiness. The last three parts copy the composition of the conceptual framework. This segmentation helps the researcher in focusing on all important concepts, and hence not to forget about any essential details. The connection of the questions to the specific theory can be seen in Appendix 3. The order of the questions in the interview guide is very flexible and depends on the answers of the subject.

The second advice of Bryman (2008) is to ask questions, which are connected to the research question. As mentioned before, the questions are divided according to the conceptual framework of the thesis. This framework is constructed in a way that it helps to answer the research question. The part of the definition is connected to the overall research question and the other two parts about motivation and happiness are directly linked to the sub-questions defined in the introduction. Therefore, it could be argued that the questions in the interview guide are directly helping to answer the research question. It is important to stress again the flexibility of the questions. Similarly, the gained data are also used to answer the research question and sub-questions freely so the data from the happiness section can be used to answer the sub-question about the motivations etc.

The third step in creating a good interview guide is to formulate easily understandable questions (Bryman, 2008). The questions in the interview guide are usually short, and hence easier to focus on. The questions are formulated in as simple language as possible, in order not to confuse the interviewee. Furthermore, the interviews could choose the language of the interview (English, Slovak, Spanish or German) to ensure the interviewees' comfort with the language and to minimize a possible language barrier. All the interviewees chose English language.

The fourth suggestion is not to ask leading questions (Bryman, 2008). While creating the interview guide, I kept in mind this advice. Therefore, the open questions are asked and the order is always from broad questions to more precise ones. That gives the researcher

an opportunity to manoeuvre the interview in case a very interesting area is revealed during the interview.

The last recommendation of Bryman (2008) is to collect "facesheet" information. The first part of the interview guide is dedicated to gather this information (name, gender, nationality, occupation). This kind of information helps to reveal the hidden context of the interviewee's answers and to understand the constructions much deeper.

## 2.5   Data processing

This section explains how the data collected from all previously described sources are processed and analyzed in this study. The most preferable way of processing recorded qualitative interviews is transcription (Bryman, 2008). Therefore, all conducted interviews are transcribed (see Appendix 5 on the CD). The transcripts are reduced, which means that the parts considered unimportant are omitted. It should be stressed that only very small part of the interviews is left out in order not to overlook some potentially important parts of the interviews.

This study is not a linguistic one, which means that the interest is not on the specific words used by interviewees but rather on the overall meaning. Consequently, the quotations used in the chapter of analysis are sometimes abbreviated and some words could be left out to make the quotes more appealing to a read. Therefore, the analysis of the exact words used by the interviewee is in this study irrelevant. It has to be noted, that the changes in the citations are made carefully in order not to change the meaning. Nevertheless, all the recordings of the interviews can be found in Appendix 6 (see CD) so the reader has a possibility to listen to the interviews, to hear all the omitted details, to get an understanding of the context and to hear the interviewees' tone of voice.

The data from the interviews were analyzed by open coding (Bryman, 2008) using the software NVivo (software for qualitative research). The aim of the coding was to recognize themes important for my research, which were hidden in the raw data. The data from netnography were analyzed by using a meaning condensation method. Essential concepts complemented by quotes were identified while insignificant parts were omitted. These themes and concepts were later examined, compared, contrasted and merged among each other and with the theories from the conceptual framework. The complete list of materials used for netnography can be found in Appendix 4. These web pages are also saved as pdf files and can be found in Appendix 7 on the CD. The discussion about these themes and theories are presented in the chapter of analysis.

# 3    Conceptual framework

This chapter presents, examines and combines theories with the objective of creating a conceptual framework of the thesis. It is used later as a tool for analyzing the collected data in the chapter of analysis. In order to get to know glampers better and to discover their motives, literature about glamping, happiness during a holiday, motivations of tourists with special focus on nature driven tourism, ecotourism and luxury tourism is included. This topic, especially the part of motivations of tourists, is very broad. Therefore, the literature, which was considered inapplicable, is omitted and the focus is only at the used literature.

The structure of this conceptual framework was built on a basis of the research question and its sub-questions in order to make the flow of this chapter as logical as possible. It is divided into three parts: definition, travel motivations and happiness (Figure 5). The first part refers to the main research question, the part about the motivations should help to answer the first sub-question and the part about the happiness is directed to the second sub-question. It has to be noted that these parts are not strictly divided and they are all used together to find an answer to the overarching question of the thesis: What characterizes glampers as tourists?
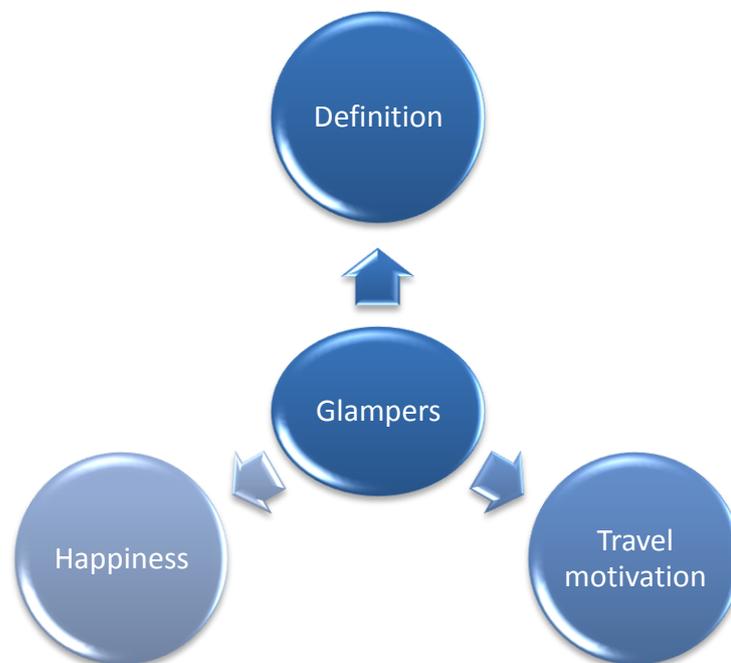


*Figure 5: The conceptual framework*

The conceptual framework starts with an initial definition to gain a preliminary understanding of the term glamping and to discover, how this term is perceived by society. Subsequently, the focus is moved to the motivation theories and theories about happiness in general and more focused theories about happiness in tourism. Figure 5 illustrates the mentioned basic stones, which are used to build this conceptual framework. A revised version of this figure can be found later in this chapter. The most important conclusions from this chapter will be added to the original figure. This conceptual framework serves as a basis for creating questions of semi-structured interviews. Furthermore, the analysis of collected data is based on this figure.

## 3.1  Defining glampers

This part of the thesis contains a preliminary definition of the term glamping, the first stone of the conceptual framework. However, when defining a term it is essential to understand the origin of the word first. The expression glamping is only few years old. It is a blending of two words: glamour and camping (Wikibin, 2013). Glamping is many times perceived as a luxury form of camping (Burger & Carpenter, 2010). Consequently, the word glamper is derived from glamping and it represents a person who goes glamping.

In order to ensure, that this thesis is well structured and that it is going in a right direction, it is important to discuss a general understanding of the term glamping. This clarification will specify necessary boundaries around glamping, and hence it will help to distinguish camping and glamping, to draw a line between these two types of tourism. This discussion is essential for the comprehension of this research. I, as a researcher, have to acknowledge that the aim is not to find the definition of glamping as such. Furthermore, I believe that this ultimate definition does not exist, as my constructivist point of view suggests that multiple realities co-exist. Therefore, this part is dedicated to a search for patterns in different perceptions of glamping, which will help to understand this new trend and its features.

As stated before, this section is dedicated to a discussion about the definition of glamping and glampers. Four different points of view are taken into the consideration: academic literature, web pages of suppliers of glamping, articles (newspaper or online) and online definitions (not by glampers). There exist a lot of different sources mentioning glamping. More than 250 newspaper articles, seven books, six academic articles, 20 suppliers' web pages and five online definitions were studied but only 34 of them are used in this scrutiny to help drawing borders of glamping. The first selection was made according to the popularity of sources

on the internet. The web pages and books most mentioned on user-generated content sites (Facebook, Twitter, blogs) and the most popular ones according to Google ranking were taken into the consideration. The second reduction of data was made on the basis of relevance of the definition for this research. Their description and explanation of glamping or glampers had to be more detailed than just *glamorous or luxury camping*. The complete list of selected sources can be found in the Appendix 1.

All the collected data from the selected 34 sources was carefully analyzed and 16 features used to characterize glamping were identified. The method of open coding (Bryman, 2008) explained in the chapter of methodology was used to determine these features. The Figure 6 introduces a bar chart generated from the outcomes of this process. The previously defined 16 features are used in Figure 6 as categories (in order to better understand the foundations of this bar chart, see Appendix 1). There is a tendency of having more profound knowledge about glamping among suppliers and promotional newspaper articles in comparison with books and academic articles. This tendency is consistent with already mentioned lack of academic literature about glamping (Horáková & Boscoboinik, 2012).
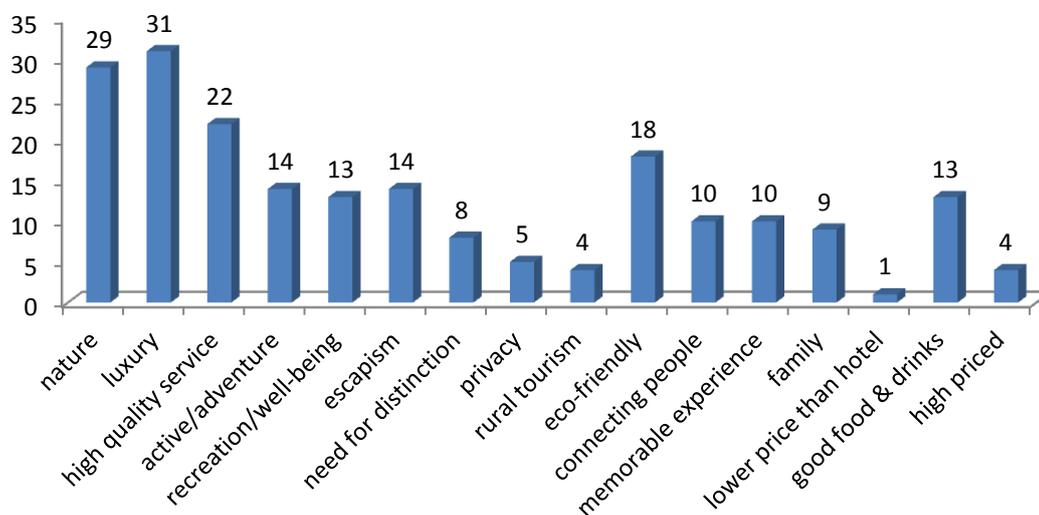


*Figure 6: Characteristics of glamping*

Definitions of glamping vary from source to source widely. Nonetheless, there are few noticeable patterns, which are repeatedly mentioned. The most common description of glamping is by the words luxury or comfort (Figure 6). It is almost in every case connected to the nature (Callan, 2013; Lucivero, 2012; Friedman, 2012; DeMelo, 2009; Nadeau, 2011; Reeves, 2012). The proximity to nature, experiencing untouched nature and being connected with wild life

is stressed a lot. Furthermore, they usually set glamping into remarkable natural places, which are not easy to find or reach (White Pod, 2013; Longitude 131°, 2013; Nomad Tanzania, 2013; Tree Hotel, 2013l; Clayoquot Wilderness Resort, 2013). The central thought of glamping always merges comfort with extraordinary places. Luxury often encompasses also high quality services like spa, massage, cleaning and laundry services, transportation etc. (Cole, 2009; Callan, 2013; DeMelo, 2009; Robbins, 2011). Suppliers frequently stress the quality and variety of food and drinks they offer (Longitude 131°, 2013; PawsUp, 2013; White Pod, 2013; Clayoquot Wilderness Resort, 2013; Tree Hotel, 2013), which could be another motive of glampers.

Unspoiled nature is another central theme for glamping as is also its preservation, which is many times directly connected to the concept of glamping. Therefore, the sites are usually eco-friendly in every possible way: used materials, self grown food, separation of garbage etc. (Horáková & Boscoboinik, 2012; Hay, 2013; Friedman, 2012; Nadeau, 2011; Robbins, 2011). This is the reason, why the literature about motivations in eco-tourism was chosen for this research. The discussion about it can be found further in this chapter. However, it is not clear if this green initiative comes only from suppliers or it is also a concern and a motive of glampers. This issue will be discussed in more details in the chapter of analysis.

Another feature with moderately elevated appearance is a need for recreation and escape from the daily routine (Kiefer, 2009; Bell, 2010; Worrell, 2011; PawsUp, 2013; Glamping Hub, 2013). These motivations belong to push and pull factors (Bowen & Clarke, 2009). For that reason, also the theory about push and pull motives is included in this conceptual framework.

There are different types of glamping depending on a type of accommodation: yurts, tipis, wigwams, tree houses, safari tents, caravans etc. (Nadeau, 2011; Robinson, 2012; Glamping Hub, 2013; Glamping, 2013) and they are promoted in different ways. Diverse target groups can be visible also from this analysis. On the one hand they highlight family, bonding and plenty of offered activities (Robbins, 2011; Dromedar, 2010; PawsUp, 2013; Wild Man Ranch, 2013; Falling Waters Resort, 2013) and on the other privacy combined with memorable experience, recreation, well being and eco-friendly environment, which suits more calm couples (White Pod, 2013; Longitude 131°, 2013; Tree Hotel, 2013). Therefore, at least two different target groups are identified: families with children and romantic couples. However, their major characteristics are melting and it is not clear, what makes these groups different and what they have in common. Furthermore, the border between camping and glamping is still not defined well enough.

An analysis of glampers' point of view seems to be lacking. Hence, the chapter of analysis is partly focused on this matter.

Glamping, as already mentioned few times, is closely connected to luxury. Maybe it is because of the term that people usually think about this kind of tourism as targeted for rich social class. This possible prejudice is visible also from Figure 6 when sources label glamping as high priced (Cole, 2009; Dromedar, 2010; Robbins, 2011; Wikibin, 2013). Nonetheless, there is one source highlighting more affordable price than hotels (Worrell, 2011). It is worth to examine the price aspect of glamping and to better understand glampers' point of view on this matter. The literature about the motivations to buy luxury products and services is included in the conceptual framework on the basis of this luxury face of glamping.

The findings introduced in this section allow presenting a preliminary definition of glamping, which is later used as a basis for the analysis of conducted data. Glamping is a luxury camping usually in an extraordinary natural setting. It is characterized by comfort and high quality services, which include a 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. This definition plays the ultimate role in the selection of proper theories about motivations of glampers for this research. Therefore, the theories concerning the nature based tourism, eco-tourism, luxury tourism and push and pull factors are included in the following section.

This preliminary definition has clearly shown that glamping is not only about luxury and nature. It has many faces and it is targeted for different groups of people with different motives. Therefore, it is necessary to collect data directly from glampers and to understand their aspect. This discussion will be presented in the chapter of analysis. The outcomes will be critically assessed and compared with the conceptual framework.

It should be noted that the results of the preliminary definition can be and possibly are biased. This is caused by a potential hidden agenda of suppliers and authors of newspaper articles. They are presenting only that side of glamping, which they want the tourists to see. They emphasize few features about glamping while probably neglecting other ones. However, maybe these unexpressed features are the ones, which glampers really appreciate and seek when trying to find the ideal place for spending their holidays. Consequently, further research is necessary, and thus will be conducted. Its outcomes can be found in the chapter of analysis.

## 3.2 Motivations of glampers

This section presents and discusses relevant theories about motivations of people to travel. The focus is on motivations for luxury tourism and nature based tourism (including eco-tourism). This choice was made according to the results of the preliminary definition of glampers in the section 3.1 where it was clearly shown that these two faces of glamping are the most important ones.

### 3.2.1 Nature based tourism

The beginning of the chapter 3 showed that glamping is nature driven and it was more times characterized also as eco-friendly tourism. Therefore, the literature about motivations in nature based tourism is taken into consideration.

Nature based tourism and ecotourism are many times considered to be fungible in tourism literature (Luo & Deng, 2008; Mehmetoglu, 2007; Wight, 2001; Lindberg, Enriquez & Sproule, 1996). Similarly, also in this research nature based tourism and ecotourism are seen as one type of tourism when dealing with motivations of tourists. I, as a researcher, do acknowledge the differences between aforementioned two types of tourism. Nonetheless, these differences are for the purpose of this research going to be neglected.

Many authors write about various motivations for a nature based tourism. A person might think that mainly people with high environmental sensibility are interested in this kind of tourism. Nevertheless, that is not true. Most of these tourists do not have particularly ecological values (Blamey & Braithwaite, 1997). It seems that the ecological aspect is more important for the suppliers, and hence they focus on promoting it in a significant range (Longitude 131°, 2013; White Pod, 2013; PawsUp, 2013). Furthermore, people who visit natural attractions are not necessarily interested only in activities related to the nature (Mehmetoglu, 2007). However, section 3.1 shows that the suppliers are highly concentrating on promoting adventurous activities where nature plays an important role. Additionally, it can be argued that primary motivation for ecotourism is understanding, appreciation of nature and closeness to nature (Blamey & Braithwaite, 1997; Luo & Deng, 2008). The preliminary definition of glamping highlights especially the part of closeness to nature. The role of nature in glamping will be analyzed in a chapter 4. In order to gain necessary data for this analysis, specific questions about activities while glamping and the role of nature were included in the interview guide.

Another motivation, which seems to be important for nature based tourists, is escape from everyday life (Mehmetoglu, 2007; Luo & Deng, 2008; O'Neil, Riscinto-Kozub & Van Hyfte, 2010). That is also in line with the preliminary definition in the previous section. But Espinoza (2002) has a slightly different point of view on motivations of nature driven tourists. He states the following motives as basic for this kind of tourism: to experience the environment, to rest and relax in a pleasant setting, to pursue special interests and skills (e.g. scuba-diving) and to be healthy and fit (Espinoza, 2002). These motivations can be identified also in the preliminary definition of glamping. Therefore, it is important to study if the abovementioned motivations are seen by glampers as important ones and to explore if glampers have some different motivations for taking a nature based holiday. This is going to be examined by asking them questions about their motivations to go to nature and the importance of the nature while glamping.

Authors Meng, Tepanon & Uysal (2008) distinguish three types of nature based tourists with their specific motivations: people visiting parks attracted mostly by natural beauties and looking for comfort, people travelling to adventurous destinations predominantly searching for self-actualization and people visiting resorts in natural settings, who usually seek pure relaxation and bonding with family. Nonetheless, according to Lindberg (1991) there are four types of tourists visiting natural attractions: hard-core nature tourists (educational purposes or preservation of nature), dedicated nature tourists (seeking protected areas, wanting to learn about local, natural and cultural history), mainstream nature tourists (searching for unusual holidays in e.g. the Amazon) and casual nature tourists (only part of the trip takes place in the nature, many times incidentally). Lindberg (1991) acknowledges that this model is simplified, that one person can at different times be part of more categories and that their motivations are naturally more complicated than expressed in this model. The model of Meng, Tepanon & Uysal (2008) seems to be more appropriate for glamping as all the motivations expressed in this model are present in the preliminary definition of glamping. However, also one or two categories of the model of Lindberg (1991) could be suitable for glamping. Hence this master thesis examines if the glampers could be characterized by some of these categories or they represent a completely different, previously undefined category. Also this issue is going to be scrutinized in the chapter of analysis by uncovering the motivations of glampers to go to nature (see the interview guide, Appendix 2).

Motivations for nature based tourism can be also seen from the angle of push and pull factors. The investigation of tourist motivation by using a theory of push and pull factors has been generally accepted (Chul, Uysal & Weaver, 1995; Crompton, 1979; Dann, 1981; Mansfeld, 1992; Goossens, 2000), and hence it has been chosen also for this research. Push factors are the ones, which are motivating a person to take holidays; they push a person from home (Dann, 1981; Chul, Uysal & Weaver, 1995; Crompton, 1979). Pull factors are motivations influencing the choice for a specific destination (Goossens, 2000; Crompton, 1979; Mansfeld, 1992). Tourists' motivations are a function of both push and pull factors (Dann, 1977; Meng, Tepanon & Uysal, 2008; Luo & Deng, 2008; Goossens, 2000). Both types of motivations can be identified also in motivations for nature based tourism. A need to escape from everyday life, to relax and rest, to be healthy and fit and to bond with the family can be characterized as main push factors for this kind of tourism (Meng, Tepanon & Uysal, 2008). Major pull factors include closeness to the nature and need to pursue a special interest e.g. climbing, rafting (Meng, Tepanon & Uysal, 2008). These push and pull factors for nature based tourism are similar to the outcomes of the preliminary definition of glamping. According to it, the push factors in glamping are the need for recreation, well-being, escapism and bonding with a family. The pull factors expressed in the preliminary definition are closeness to the nature, luxury, high quality service and special activities in the nature. All these factors are going to be approved or disapproved by contrasting them with the conducted data. The outcomes are later presented in the chapter of analysis.

### 3.2.2 Luxury

Next feature characterizing glamping to a large extent, according to the definition derived from the literature, luxury. Therefore, also motivations for consumption of luxury goods and services is examined and discussed.

It can be argued that people are willing to pay a higher price for a luxury product or service because of status seeking and the assumption of image gained from its consumption (Alegre & Juaneda, 2006; Atwal & Williams, 2009; Vigneron & Johnson, 2004). Dubois & Duquesne (1993) also explain that these people are motivated by desire to impress other people by showing that they are able to pay very high price. They want to be prominent and unique in the eyes of others (Atwal & Williams, 2009; Dubois & Duquesne, 1993). This motivation is not visible in the preliminary definition of glamping. That can be caused by the fact, that this definition is mostly based on the suppliers' point of view. Those motivations can be discovered only

by asking directly glampers. For that reason, the specific questions about luxury are included in the interview guide and later analyzed.

Another motivation for buying luxurious, high priced goods and services is to ensure the high quality of a purchased product or a service (Alegre & Juaneda, 2006; Chapman & Wahlers, 1999; Lee, 1993). These motivations might be true also for glampers as glamping is in the preliminary definition characterized by high quality services, food and drinks. A special attention during the process of collecting the data is paid to uncovering these potential motivations. Consequently, specific questions about the importance of the luxury and motivation to pay higher price form a part of the interview guide.

## 3.3 Pursuit of happiness

This section of the thesis is dedicated to a discussion about relevant theories dealing with happiness. In order to understand better the inner thoughts of glampers, and hence to get to know them, it is essential to discover, what glampers perceive as happy holidays. This topic is connected to the second sub-question of this research.

The beginning of this section presents a short argumentation giving an answer to a question, why it is important to focus on happiness. It is followed by a definition of happiness and clarification, how happiness is seen in this thesis. It aims to help the reader to correctly understand the thesis and its outcomes. It also deals with few criticisms about the scientific pursuit of happiness and its worthiness. The connection of happiness and tourism can be found at the end of this section.

Science, especially psychology, was in the second half of the 20th century focused mainly on negative emotions and healing processes rather than on positive emotions and happiness (Seligman & Csikszentmihalyi, 2000; Seligman, 2002; Myers, 2000). It was generally caused by the World War II and the urgency of healing negative emotions, which outbalanced positive emotions (Norrish & Vella-Brodrick, 2008; Myers, 2000; Seligman, 2002). However, happiness and positive emotions as such should not be neglected. They are also worth focusing on because happiness makes people healthier and it improves their quality of life in social and professional sphere (Lyubomirsky, King & Diener, 2005; Norrish & Vella-Brodrick, 2008). "But perhaps we are oblivious to the survival value of positive emotions precisely because they are so important. Like the fish that is unaware of the water in which it swims" (Seligman, 2002:7). Nonetheless, people are already aware of the importance of happiness and they are striving for

being happier, they are searching for happiness (Diener, 2000; Norrish & Vella-Brodrick, 2008; Corvo, 2011; Koncul, 2011; King & Pennebaker, 1998). Contemporary science has also realized the importance of forgotten happiness and the concept of pursuit of happiness is getting very popular (Seligman, et al., 2005; Norrish & Vella-Brodrick, 2008; Filep, 2009). Also this research is partially focused on pursuit of happiness in glamping because, as it will be discussed further, "the study of happiness is a worthy scientific pursuit" (Norrish & Vella-Brodrick, 2008:393).

"Happiness is a complex and almost an indefinable term" (Koncul, 2011:5). It is caused by the fact that happiness can have different meaning for each person, in each culture and it is perceived in a variety of ways also in a research (Filep, 2009; Norrish & Vella-Brodrick, 2008). There are three basic points of view on happiness in the contemporary science: hedonic theory (Ryan & Deci, 2001; Maltby, et al., 2005; Delle, et al., 2011; Diener, 2000), eudaimonic theory (Maltby, et al., 2005; Delle, et al., 2011; Norrish & Vella-Brodrick, 2008) and a theory of positive psychology, which is combining the two previously mentioned theories (Seligman & Csikszentmihalyi, 2000; Seligman, et al., 2005; Seligman, 2002; Fredrickson & Branigan, 2005). All these theories use the term subjective well-being very often as a more scientific substitution for the term happiness (Norrish & Vella-Brodrick, 2008; Diener, 2000; Ryan & Deci, 2001; Filep, 2009). Similarly, happiness is also in this study perceived as subjective well-being. Mainly the hedonic theory is taken into the consideration in this research. According to this theory, happiness is higher when maximizing positive events and minimizing negative events (or their absence) while the satisfaction with one's life is high (Deci & Ryan, 2008; Norrish & Vella-Brodrick, 2008; Diener, 2000). Likewise, this research focuses on positive and negative experiences during the holidays of glampers and it searches for patterns of happy holidays. The results can help the suppliers to create more of these positive experiences and to try to eliminate all the bad ones. Like that, they would enhance the happiness of glampers during their holidays.

There are various criticisms against the scientific study of pursuit of happiness. The two biggest critiques state that happiness cannot be measured and that it is not worthy scientific pursuit (Norrish & Vella-Brodrick, 2008; Filep, 2009). The scientists very often claim that it is not possible to objectively measure happiness (Norrish & Vella-Brodrick, 2008). This study is not going to disprove that because according to the paradigmatic stance of this research, the objective measurement cannot be achieved either. That is caused by the fact that happiness is perceived in this study as subjective (Diener, 2000; Norrish & Vella-Brodrick, 2008), and hence

the goal is not to measure happiness objectively. Seligman & Csikszentmihalyi (2000:9) stress that "it is not what happens to people that determines how happy they are, but how they interpret what happens". Furthermore, happiness is "democratic in that it grants to each individual the right to decide whether his or her life is worthwhile" (Diener, 2000:34). Consequently it means that happiness can be measured (Filep, 2009; Filep, 2008; Norrish & Vella-Brodrick, 2008; Nawijn, 2011; Myers, 2000; Diener, 2000; Lyubomirsky & Lepper, 1999) by people themselves, "simply by asking people how happy they are" (Norrish & Vella-Brodrick, 2008:400). Therefore, the questions about happiness and positive experiences of glampers are included in the interview guide for this research. Furthermore, this research is not going to determine, what makes glampers happy or how happy they are while doing each activity. The goal is to discover, what glampers perceive as happiness during their holidays. It is not a goal of the research to get an exact measurement of how happy glampers are but to get an understanding of the cause of their happiness. The process of examining the happiness will be explained further in this section.

The second already mentioned very common critique is that pursuit of happiness is not worthy of scientific pursuit (Norrish & Vella-Brodrick, 2008; Filep, 2009). That is caused by a belief that healing diseases is more important than researching happiness and that it just consumes precious time, which could be spent on solving problems with a higher priority (Norrish & Vella-Brodrick, 2008). However, it could be argued that happy people are healthier (Seligman, et al., 2005; King & Pennebaker, 1998; Lyubomirsky, King, & Diener, 2005). Therefore, a scientific pursuit of happiness could be seen as a good path to preserve ones' health, both mental and physical (Norrish & Vella-Brodrick, 2008; Filep, 2009; Fredrickson & Branigan, 2005), and hence it is a worthy and valuable scientific pursuit (Filep, 2009; Norrish & Vella-Brodrick, 2008; Fredrickson & Branigan, 2005; King & Pennebaker, 1998). Furthermore, happy people are more successful also in their private and professional lives (Lyubomirsky, King & Diener, 2005; Diener & Oishi, 2005). They seem to have successful careers, good marriages etc. Consequently, it is worth to research it because it has a potential to help people and the society.

As stated before, people are thriving to be happy. One of the most popular commercial ways to make people happy is tourism (Pearce, 2009). "Tourists take holidays for pleasure and when doing so, they implicitly assume that vacationing makes them feel happier" (Nawijn, 2011:559). "Travel without doubt creates happiness on many levels" (Koncul, 2011:6). People therefore use tourism as a tool for elevating their happiness (Nawijn, 2010; Corvo, 2011). Few tourism studies showed that tourists are generally in good mood, they feel healthier and happier during their

holidays than during their normal daily life (Nawijn, 2011; Nawijn, 2010; De Bloom, et al., 2010). Although, more important for this research are specific activities or circumstances, which make glampers happy during their holidays. "Tourists prefer places with a strong link with nature, where it is possible to do open air activities, play sports and enjoy the beauties of the surrounding landscape" (Corvo, 2011:93). Corvo (2011) also talks about the necessity of a serene atmosphere and that the pursuit of happiness can be fulfilled only by "living in harmony with the natural environment and with a more sober lifestyle, instead of prevailing consumerism" (Corvo, 2011:96). Furthermore, Nawijn (2011) explains the importance of the company people choose to travel with (alone, as a couple, with family, with friends etc.). In addition, Nawijn (2011) highlights that travel can be also a stressor, especially when a journey is too long and the comfort is absent. Therefore, he advises to avoid such situations when searching for happy holidays. This research will analyze if the mentioned statements are true also for glampers and if there are some more specific details, which lead to glampers' happiness. In order to achieve this goal, specific questions about happiness, happy moments, good memories and perfect glamping holidays are added to the last part of the interview guide.

## 3.4   Conceptual framework revisited

This section is dedicated to the presentation of the final conceptual framework for this research. It is developed from the preliminary draft of the conceptual framework presented at the beginning of this chapter and it is combined with the findings from the literature discussed in this chapter. The major findings from all previous sections of this chapter are highlighted in this section. The structure does not change as it is easier for the reader to follow the logical line of the paper. Therefore, results about the term glamping are presented as first ones and are followed by conclusion of motivation and happiness theories. Figure 7 helps to visualize the structure of the framework and the most important concepts. This framework is later used to guide the analysis of the conducted data.

There are few characteristics of glamping, which stand out in the preliminary definition of the literature. Glamping is mostly described and understood by its connection to luxury, nature (closeness to untouched nature, eco-friendliness) and quality (high quality services, food and drinks). Therefore, these three features form the basis for the further discovery who glampers are.

Travel motivations of glampers are going to be analyzed from two points of view: motivations for nature based tourism and motivations for luxury tourism. These two categories are further

examined in more details in connection to glampers. Motives for nature based tourism are divided to push and pull factors. This decision was made to enhance the organization of these motives, and hence to make it easier for the reader to follow the researcher's thoughts. Known motives for luxury tourism are not so complicated and they can be characterized by image or status seeking (when being able to pay a high price) and a guarantee of a higher quality, which should come with higher price.

Happiness in tourism can be enhanced according to the aforementioned literature only by being close to the nature and living with the nature in a harmony. Additionally, the choice of company is very important and comfort must not be lacking. Further analysis will approve or disapprove this theory in context of glamping.
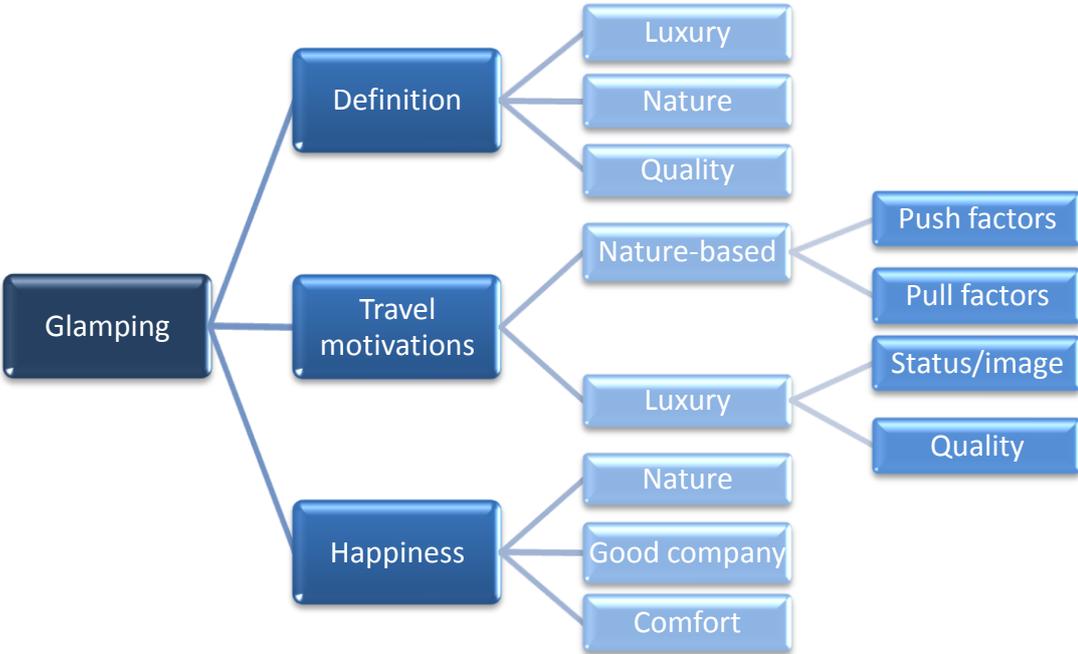


*Figure 7: The conceptual framework revisited*

# 4 Analysis

This chapter presents the scrutiny of the collected data and it gives answers to the research question and its sub-questions. The structure of this chapter is following the conceptual framework of the thesis to ensure the logical order of the findings. It begins with getting to know glampers and formulation of a definition of glampers on the basis of collected data. Two basic groups of glampers are presented. Later the price aspect of glamping is scrutinized. Next parts are dedicated to the deep analysis of glampers' motivations, where the focus is on nature based tourism, push and pull factors and glampers' need for luxury. Furthermore, the connection between glampers and happiness is analyzed, where the research attempts to discover, what makes glampers happy. The last section compares the preliminary definition of glamping with the findings and presents a more accurate definition.

## 4.1 Getting to know glampers

This section of the thesis is dedicated to the discussion about glampers and their characteristics. The findings will help to understand glampers and their point of view. Furthermore, answers to the main research question can be found here.

It is important to stress that there are many different types of glamping, and hence also glampers. This statement is consistent with the information from different sources used in the conceptual framework (Nadeau, 2011; Robinson, 2012; Glamping Hub, 2013; Glamping, 2013). However, it could be argued that there are two main types of them - people, who search for glamping resorts and people, who go glamping with their own tent or caravan. For the purpose of this research they will be called resort glampers and caravan glampers. A typical resort glamper is Adeeni:

> *"I am intrigued by the idea of luxury camps that feel more like a five-star hotel than a basic tent."*
>
> [Adeeni]

She talks about the comfort and she sees glamping very similar to a luxury hotel experience. On the other side of the coin are caravan glampers, who are characterized by Cameron:

> *"Someone who customises their caravan/motorhome/tent to make it suit them – to make it more comfortable and a more pleasant place to be."*
>
> [Cameron]

He defines a glamper as a person, who searches for comfort as a resort glamper. However, this comfort does not have to be in a special resort. A glamper can bring his comfort with him in a form of a comfortable tent or caravan. Erika's definition of glamper takes it even to a higher level of understanding glamping:

> *"Only the person, who is doing it [glamping] can decide whether they are or they are not. There are men, who - a woman might not think he is glamping – but if he takes care of the colours of the things he buys or a particular thing that matters to him, or the beauty of the gun or the fishing gear that he is using. I don't know...it's about whether he thinks about beauty of it and aesthetics."*

<div align="right">[Erika]</div>

She sees glamping as a very personal thing. She stresses, that it is not important, what people around think but what the person thinks. If a person feels like a glamper, he or she is a glamper. It is a state of mind, what defines glamping, not the visible display of actions. Therefore, *the* definition of glamping cannot exist, which is consistent with the paradigmatic stance of this research. Consequently, the following part of this section will present and discuss the main patterns, which were found across the collected data instead.

This analysis deals with both mentioned groups of glampers. Many characteristics are the same for resort glampers as well as for caravan glampers. Nonetheless, there are some details, which characterize exclusively caravan glampers and vice versa. The reader will be always reminded in case the special feature identifies only one of the groups. It should be admitted, that the focus is more on caravan glampers. That is caused by the collected data, where the majority of the interviewees are caravan glampers. Every identified pattern will be compared and contrasted with the preliminary definition from the conceptual framework.

### 4.1.1 Caravan glampers – a whole new world

There are many patterns, which characterize explicitly caravan glampers. They are in many ways dissimilar to campers and also resort glampers. It could be argued that they should form a completely different type of tourism. Therefore, it seems to be of high importance to analyze their special characteristics in this separate section. The aim is to truly understand caravan glampers, and hence to be able to distinguish them from campers and resort glampers.

## *Personalizing*

Caravan glampers are very specific, when it comes to the decoration of their caravans (they call them also campers) or tents. It is of high importance to all of them to personalize their space and to make it as perfect as possible according to their imagination. This tendency is visible also in Carol's interview:

> *"I want my camper to show who I am, decorate it with my colours, themes and make it a haven away from home."*
>
> [Carol]

She explains that she needs to change and decorate her caravan to show her personality. Only then she can feel comfortable in her caravan. This caravan becomes more than a place to sleep for her. She feels like in another world, like in a haven. This is caused by the personalizing aspect. Every detail in her caravan suits her needs, wants, wishes and dreams. She created her portable home. Carolyn has very similar point of view:

> *"The idea of having this manageable project is very, very appealing. It is creating my own little space, kind of fixing it up and creating my own doll house again. It is almost what it feels like. I had a doll house when I was a little girl and I always thought that was so much fun. That is how I feel again so that is my motivation."*
>
> [Carolyn]

She talks again about making her imagination come true. She compares a caravan to a doll house and the decoration process is a game for her. Furthermore, she mentions one small detail about having a manageable project. Exactly this small detail is very appealing and important to the majority of caravan glampers. Jen explains this in more details:

> *"When you have a house you want to decorate your house to be as perfect as people do it in TV programmes. But it is very expensive to have your whole house...to be a uniform theme. [...] With the small space like this you can afford to do whatever you want."*
>
> [Jen]

Jen emphasizes that a caravan is quite small, and hence it is not as expensive to personalize it according to your own fantasies as to do the same thing with the entire house. Therefore, it is much easier to make it look perfect. The caravan becomes more than just a shelter. It is their

own little world. There exists a very special connection between the glamper and the caravan. Good example is a blogger on Airstream blog:

*"I am in love with my Airstream [type of a caravan] more than I could ever have imagined."*

[Airstream]

This man has feelings for his caravan. It is something special for him. That is caused by the fact, that glampers personalize their caravans a lot, and hence they feel incredibly comfortable in it. This characteristic can be seen also from Erika's interview:

*"So even if I'm in place that's not so nice, I can close off the world into my box, which is beautiful and pleasing to me and I feel safe in it. [...] I go out and take naps in it. I don't even have to go anywhere. I can just take a nap in it because it is pleasing. My chickens are walking around it and the whole scene makes world romantic kind of...I would say fantasy but it's not fantasy, it's staying in my yard so it's real."*

[Erika]



*Figure 8: Erika's caravan*

This special caravan (Figure 8) presents a safe place for Erika. She feels protected and disconnected from the world outside. She likes to sleep in her caravan also when she is not on a holiday. She likes that atmosphere, which seems almost unreal to her because everything about it is in her eyes perfect and beautiful. Glamping is about expressing your own imagination of beauty and comfort. It is about finding the perfection. Jen talks about this chase for the flawlessness as well:

*"It becomes an obsession. It is an addiction, it's an absolute addiction. That's part of the therapeutic value, you are getting to the zone, you are looking at the Pinterest and you are Facebooking and you are connecting with all these different things you are interested to. [...] as a woman – once we know – I want that...we want that."*

[Jen]

Jen sees the hunt to make her fantasies about her caravan come true as an obsession. She is very passionate about it and she does not stop searching for the perfect piece, which fits to her caravan and to her vision, until she finds it. None of these features showed in the preliminary definition of glamping in the conceptual framework. However, personalizing the caravan, making it beautiful and comfortable seems to be very important for the caravan glampers. Their connection to the caravan is special because it allows them to create their perfect little world inside that caravan.

## *Creativity*

Another aspect, which needs a special attention when talking about caravan glamping, is creativity. It looks like this type of glamping attracts people with creative mind and a desire to express their inner selves through glamping. Carolyn gives a lot of importance to the creative side of her glamping experience:

*"I am an Aquarius, and so I am always the happiest when I let free my creative side, whether it will be flower arrangement or sewing or decorating. Glamping allows me to do all those things at one time and in one format. And then have one finished product to show for it. And that is the appeal to me."*

[Carolyn]

She talks about her need to be creative and she sees glamping as a perfect way to fulfil this need in form of decorating the interior of her caravan. This part of glamping attracts most of the interviewed caravan glampers. These glampers see themselves as full of inspirations and imagination. Karen highlights this aspect of glamping as well:

*"I would say glampers are very imaginative, they enjoy fine things in their life and they want to carry that experience with them, when they go camping."*

[Karen]

Karen perceives glampers as inventive and full of ideas when it comes to making a caravan beautiful. Marguerite has an even stronger opinion about it:

> *"I kind of think of glamping as a modern folk art; a way to bring creativity to the outdoors."*
>
> [Marguerite]

She understands glamping as a means to connect nature with an artistic part of every glamper. This art is not connected only to decoration of the caravan though. Glampers usually like to be creative also during their holidays. They fancy many handicraft activities, taking artistic pictures etc. Carolyn and Jen are talking about their favourite activities, which they connect to glamping:

> *"I like to do some stitching, I like to knit and I like to crochet and I like to do cross stitching and things like that."*
>
> [Carolyn]

> *"We made masks, with feathers, with a cool stuff you put on a masquerade. So that's definitely part of glamping for me."*
>
> [Jen]

One side of glamping is for these ladies definitely creative handicrafts. This is not very common for resort glampers. Furthermore, it was not revealed in the preliminary definition of glamping either. Therefore, one could argue that caravan glampers are a very specific type of tourists, who have not been explored in the scientific literature yet. This analysis is filling in at least one part of this gap.

## *Sharing is caring*

This part is dedicated to another aspect, which seems to be very characteristic for caravan glampers, i.e. sharing. As discussed before, glampers are usually quite creative and they do not want to keep their ideas only for themselves. The important part of a glamping experience is sharing these ideas in many different ways. During their glamping holidays they go visiting each other in their caravans and talk about their inventions. This can be seen also in Marianne's, Carolyn's and Deb's interview:

> *"It [glamping] gives me an opportunity to inspire others – which I like. Steal my ideas, feel free."*
>
> [Marianne]

*"We enjoy everyone else's space and they enjoy our space and it's really about sharing ideas and it keeps the creativity flowing."*

[Carolyn]

*"And what makes it [glamping] fun is just getting together and comparing ideas and different styles. [...] It is just fun to compare the different things."*

[Deb]

These three glampers like the sharing part of glamping, they enjoy presenting their own ideas and hearing about the creations of the others. They do not feel defrauded when somebody uses their ideas. They actually want to inspire somebody and to help other glampers to better their caravans. That is what makes their glamping experience enjoyable. These glampers really like to help each other. Jen highlights this supportive environment, which glamping creates:

*"I really like that it doesn't feel that glamping is competitive. It's more like super supportive like: "Wow, that's a really good idea!" regardless of what the thing's cost or what it is we celebrate each other's creativity as opposed to the money that went into it."*

[Jen]

Jen explains that glamping is not about rivalry. It is the appreciation of different ideas and the encouraging atmosphere, which she really values. Glampers share their inventions and ideas during their holidays but they are very keen on sharing them in any possible way also from the warmth of their homes through social media. Jen has another interesting point of view on this matter:

*"Because of this social media movement right now – you can share it. Imagine how long it would take us if all of us are isolated and could not communicate with each other – we would be missing out a lot. Because it's the sharing of ideas and the broderie patterns even that people share. They could have made money out of it but no no no – I just want that if this works for you please go ahead and take it. [...] I've seen people to give things that cost almost a 100 $ to another person. Because when they went antiquing or to the store, it was like a perfect thing for their trailer. It almost makes me cry because it's just so rich and loving, like the experience is so great."*

[Jen]

She sees social media as a big asset to her glamping experience as it allows her to communicate and collect ideas from people all over the world. The connection is much faster and easier than ever before. That is the reason, why the glamping phenomenon is spreading so fast and getting so popular. Furthermore, Jen stresses the altruistic part of many caravan glampers. That can be seen as a higher level of sharing. They do not share only ideas but they take it to a different stage by giving presents only because they think the object will fit in the other person's caravan and make it better. It could be argued that these glampers feel a need to share when they see the possibility to help other glampers.

### *Love to antiquing and vintage*

Beauty is perceived by each person differently. However, the majority of caravan glampers seem to find beauty in vintage style and they are searching for their perfect decoration very often in antique stores. Cameron is a good example of this kind of glamper:

> *"I love vintage – everything in my life reflects the vintage lifestyle. Glamping is just another way of being able to experience a vintage themed holiday."*

> [Cameron]

He talks about glamping as an opportunity to express his connection to vintage and as a good way of going on a holiday without having to change his style. Glamping does not erase his inner nature; it helps him to highlight it even during holiday. And he is not the only one. Erika loves old, she loves vintage and it is visible on her decoration of her caravan too (Figure 9).



*Figure 9: Erika's decoration*

She decorates her caravan exclusively with old things. She visits many antique stores during her glamping adventures. Antiquing is one of her passions, which she describes in the interview:

> *"It [trip to Texas] is wonderful because I can go look at antiques, which I love doing. I love arts and I love antiques, my house is filled with things from travels...but old things. I don't have anything modern in my house. So this particular trip, also you can buy things for your trailer there, to make more enhancements. So sometimes I go with less things because I know, I can buy them there, to add on, to my little stead."*

<div align="right">[Erika]</div>

Erika goes to the same glamping trip every year because of the famous antique show. Her decoration of her caravan as well as her house is strictly in vintage style and she excludes everything modern. Antiquing is many times a motivation for her glamping trips. It is also a way to make her environment inside the caravan even more appealing. This characteristic of glampers was not mentioned in the preliminary definition. Nonetheless, it is of high importance to many interviewed glampers.

## *Free to explore*

Caravan glamping could be characterized also as a way to explore the world from the comfort of a home. The interviewed glampers usually expressed their desire to explore the place they stay in, to get to know people and to taste the typical regional food. Cameron talks about his favourite activities while glamping:

> *"Exploring the area that I'm visiting mainly. I love to visit new places and discover new things. [...]I like to have my home comforts when holidaying."*

<div align="right">[Cameron]</div>

His glamping trips are always small adventures through unknown places. He likes to explore them deeply in order to find out about the little secrets, which are special only for that specific place on Earth. He travels from place to place but he brings his caravan home always with him. Erika highlighted that glamping allows her to see her *"country in a very intimate way"*. She feels tightly connected to the places while glamping. The places show her their real face but she does not have to give up her comfort. This is in her opinion possible to achieve only through glamping:

> *"A lot of these small places don't have the hotels and if they have hotels, they are disgusting. Places that have bugs and scary people and not nice. So this way I'm guaranteed a beautiful comfortable bed, no bugs, foods that I like."*
>
> <div align="right">[Erika]</div>

She likes glamping because she does not have to sleep in unknown hotels. She feels comfortable in every moment of her journey and she does not have to make compromises between being close to the environment and being comfortable. Therefore, some of the caravan glampers feel partly as some kind of up-to-date gypsies, who took their entire possessions always with them. This face of glamping is stressed by Delia:

> *"I inherited the glamping gene from my mother - a gypsy spirit to see the world, enjoy the views and live life to the fullest."*
>
> <div align="right">[Delia]</div>

She compares glamping with a gypsy style of life, where people travel from place to place without any boundaries. They explore the countries freely and they are at home in every place they arrive at. She feels free and independent; she can go wherever she wants. That aspect of glamping is appealing to many other glampers too e.g. Carolyn, Jen or Karen:

> *"Freedom, number one. Independence, number two. That sense of just hitting a road and going for a weekend and kind of being in charge of my own destiny for 3 or 4 days. That's appealing."*
>
> <div align="right">[Carolyn]</div>

> *"Freedom. You should be free to do, what you want to do."*
>
> <div align="right">[Jen]</div>

> *"Like the freedom – and still have glamour in my life."*
>
> <div align="right">[Karen]</div>

These three lady glampers like glamping exactly for the possibility to be free. Glamping allows them to be independent and to have their life in their own hands. They can do whatever they want. They throw away the rules but still keeping the comfort or glamour. In their eyes it is a perfect combination – freedom and independence without having to give up the comfort. Freedom is connected to spontaneity and that is what Erika loves about glamping:

*"It's the unexpected, it's the unplanned, it's the waiting for life to unfold. When you are on the road and when you are glamping you don't know what comes to your way."*

[Erika]

She feels she has to be spontaneous because you can never predict, what will happen while glamping. She likes that feeling and that is one of the important parts of glamping not only for her but also for more than half of the interviewed glampers. Freedom, independence and spontaneity could be seen as a need for the adventurous holiday, which was also visible in the preliminary definition and noted by authors as DeMelo (2009) or Horáková & Boscoboinik (2012). However, this part of glamping seems to be stressed by glampers much more than the definition showed.

## *Own piece of world*

Caravan glamping is highly connected with personalizing as mentioned before. Nonetheless, it looks like there is something more hidden behind this theme. Why do they personalize and decorate their space? The answer can be found in Carolyn's statement:

*"I met a point in my life when my kids are grown, my husband is kind of doing his own thing with other guys. We have been married for 38 years. I wanted a thing that just would be me."*

[Carolyn]

She felt a change in her life; her children have their own lives, her husband has his hobbies and friends. Carolyn felt also a need to have something, which would be exclusively her. Glamping fulfilled this need by allowing her to express her and only her personality. She is not the only glamper, who felt this special need. Erika shared a very similar story of her friend in her interview:

*"My husband would never let me do it (kind of girly things) in my house. [...] - She is the only woman in her domain. And this [caravan] was a small little place where she could go crazy. And she did. But it gave her tremendous joy. And it was something that was exclusively her. She didn't have to share with her boys or her husband. And I think a lot of women don't have that place."*

[Erika]

Erika's friend had a big family but she had only sons. She did not have a possibility to show her feminine style at home because she always had to compromise with her husband. Glamping presented a big opportunity for her. For the first time in her life she could voice her style and

vision. Glamping is a way to do what she wants and how much she wants. Nobody is restricting her because her caravan is her own piece of world with no boundaries. This face of glamping is another thing, which was not revealed in the preliminary definition of glamping.

## *Pride*

Glamping was characterized in this section by now as decorating, making the caravan pretty, comfortable and making it a dream come true for the owner. Glampers are doing all this to feel good during their holidays. Nevertheless, there is a small detail, which makes the glamping experience even better. It is the appreciation of the others, which is a big part of glamping. Jen likes to show her caravan to her friends:

> *"I love inviting people into my airstream. It's really recently that she is fully cleaned.*
> *There has been cleaning issues. But bringing someone in and show them, here is what*
> *I think that should be and I love this, I am passionate about it."*
>
> <div align="right">[Jen]</div>

She wants other people to see her caravan, what she did and what she planes to do. She likes to be in the centre of attention in a positive way and to see the reactions of the people while presenting her creation and ideas. Going from one caravan to another, showing the other glampers your work and admiring the effort of others seems to be an integral part of glamping for the most of the interviewed caravan glampers. Erika comments this pattern too:

> *"I like the fact that people like my situation and the effort that I put into it. There is*
> *a pride that comes from people coming up to you and say – Ohh! It looks so pretty. –*
> *It sounds so trivial. But there is a pride about it. [...]Because you put effort and time*
> *into it and that they get it is the point."*
>
> <div align="right">[Erika]</div>

She admitted that it makes her feel good, when somebody appreciates her effort. She feels confident and proud when listening to the compliments of the others. This need for appreciation is fulfilled during the glamping holidays every day. And that is another detail, which attracts especially female caravan glampers.

This section allows formulating a partial definition of caravan glampers. They are independent and creative travellers, who are keen on personalizing and making their caravans beautiful. They

concentrate on sharing their inventions and ideas. They love freedom, which allows them to explore the country but does not restrict their need for comfort and homely atmosphere.

## 4.1.2 Price aspect

Glamping is connected to luxury and luxury is usually directly associated in peoples' minds to high price. Preliminary definition did not show a clear answer to the price aspect of glamping. Therefore, this section will scrutinize this theme and discuss different points of view on a price level of resort glamping and caravan glamping.

Resort glamping is many times linked with five star hotels because of the luxury. It seems that also the prices are comparable with this type of accommodation. Boris explains his point of view on a price level of these accommodations:

> *"Unfortunately if you are thinking of a budget holiday you may be disappointed, luxury not being cheap."*
>
> [Boris]

He pointed out that when a person wants luxury, it is inevitable to pay a higher price too. This confirms statements of Cole (2009) or Robbins (2011). Jervetta was in a glamping resort with her husband and she can only approve that luxury is pricey:

> *"For me it was expensive as my salary and budget does not allow for this type of vacationing on a normal basis. For others I see this a "normal" way of going on holiday as it is structured to cater to the affluent or rich clientele. [...] It was a treat for my husband for his birthday."*
>
> [Jervetta]

She thinks glamping is a high-priced way of going on holidays. She stresses that it aims to attract people from higher social classes. However, there is also another target group, which is approached by glamping resorts. This group consists of people like Jervetta and her husband. People, who want to find something really special for celebrations like birthday, honeymoon, wedding anniversary etc. These people would not usually spend so much money on a holiday but they are willing to spend much more when it comes to such extraordinary occasion. Therefore, it could be argued that glamping resorts should pay a special attention to this kind of tourism (e.g. offering special honeymoon treatments).

Resort glamping is clearly perceived as high priced. However, caravan glampers did not give a definite answer when asked about the price. Their statements were usually ambiguous. Carolyn and Marianne see it both expensive and cheap:

> *"It kind of is but it kind of isn't expensive."*
>
> [Carolyn]

> *"Well, it could be both, I assume. To me – it is anyway. I have two caravans. One is permanently placed at a caravan site – cheap. The other (my new one) will be more expensive. Will be used on holidays abroad, festivals etc."*
>
> [Marianne]

These glampers could not decide if it is an expensive or a cheap way of going on a holiday. They think it could be both. Also Kristy highlights that the answer to this question can go in two directions:

> *"Either way...depends on how much you want to spend; you can use things you find around your home or that other people are getting rid of or you can go out and buy what you need/want."*
>
> [Kristy]

According to Kristy and other glampers, it depends on a person, how much money he or she wants to invest. She thinks that you can decide to make your glamping trip for a very reasonable price but you can also buy a lot of expensive accessories. This is maybe the reason, why also the preliminary definition could not give a definite answer to the question about the price. Nonetheless, one aspect about the price of caravan glamping is absolutely unanimous. Caravan glampers perceive glamping as much cheaper than holidays in a hotel. Karen compares the price and comfort between the hotel and her caravan:

> *"One nice thing about camping it is substantially cheaper than going to hotel for example. However, when I'm going and I'm bringing my camper, I'm bringing all the niceties and more than I could have in a hotel and I'm outdoors and I'm in multiple environments and I'm spending a lot less money."*
>
> [Karen]

Karen sees camping and glamping as cheaper possibility than going to a hotel. She also explains that hotels offer less comfort for a higher price than she can get in her caravan. While glamping

she can take every small trifle she wants and it makes her feel more comfortable than a hotel would. Therefore, glamping is an obvious choice for her, as it is cheaper, closer to the nature and more comfortable. Also Nancy chose glamping instead of pricey hotels:

> *"For me glamping is not a higher price. In fact I have given up my higher priced vacations in order to spend more time glamping."*
>
> <div align="right">[Nancy]</div>

She does not think about glamping as more expensive holiday. It is for her cheaper than her usual holidays and she likes it more. Hence, she did not see the point in continuing with more expensive and less amusing satisfying vacations in hotels.

In the beginning of this section it was mentioned that people automatically connect luxury with high price. However, Karen has a different point of view:

> *"People see luxury as being a lot more expensive. But that's not necessarily so. I think one of the fun aspects of glamping is that you try to be luxurious and still keep it within a pocket price."*
>
> <div align="right">[Karen]</div>

She thinks that luxury does not mean a high price by default. What seems luxurious can actually be very cheap. Karen likes to make her caravan appear luxurious but not having to pay too much money. Therefore, it could be argued that luxury is not always connected to rich people.

The outcome of this section could be summarized as follows. Resort glamping is perceived as an expensive way of travelling. However, the price of caravan glamping highly depends on the decisions of the proprietor. There is a tendency that caravan glampers attempt to create a luxurious atmosphere while not spending a lot of money. Therefore, glamping can be seen as both expensive and inexpensive.

## 4.2   Discovering motivations of glampers

This section presents and discusses the motivations of both groups of glampers. It starts with examining the motivations for nature based tourism. Furthermore, the ecological aspect of glamping and its importance for glampers will be scrutinized. The last part of this section is dedicated to an important element of glamping, luxury. This section will answer the question, why luxury is essential for glampers. The aim of this section is to find response to the sub-

question of this research: *What are the motivations, needs, wants and expectations expressed by glampers?*

## 4.2.1 Glamping and nature

The preliminary definition clearly showed that nature is very important when dealing with glamping. The suppliers specifically stress the ecological aspect of glamping (e.g. Nomad Tanzania, 2013; PawsUp, 2013; Tree Hotel, 2013). This part of the research will examine if the ecological aspect of glamping is important also for glampers. The focus will later move to push and pull factors, which motivate glampers to take a specific holiday.

Being eco-friendly seems to be a very sensitive issue. There was a tendency to hesitate with an answer for the questions about this topic. The answers were very divers and there is no clear pattern found. However, glampers could be divided into three groups, when dealing with eco-friendliness. The first group is the smallest one. These are glampers, who are motivated to go glamping because of its low ecological impact. One of them is also Cameron:

> *"I love to be eco-friendly, and there's no way of holidaying quite as eco friendly as Glamping. However, towing a caravan uses a lot more fuel (petrol) and increases the carbon emissions of the car, but I don't take this into consideration when trying to be eco-friendly."*
>
> [Cameron]

He talks about glamping as a very eco-friendly type of vacation. The ecological aspect of glamping is important to him. He realizes that there are also some negative parts, which can be considered as not so ecological. Though, he does not perceive them as a big obstacle in his attempt to be eco-friendly. Few more glampers expressed their high involvement in eco-friendliness and they connect it with glamping. But this group is not very big.

The majority of interviewed glampers belong to the second group. They like the idea of being eco-friendly. However, they do not go glamping because of this aspect. They feel that it is somehow wrong not to be motivated by eco-friendliness, and hence they try to highlight every ecological part of their glamping experience. They do see eco-friendliness in many parts of glamping but they do not go glamping because of that, which they do not want to say directly.

The third group consists of glampers, who were honest about this topic. They did not have problem with saying that they do not choose glamping because it is eco-friendly. Good examples are Erika and Jen:

*"I don't really think about ecological friendly. [...] I don't do it for environmental reasons."*

[Erika]

*"Not at all. I would like to say I'm a good person and I care about the environment but that doesn't come in glamping. [...] I'll be honest and say, that's not on my mind."*

[Jen]

These glampers did not hesitate to tell that the eco-friendliness is not their motivation for glamping at all. They do not harm the environment and they see glamping as ecological but that is not the reason, why they go glamping. This approves the theory of Blamey & Braithwaite (1997), who claim that most of the nature-based tourists are not primarily motivated by the ecological aspect.

One interesting pattern was identified among caravan glampers. They prefer natural settings for their glamping holidays as stated before. However, nature is not as important to many of them as expected. This is visible from interviews with Deb and Jen:

*"We can glamp in our back yard if we want to. We can glamp on a parking lot."*

[Deb]

*"I don't think that it [nature] plays a big role for the movement but it does play a big role for me."*

[Jen]

These ladies think that nature as such is not so important for glamping because their primary motivation is not nature. They rather choose beautiful places for their glamping holidays but it is not a must do for many of caravan glampers. On the other hand, resort glampers seem to approve the importance of nature and they consider it as one of the main motivations for glamping. Mary sums up her motivations for resort glamping:

*"I like sleeping under the stars. [...] I'm just a girl who would prefer to connect to the great outdoors with my creature comforts intact."*

[Mary]

Nature plays a really big role for her. She wants to reconnect to nature but still having her comfort. That is why she chose resort glamping. That approves the importance of nature identified in the preliminary definition of glamping.

The question of importance of eco-friendliness as motivational factor for glampers does not have definite answer. It seems that glampers have very distinct points of view and a clear pattern was not identified. However, it could be argued that most of them are not specifically motivated by the ecological factor. It also seems that nature is not as important motivation for caravan glampers as it is for resort glampers.

### *Push factors*

There are various push factors, which are motivating glampers to take another glamping vacation. The most important push factor for both caravan and resort glampers is bonding. This can be identified for example in Cara's and Jen's glamping experience:

> *"Glamping really is a great family bonding experience. [...] We spent more quality time with each other and I have got to say I thoroughly enjoyed it."*
>
> [Cara]

> *"A big thing is to spend time with my daughter. [...] We would go [glamping] every other weekend and spend time there. So that is something that we do, that doesn't involve homework, doesn't involve nagging, doesn't involve her cleaning the room and that's a big thing. A really big thing."*
>
> [Jen]

Cara is a resort glamper. She really appreciates the atmosphere of glamping, which allows her to connect with her family. A caravan glamper Jen is also mainly motivated to go glamping because of bonding with her daughter. Glamping presents for her an opportunity to just be there for her daughter and have fun together. This aspect of glamping was emphasized by many analyzed glampers and it approves the initial definition of glamping as well as the theory of Meng, Tepanon & Uysal (2008).

Another type of bonding experience, which was identified only among caravan glampers, is bonding with friends. This kind of bonding is the major motivational factor for most of them. Carolyn answers the question about the most important part of glamping like this:

*"Destination is wherever a bunch of women are getting together and it's close enough for me to be a part of it. [...] The most important thing would be the company. The company, the ladies and everyone is getting along and sharing information and good camaraderie."*

[Carolyn]

She enjoys glamping mostly because of her friends. She does not care where they would go but it is really important for her to have her friends. Only they can make her glamping experience count. Kristy has a similar point of view:

*"Going "glamping" is not as important as being out with friends."*

[Kristy]

She thinks the glamping part of her holidays is just a means to meet with her friends. She enjoys glamping but her friends are more important to her. Jen explains why the friends are so significant for her in glamping:

*"It was incredible. It was like finding people that are just as crazy as I am and they are all extremely nice and we are into the same things. [...] it is the sisterhood that is so rich and just keeps giving. [...] The biggest think I get out of it, it's really therapeutic, it's that I get to do something that I love to do and I get to do it with people who understand that. It is crazy, it is weird, it is fun. But I'm free to do it because I'm not the only one. There are many of us."*

[Jen]

Jen loves glamping because she can do whatever she wants and feels. However, she would not be doing all these things if she were the only one. Therefore, she was very pleased when she realized, she is not alone. The friends she found thanks to glamping are priceless for her. Consequently, the bonding element does not have to be only with family members. It is also bonding with friends, which characterizes caravan glamping.

Next really important push factor is for caravan glampers socializing with strangers, getting to know other glampers and campers. Socializing aspect was mentioned also by Meng, Tepanon & Uysal (2008). Caravan glamping seems to loosen the atmosphere. Karen thinks glamping makes it easy to get to know new people:

*"I was also the only glamper in the campground. I must have had everybody in some point come and visit me and want to look inside my little camper and just hang with me. That was so life changing. [...] When you're out, you're doing your glamping, your set up, it's just great because people come and talk and you realize how fun these camping people are. And I just love it."*

[Karen]

Karen explains that she captures peoples' attention because she is a glamper. She loves the attention and the possibility to get to know so many new people only because she is different than the others, she is a glamper. She would never make so many friends if she were just an ordinary camper. And that is, what makes a glamping experience so appealing and extraordinary for her. Also Erika shared her socializing experiences in her interview:

*"My best experience has always to do with people that I meet. I mean, I can tell you hundreds of little stories that are beautiful [...] But it's the depth of the stories that intrigues me so much."*

[Erika]

She talks about many different people that she met on her glamping adventures. She talks to people and she makes new friends, who tell her their life stories. Erika especially appreciates that glamping connects her with these people in a more intimate way than other types of tourism would. The relationship between them becomes stronger and they explain her very personal moments of their lives. That part of glamping is for her extremely important. It is worth to note, that it is not only Karen and Erika, who think that socializing aspect is an essential part of caravan glamping. Most of the interviewed glampers expressed a wish to have a place in a camping site for socializing e.g. big fireplace. This might be a valuable piece of information for the suppliers, who could try to make the socializing part even easier to achieve, and hence to make their customers happier.

Next push factor, which is going to be scrutinized, is a need for rest, relaxation and peace. This was mentioned as one of the main motivations for nature-based tourism by Espinoza (2002) and Meng, Tepanon & Uysal (2008). It was also quite significant in an introductory definition of glamping. This point is by this research strongly approved. The vast majority of caravan and resort glampers expressed the motivation to relax and need for peaceful environment. Example of this need is Cameron:

*"When going on holiday I like to feel relaxed so having some degree of luxury helps me relax."*

<div align="right">[Cameron]</div>

Cameron seeks the relaxing atmosphere while on a holiday. Glamping helps him to fulfil this need because he does not have to give up his luxuries. It could be argued that luxury helps glampers to feel relaxed.

Need to escape from everyday life is considered to be a significant push factor, when dealing with nature-based tourism (Mehmetoglu, 2007; Luo & Deng, 2008; O'Neil, Riscinto-Kozub & Van Hyfte, 2010). The caravan and resort glampers seem to strongly agree with this statement. These are examples of answers to the question, why they like glamping and why they choose to go to nature:

*"This is the opportunity to get away from all the cars and the smoke and noise. You want to get somewhere where you don't get to see that."*

<div align="right">[Karen]</div>

*"Just getting away from work. Just being able to get away from stress, day-to-day life, unplug and unconnect and just relax."*

<div align="right">[Marguerite]</div>

*"Being away from the typical daily household chores. Being able to kick back and read a magazine at the beach."*

<div align="right">[Nancy]</div>

All these glampers want to escape from their daily duties and sorrows. They strive for different environment and they want to leave their ordinary life behind them at least for a short time. They use glamping to achieve it. This does not approve only aforementioned theories but it is also consistent with the definition of glamping introduced in the chapter 3.

The majority of interviewed caravan glampers are not only *escaping from* something. There is a special pattern identified when glampers are *escaping to* their ultimate place, which is their caravan. Cameron explains what glamping signifies for him like this:

*"For me it means I can make my caravan my ideal place to escape to."*

<div align="right">[Cameron]</div>

He sees his caravan as a perfect opportunity to close the door behind the real world and to enter a different world inside his caravan. Also Jen escapes to her caravan because she feels there very comfortable:

> *"I am able to take vacation any weekend. I just walk out my door right there and go in right here and I'm on vacation right now. I can do it every day. I just walk in to my trailer and I sit down. And it's really really fantastic way to take a break from whatever is going on. When I go in here, it's like - Ahhh! The angels sing and I can do whatever I want."*
>
> [Jen]

When she goes to her caravan, she feels immediately as on a holiday. She even does not have to go anywhere, just stay in her garden. The caravan changes her mindset instantly when she steps inside. She feels free there and the daily problems are not allowed to get in. Therefore, it should be noted that escapism is for many caravan glampers a push factor (going away from home) and pull factor (pulling them into their caravans) at the same time.

Espinoza (2002) mentioned one more push factor significant for nature-based tourism. It is the need to be healthy and fit. This need was not identified by caravan nor resort glampers. Therefore, it is considered to be unimportant for this type of tourism.

The most important push factors for resort and caravan glampers seem to be bonding with family members, relaxing, resting and need to escape from the daily routine. Caravan glampers are also pushed by need to bond with their friends and to get to know new people. Escapism presents for caravan glampers both push and pull factor, as they not only escape from their environment but they are also motivated to escape to their caravans.

## *Pull factors*

There are various pull factors, which influence glampers' choice of the destination for their glamping holidays. The most significant motivation, when deciding where to go, seems to be their need to experience nature and see beautiful places. Marianne, Nancy and Jen talk about the reasons why they like to spend their glamping holidays in nature:

> *"Really – it is sun and the water. Listening to the sounds of nature when you fall to sleep and when you wake up. It's spending most of the time outside."*
>
> [Marianne]

*"Getting outside to hear the birds chirp in the morning and to watch the scenery change with the seasons."*

[Nancy]

*"It was on a lake and we had a lake front tent and people with the trailers were lined up right in front of the lake. It was gorgeous. You know, the beautiful lake, the sunset, the bonfire, the whole yummy yummy yummy outdoors."*

[Jen]

These glampers love to be outside. They enjoy the sounds of animals, water and wind. They want to have a lovely view and to feel a part of it. All asked glampers prefer to be glamping in national parks, near the sea or somewhere with stunning scenery. This can be seen as a confirmation of the theory that one of the most important motives to spend holidays in nature is a need to experience the environment and to be close to the natural elements (Blamey & Braithwaite, 1997; Espinoza, 2002; Luo & Deng, 2008; Meng, Tepanon & Uysal, 2008). It is also consistent with the first definition of glamping.

Another scrutinized pull factor is a need to pursue special interests (Espinoza, 2002). Such interests (e.g. kayaking, fishing, rock-climbing) are highly promoted by the suppliers of glamping (Falling Waters Resort, 2013; Longitude 131°, 2013; Wild Man Ranch, 2013). There can be identified few different groups among glampers, when analyzing the activities, which glampers like. The first one is specifically motivated by these outdoors activities. Marguerite belongs to this group and she explains how she likes to spend her time while glamping:

*"I've been to one trailer valley, I've been to 2 or 3 campouts with other folks who have vintage trailers but mostly we take the trailer to our kayaking trips or our rock-climbing trips or cycling trips."*

[Marguerite]

Marguerite is very active during her glamping trips. She is motivated to go to nature because she loves outdoor sports. There are more glampers, who like especially fishing and hunting. Therefore, this theory could be partially confirmed. However, there is a second group of glampers, who are many times doing activities not connected to nature at all. In reality most of the caravan glampers did not state such activities. They are motivated by already mentioned activities like meeting new people, relaxing, antiquing, making handicrafts etc. This pattern validates the theory

of Mehmetoglu (2007), who claimed that many people visiting natural settings are not interested exclusively in activities connected to nature.

Next pull factor, which was present in most of the interviews, is a need for privacy. The majority of glampers did not talk about this issue directly but it is almost always present in some way. Karen talks about her two glamping experiences, one was bad and one she liked:

> *"They parked me on spot where I couldn't see anything but that bus. So I was disappointed there. [...]But for example, when I was in Briscoe Mountains, we were right on the edge of the river. We had our own deck that was on the water. That was amazing. And I absolutely love sitting out on a deck and cooking out."*
>
> [Karen]

Karen did not like the experience, when her caravan was too close to another big caravan. She wants to socialize but she wants also a place where she can choose to be completely alone. Karen does not like full campsites and she prefers to have bigger space between the caravans. Also Jervetta appreciates the privacy:

> *"I was also really happiest when we were relaxing in front of the fire at night snuggled up together knowing it was just us and some animals in the woods."*
>
> [Jervetta]

Her favourite part of her resort glamping holidays was, when she felt completely alone with her husband. The aforementioned bonding experience with family or friends, which s very important for glampers, can be truly achieved only if there is privacy. This part of glamping was mentioned in the initial definition only slightly. Nonetheless, it seems that privacy is for glampers quite significant.

There were few different pull factors identified in the collected data. The most significant ones are need to be close to nature, need for privacy and interest in special outdoor activity. Need for luxury and high-quality service is another pull factor, which cannot be overlooked. The importance of this motivation is essential; therefore, it will be analyzed in a separate section.

## 4.2.2 Luxury

This section analyzes how luxury is perceived by glampers. Furthermore, it deals with the question, what kind of luxuries glampers like and why. Resort glampers and caravan glampers

have rather dissimilar point of view on what luxury is, and hence these two groups will be scrutinized separately.

Resort glampers seek real luxury while going on a holiday. That means for them to have everything what they can think of. Jervetta explains what she expected before her glamping experience:

> *"I want to be in the woods, but not actually sleep on the ground. I want to have all of the amenities of home, be catered to like at a five star resort but pretend that I am outside playing. I was seeking a luxury experience, in a rustic environment. [...] I believe in receiving what you pay for."*
>
> [Jervetta]

She wanted to be near nature but not having to experience the dirt, cold or any kind of discomfort. She likes to be pampered, she does not want to cook and she does not want to give up a hot shower. Those were her motivations to spend her holidays in a luxury glamping resort and pay higher price. Adeeni has similar point of view. She describes luxury in glamping like this:

> *"It has everything a most luxurious hotel suite would offer, from lounge and dining areas, a separate bedroom with a king bed and two writing desks to a full bathroom with soaking tub and separate shower and a dressing room with twin vanities."*
>
> [Adeeni]

She perceives the word luxury in glamping as having everything (bed, bathroom, meals etc.) even better and more expensive than at home. In this sense, the luxury is expensive and resort glampers are motivated specifically to experience this kind of extraordinary treatment and comfort while being close to nature. That approves the importance of luxury and high quality services, which was stressed in the preliminary definition of glamping. It is also consistent with the theory that people decide to pay higher price because they feel it guarantees high quality and comfort (Alegre & Juaneda, 2006; Chapman & Wahlers, 1999; Lee, 1993). The need for status seeking (Alegre & Juaneda, 2006; Atwal & Williams, 2009; Vigneron & Johnson, 2004) and motivation to impress the others (Dubois & Duquesne, 1993) was not approved. However, it should be acknowledged that it might be caused by a sensitivity of this issue. People usually do not state this kind of information on their blogs. Therefore, the face-to-face interview might be more helpful in this case.

There is one more motivation, which seems to be important for Jervetta. Her glamping experience in a luxurious resort was perfect for her and her husband. The best on paying a higher price was a special feeling she had:

> *"Being catered to as if we are the most important people in the world."*
>
> [Jervetta]

She felt like somebody special during this holiday. The quality of the employees was on a high level and they made her wishes come true. They treated her almost like a princess and she felt very noble. Jervetta really enjoyed being spoiled that way. Consequently, it could be argued that high quality of services and special attention to clients is very important for resort glampers.

Luxury does not mean the same thing to caravan glampers. They do not connect glamping with room service and they do not have bathtubs in their caravans. Luxury in their eyes does not have to be expensive. They see luxury in small details, which make their glamping holiday perfect for them. Erika explains what is important for her while glamping:

> *"So this way I'm guaranteed a beautiful comfortable bed, no bugs, foods that I like. I'm very particular about - like I love Cuban coffee. They may not serve Cuban coffee in some small village. But I get to make my Cuban coffee on my stove. So somehow I think that I'm too particular. But if I can make something so easy, why not do it."*
>
> [Erika]

She does not need her breakfast served in bed. However, she does not want to give up her Cuban coffee, comfortable bed and tasty meal. Those are her must have luxury elements, which she needs while travelling. Glamping allows her to fulfil these special needs very easily. She does not want to stay in unknown hotels because there is no certainty that she would have those things there. Nancy also perceives luxury in tiny details, which are fulfilled by glamping:

> *"I like to find luxury in the simplest places. If I need to use hand lotion, I prefer a shea butter or lavender scented oil. Luxury is an opinion, such as beauty is in the eye of the beholder."*
>
> [Nancy]

Nancy stresses that luxury depends on a person. She has her favourite cosmetics, which she always wants to have with her. That makes her glamping luxury for her. Carolyn sums her perception of luxury in glamping like this:

*"For me luxury is sleeping in a bed with real sheets as opposed to sleeping bag, and having real dishes and heater and running water. [...] Having electricity defines luxury for me. Cause then I can plug in the radio, I can plug in the toaster, plug in a coffee maker, plug in my juicer, blender whatever. So luxury to me in camping is defined by having electricity and a bed. And having it cute. The cake is having electricity and bed and the girly stuff is a frosting for me – on a cupcake."*

[Carolyn]

The most important luxuries are for Carolyn a comfortable bed, electricity and running water. Even higher luxury is ability to personalize and decorate her space, which makes her feel perfect. It seems that the luxury is defined by caravan glampers as being able to take with them many unnecessary things (from the functional point of view), which make their glamping holidays flawless. This luxury is not very expensive and they are motivated because of the comfort it brings to them. It helps them to relax and they feel better. It could be argued that it is seeking higher quality in those for them important details, which was also highlighted by few authors (Alegre & Juaneda, 2006; Chapman & Wahlers, 1999; Lee, 1993).

Comfort has been mentioned many times in different parts of the analysis. It seems that glampers are specifically motivated to luxury by need of comfort, which helps them to relax. Airstream highlights especially one comfortable part of his caravan, which he would never change:

*"Not sure I have ever been more comfy in a bed then my Glamper bed. I just melt every time I get to sleep in this luxurious bedding. I know ~ I am a Glamper!"*

[Airstream]



*Figure 10: Airstream*

He loves his bed of his caravan. Nice blankets, pillows and a quality mattress make his glamping holidays extraordinary. Figure 10 shows the interior of his caravan. Everything looks very comfortable. Also Deb loves the atmosphere in her caravan:

> *"We have instead of sleeping bags on our beds...we have big fluffy pillows and we have nice comfortable beds. I have fleeced sheets on my bed. Instead of just putting old blankets on my couch we have really pretty quilts. You know, very comfortable, very relaxed, very inviting."*
>
> [Deb]

Deb again highlights the comfort of her caravan. She is very relaxed there and she thinks it is a very nice place to invite people and to socialize. One could argue that the most important thing in caravan glamping is a need to feel pampered by little unnecessary things, which ensure the comfort while travelling. Only then, can glampers have their dream glamping holidays because comfort ensures the two most important parts of their holidays – relaxing and socializing.

There is one more pull factor, which motivates people to choose glamping holidays. This factor was identified by resort glampers as well as caravan glampers, although there is a small difference between the groups. This factor is a need for good food and drinks. Glampers always connect glamping with quality food. Caravan glamper Deb describes her food habits while glamping:

> *"Glamping also includes fine wine, interesting drinks, interesting meals instead of the hamburgers and hotdogs that you throw on the grill. We create more interesting foods, and we share them."*
>
> [Deb]

She explains that caravan glampers focus on experimenting with special recipes and with mixed drinks. They do not want to eat cheap and ordinary food. They want to enjoy nice food from beautiful plates and drink wine from nice glasses. Dining is for glampers occasion to socialize, to share the recipes, to try different dishes and to inspire each other. Jen stresses, how glamping motivated her to be a better cook:

> *"In the morning she [her glamping friend] served a blackberry coddler and it was divine. It was like heaven on a spoon. I was so inspired. I went straight home and I told my family: I'm gonna buy camp Dutch oven, I'm gonna learn how to cook. And I've learned how to cook because of that."*
>
> [Jen]

Glamping changed her habits and encouraged her to cook quality food. This woman showed her that it is possible to eat with style also in woods. Good food is for Jen now a must do on her glamping trips. Caravan glampers love delicious food. They share this passion with resort glampers. However, whilst caravan glampers cook this special food by themselves, resort glampers prefer to have a gourmet chef with them. Katherine describes her resort glamping experience and explains why she enjoyed it so much:

> *"One of my favorite aspects of our camp was the welcoming dining pavilion, a half-outdoor, half-indoor plaza for daily meals. [...] Our on-site chef, a sweet Montanan, could whip up anything in his full-size kitchen. My favorite dishes were the grilled elk loin salad with local mushrooms, the pan roasted quail legs with black truffle sauce, and the country buttermilk panna cotta. It dawned on me that I don't eat this well even at "indoor" resorts."*

[Katherine]

She enjoyed the variety and quality of the served food, which was better than at her home, normal restaurants or hotels she had visited. The importance of quality food and drinks was stressed also in the preliminary definition of glamping (Callan, 2013; Bell, 2010; Worrell, 2011). This aspect was confirmed for both caravan and resort glampers.

Luxury is with no doubts an essential part of glamping. It means for glampers comfort, quality food and drinks and possibility to relax. It could be argued that without luxury there would be no glamping because when you take luxury from glamping you get camping. However, it should be noted that luxury in caravan glamping does not mean to spend a lot of money. It is exclusively connected to the attempt of enhancing comfort as much as possible.

## 4.3 Pursuit of glampers' happiness

This section deals with the positive and negative experiences of glampers. It concentrates on understanding of the true causes of glampers happiness and it attempts to find out how a perfect glamping holiday would look like. The aim of this section is to give an answer to the second sub-question of this research: *How do glampers imagine happy holiday?*

Paolo Corvo (2011) claims that happiness can be truly achieved, only when a person is in harmony with nature. As it was proven before, glamping is strongly connected to nature, and hence it helps glampers to be happy. Caravan glampers take always their comfort with them and the journeys

are usually not too long. These were the possible stressors while on a holiday (Nawijn, 2011). These most common stressors are in caravan glamping eliminated by default, and hence there are only minor things, which could make their glamping experience less perfect. Such small stressors are according to Carolyn bad weather and conflicts:

> *"The weather has to be reasonably warm. [...] There shouldn't be any cat fight, there shouldn't be any disagreements. I don't like that. I deal with that enough in my job and it's not what I want to see. I don't want my blood pressure going up. So just relaxing."*
>
> <div align="right">[Carolyn]</div>

She explains that her glamping experience is always better when the weather is nice. She does not like when there is an argument between her neighbours. Carolyn does not like conflicts especially because of her work, which she wants to forget while glamping. She just wants to be in a calm environment without any inconvenience. Another unpleasant thing, which caravan glampers try to avoid, is sickness. Jen shared her bad experience about this issue:

> *"Another thing – I don't want people to get sick or hurt. At our last trip we had a person, who got sick from alcohol poisoning. [...] One think that should not happen is that it is too difficult to get to the actual park, if the roads are too difficult. Because than you get more fear involved with the event"*
>
> <div align="right">[Jen]</div>

She explains that it is very important to her that every person is healthy and no accidents happen. She mentions alcohol poisoning as an example but she does not like any kind of risk to be involved in glamping. Jen especially stresses one of her glamping holidays when the access to the camp site was quite dangerous. Therefore, she was worried that some accident could happen. She does not want to feel any of these emotions (fear, worries) during her glamping trips and she tries to avoid camp sites with bad access. Next inconvenience, which was mentioned by many caravan glampers, was having technical problems. Marianne, Cameron and Carol really do not want to have problems with their caravan. They state it as the biggest problem, which could ruin their glamping holidays. Another important issue while glamping are the neighbours. When asking the question, what she does not like on her glamping holidays, Nancy responded this:

> *"Loud noisy people or obnoxious neighbours in the campground."*
>
> <div align="right">[Nancy]</div>

She wants to relax while glamping. She does not want to hear loud music. She wants to have her privacy and calmness. She does not like to get in conflicts with her neighbours and she thinks they should be respectful and not to disturb anybody around. That is much easier to achieve when the camp site ensures some kind of privacy. That is important especially for Karen:

> *"When I picked the Tennessee, [...] – they said beautiful view of the mountains. When I got there, my view was on the septic system of the 300 000 $ bus. They parked me on spot where I couldn't see anything but that bus. So I was disappointed there. [...] I don't like, when you are so close, you are in like a parking lot, which happened to me in Tennessee. Your campers are so close together and when you open your camper you look at somebody else's camper."*

> [Karen]

She wants to have her own space when glamping. She does not like to be too close to other campers or glampers. She does not feel free and nature is then too far away. When there is more private space for her, she can relax better and she can enjoy being close to nature. After her bad experience she is now very careful when it comes to choosing the next camp site. Privacy and space is for her the priority number one. Happiness is higher when the negative elements are eliminated as much as possible (Deci & Ryan, 2008; Diener, 2000). Therefore, the suppliers should try to ensure more privacy, quality access to their camp sites and to have special gathering area where it is allowed to make a bit of noise. However, they might consider having a policy about being silent after a certain hour. They could also provide some technical help in case something breaks. It could be argued, that this is the way to make glampers feel happier during their holidays.

The mentioned unpleasant issues are not so common and glampers seem very happy when it comes to their holidays. Here are few examples of the answers to the question, how they feel during their glamping trips:

> *"Happy and usually excited."*

> [Cameron]

> *"Happy all the time."*

> [Carol]

> *"Happy. Happy, happy, happy."*

> [Carolyn]

*"Always happy. Always happy. Even my daughters would say to me – you look younger when you do this."*

<div align="right">[Erika]</div>

There is a strong patter, which shows that glampers like to be positive and they want to feel good. They search for happiness in glamping and they seem to succeed. That just approves the theory that tourists usually feel happy during their holidays (De Bloom, et al., 2010; Nawijn, 2011; Nawijn, 2010). Erika explains the issue of glampers' happiness a bit deeper:

*"That's the whole point that they [glampers] are going out and they are doing all that crazy stuff. They want to have a good time. You know, someone says that happiness is a choice. I agree. You can choose to be happy. You can choose to sit around and bitch, moan and complain. But happiness is a choice."*

<div align="right">[Erika]</div>

Erika explains that glampers choose to go glamping because it makes them constantly happy. When they decide to go glamping, they decide also to be happy. When they go glamping, they expect to be happy and they are searching for happiness. This identified pattern is in agreement with theories of Koncul (2011), Norrish & Vella-Brodrick (2008), Nawijn (2011) etc. Furthermore, caravan glamper Marianne feels happy even when only thinking about glamping. Here is her answer to the question what comes to her mind when she hears the word glamping:

*"Makes me smile. And I think of fun and challenges."*

<div align="right">[Marianne]</div>

Marianne says that the happiness is instant only by fantasizing about glamping. That is caused by many joyful memories connected to this word. Also Jen has positive thoughts when talking about glamping:

*"It's like a magical thing. I'm not religious but it's like – just thinking about going glamping or just thinking about the things that have something to do with glamping, it just changes my mind and it's like magic. [...]I just love being in my trailer. Just that by default makes me happy."*

<div align="right">[Jen]</div>

Jen explains that she does not have to be on a holiday to feel that positive energy of glamping. It is enough for her to think about anything connected to glamping or she can just walk into her

caravan and she directly feels cheerful. Therefore, it could be argued that caravan glampers found their happiness in glamping as it is and there are not so many things that could be improved in their eyes because travel as such creates happiness (Koncul, 2011). Glampers are full of positive energy, which is visible also on their decorations:



*Figure 11: Deb's caravan*

Figure 11 shows the inside decoration of caravan glamper Deb. She is a "Life is good" fan and she likes to show it. It helps her to be happy and optimistic and she brings these feelings with her when she goes glamping. She has chosen to be happy and almost nothing can take that from her.

Another author Nawijn (2011) stresses that the company is very essential when it comes to happiness during the holidays. This was identified also in many interviews with glampers. Carolyn completely agrees with this theory:

> *"I think the only thing that could improve it [glamping holiday] would be to have a better bunch of ladies. And to be honest with you, I don't think that that could happen."*

> [Carolyn]

Carolyn loves her glamping holidays mostly because her friends. That is caused by the need of bonding and socializing, which was already analyzed before. This need is essential for Carolyn and other caravan glampers. Consequently, it might be a good idea for the suppliers to try to enhance the possibilities of socializing and bonding in their camp sites. The bonding experience is important also for resort glampers. That can be seen in the interview with Jervetta when she described the happiest moment of her holidays:

*"This was one of the most peaceful and relaxing moment of our glamping experience. My husband built a fire in this well appointed cabin, then we unwrapped a handsomely prepared dish of s'mores to prepare in the fire. There was a cozy couch in front of the fire place where we bundled up together and just snuggled close to one another. I felt like we bonded in a way I haven't felt in the 21 years we had been together. The fire was warm, the cabin was peaceful, cozy, comfortable and the outside environment was beautiful. The atmosphere was just superb. The fire was popping and cracking."*

[Jervetta]

This glamping experience was perfect in the eyes of Jervetta. She liked every small detail of this moment. It sounds like recipe for happiness of resort glamper. She was searching for comfort, bonding with her husband, good meal, relaxation, peace and closeness to nature. According to few authors, happiness is higher when there are more positive experiences (Deci & Ryan, 2008; Norrish & Vella-Brodrick, 2008; Diener, 2000). Consequently, it could be argued that satisfying the aforementioned needs should be the priority of glamping resorts if they want to increase glampers' happiness.

The perfect caravan glamping holidays would satisfy all the needs and wishes of glampers, which were scrutinized in this chapter. Therefore, it would possibly look as follows: The camp site would be in extraordinary natural setting where every glamper would have beautiful view. There would be a lot of space between the caravans to ensure the privacy and peaceful atmosphere. The access to the site would be easy. Higher comfort would be assured by electricity supply and really nice bathrooms. The technical service should not be missing. There would be an antique store near or directly at the camp site. The perfect camp site would have a central area (e.g. big bonfire) where glampers could bond and socialize. This camp site could collect the ideas of glampers who want to share their creations and to have a special place for the inspirations. The ideal camp site could also organize some activities like handicrafts or cooking classes. Interesting for glampers could be an organized evening of tasting each other's meals or making a tour through glampers' caravans and to get to know their stories. Camp site should also offer some adventurous activities like kayaking, rock climbing, cycling, fishing or hunting. In order to make the perfection complete, nobody would get hurt and the weather would be wonderful. That might be a description of a perfect glamping site and hence of a happy caravan glamping holiday.

## 4.4 Definition of glamping - revision

The preliminary definition of glamping, which was presented in the chapter 3, needs to be revised after the analysis of collected data. The findings showed that there are at least two different groups of glampers, and hence they should have diverse definitions. This section presents both definitions and compares these definitions with the initial definition. It has to be noted that these definitions should not be perceived as ultimate definitions of glamping but as a summary of patterns identified in gathered data.

The definition of resort glamping is very similar to the first definition. Resort glampers are highly motivated by closeness to nature but the luxury of the place is crucial for them. They seek for real quality and they are ready to pay high price for it. They really enjoy adventurous outdoor activities, delicious food and tasty drinks. Furthermore, resort glampers search for relaxation and peaceful place where they could hide from their every-day-life. They have a strong need for privacy, which allows them to bond with their family. All these features were mentioned also in the initial definition. However, the ecological aspect is for resort glampers not as important as it seemed and they emphasize bonding and need for privacy much more.

The definition of caravan glamping revealed many differences. These glampers have still a need for luxury but they connect luxury with comfort and homely feeling. They prefer to spend their glamping holidays in beautiful natural settings but many times that is not the priority number one for them. Additionally, they love adventure, freedom and independence. These aspects were not stressed in the preliminary definition enough. Also family bonding and socializing should be highlighted more. Caravan glampers share the same need with resort glampers to eat high quality food and drink wine but they are keen on preparing this food by themselves. Caravan glampers are motivated by need to relax close to nature and necessity to escape from stressful and noisy environment. Nonetheless, many times it is sufficient for them just to walk into their caravan and not going away. Being in the caravan instantly changes their thoughts and they feel much better and relaxed. Privacy is highly appreciated by caravan glampers. The following patterns were not mentioned in the initial definition at all. Caravan glampers have strong need to personalize their caravans and making them beautiful. They create their special place where they feel comfortable, safe and happy. Their connection to their caravans is very special and they are keen on antiquing. Moreover, they enjoy their little space and they like to be appreciated by other glampers. Caravan glampers are highly focused on sharing their ideas, recipes and they really like to present their creations. The most common activities are for them socializing,

cooking, making handicrafts and exploring the area. They characterize themselves usually as creative and innovative people, who are positive and happy all the time.

# 5 Criteria for assessing a qualitative research

This chapter is dedicated to the evaluation of the trustworthiness of this research. The criteria of credibility, transferability, dependability and confirmability are discussed here. These criteria are considered to be more appropriate for assessing the constructivist study (Lincoln & Guba, 1985; Denzin & Lincoln, 2011; Guba, The paradigm dialog, 1990) than internal and external validity, objectivity and reliability (Bryman, 2008) as these criteria are usually connected to the quantitative research.

## 5.1 Credibility

The importance of ensuring the credibility of the research in constructivist study is crucial (Bryman, 2008). That is caused by already discussed constructivist point of view where multiple realities co-exist. Therefore, the researcher has to make sure that the interpretations of data are accurate and that the researcher understood the interviewee correctly (Bryman, 2008). This was in this thesis ensured by the follow up conversations with interviewed glampers. Furthermore, the analysis was sent to the interviewees, who had a chance to correct possible misinterpretations of collected data. Next technique to elevate the credibility of the research suggested by Bryman (2008) is triangulation. Multiple methods and sources of data were used. The application of the triangulation is explained deeper in the chapter 2. Another part of credibility highlights that the researcher should carry the research out according to the rules of good practice (Bryman, 2008). That means that all interviewees should understand the purpose of the research completely and they should be aware of the usage of collected data. Every interviewee was informed about the research and its purpose. They all agreed to be a part of the research and they allowed using pictures and quotes from the interviews in this research.

## 5.2 Transferability

Transferability concentrates on the possibility to transfer the findings to different settings (Lincoln & Guba, 1985). It is "not assessed by the researcher but by the reader" (Guba, 1990:113). Therefore, the researcher should provide as detailed information about the setting of the study as possible to make it easier for the reader to reconsider if the findings could be applied also in his or her own setting (Guba & Lincoln, 1989). In order to ensure that it is simple for the reader to assess the transferability, background information about the interviewees is available

in the chapter 2. It should be noted that the interviewees were mostly from United States of America. Nonetheless, they do not belong to the same age group, there are females and males interviewed and they have different backgrounds. Consequently, it could be argued that it is easier to transfer some of the findings into other context.

## 5.3   Dependability

Guba & Lincoln (1989) suggest that to ensure dependability of the study, the researcher should ensure easy access to all details about the research. This information should be used by the auditor, who would examine if the procedures were followed correctly. Consequently, all materials connected to this research are easily accessible. Transcripts of the interviews, recordings of all interviews, copies of all email interviews and pdf files of all web pages used in the analysis are on the CD with appendixes. Notes, process of problem formulation and data analysis decisions can be accessed on request.

## 5.4   Confirmability

Confirmability should be assessed by an external auditor, who would examine if the researcher carried out the study in his or her best belief (Guba & Lincoln, 1989). The researcher should try not to draw conclusions on his or her personal feelings and points of view but try to be as objective as possible even though the objectivity cannot be achieved completely (Bryman, 2008). I was carrying out the research in my good faith and I attempted to be objective. I tried not to be influenced by my beliefs and constructions as much as possible. However, because of the time limitation, the external audit presented an unachievable goal, and hence was not carried out.

# 6   Conclusion

The purpose of this research was to identify patterns, which characterize glampers as tourists, and hence to get to know them better. In order to really understand their behaviour, the focus was on glampers motivations, needs and wishes. Furthermore, the research aimed to get better understanding of glampers' happiness during their holidays.

The analysis showed that there are at least two distinct groups of glampers – resort glampers and caravan glampers. Resort glampers are customers of luxury glamping resorts whilst caravan glampers use their personalized caravans during their holidays. Both groups wish to be close to nature but they do not want to give up the comfort, which they are used to at home.

Resort glampers are according to this study mainly motivated by luxury, which is visible in every detail of their glamping experience. The food and drinks are extraordinary and served with style of a five star restaurant. The rooms or tents are equipped with everything, what a person can think of and the bathroom is not an exception. That is very appealing for resort glampers, and hence they are willing to pay a high price to fulfil the need to be in the nature but not having to struggle with discomfort. They usually use this kind of holidays to escape from their real lives and to relax in peaceful atmosphere. Resort glampers want to reconnect with nature; therefore, they prefer outdoor activities, which should be organized for them. However, the most important part of their holidays seems to be the bonding element of the experience while having complete privacy. Resort glamping gives an opportunity for families to connect in a different level. That is what makes resort glampers happy.

The analysis showed that caravan glampers are very different in comparison with resort glampers. Caravan glampers are characterized by taking their home with them wherever they want to spend their holidays. These homes are in form of caravans or tents, which are customized to fulfil all needs and wishes of the owner. Luxury is not connected to high price but to the possibility to take all comforts of a home with them. The caravans are usually completely changed in terms of colour, decorations and accessories to fit the dreams of a particular caravan glamper. These glampers create a special piece of world inside the caravan, which belongs only to them. They feel completely disconnected from the outside world and that helps them to relax. Analysis revealed that caravan glampers are very creative and they like to share their ideas with other glampers. Therefore, they have online communities and they organize group glamping holidays, which allow

them to share the glamping spirit. Very important motivation is for them connecting and socializing with other glampers. It seems that many of them love antiquing. Interviewed caravan glampers appreciated freedom and ability to explore the area in an intimate way. One interesting push/pull factor was identified across the data. Need to escape from daily life is for caravan glampers also a pull factor to their caravan. That is caused by the fact that caravan glampers feel in their caravans already as at the different place, which represents for them a pure happiness. They go glamping because they want to feel happy. Even only thinking about glamping makes them happy. However, there are few factors, which could make their experience unpleasant. Caravan glampers love to socialize but they want to have also privacy and space. They do not want to be bound by rules or schedules because they love freedom. Important part of glamping is for them people, who are around them. Therefore, it is crucial that these people are not too loud and that they respect the neighbours. The women part of caravan glampers likes to share and try new recipes. Caravan glamping is for them tightly connected to gourmet food and experimenting with drinks. They like to serve their dishes on beautiful plates, drink wine from wineglasses and coffee from china cups. These small luxuries make them feel happy, relaxed and comfortable while surrounded by great people in nature. And that is what they search for.

Glamping is at the moment fairly unexplored type of tourism. It was not clearly defined yet and the wide range of this tendency makes it almost impossible to make such definition. Therefore, it could be argued that it is needed to divide glampers in more sub-groups. That would allow defining them more accurate.

## 6.1   Contribution to the existing literature

This research was an exploratory study as there are not many details known about glamping. Therefore, it could be argued that the vast majority of presented findings is new. Two previously unknown groups of glamping (resort and caravan glamping) were defined. Deeper knowledge about their motivations and needs was presented. Glamping was perceived as very expensive type of holidays, which was disproved for caravan glampers.

The happiness point of view on glampers could be also considered as quite new. Research usually focuses on satisfaction of the customers. However, happiness seems to be more important for people because a person can be satisfied and still feel unhappy. Therefore, by analyzing glampers' happiness, it allowed to understand the feelings and passion of glampers, which was not identified in the existing literature.

## 6.2   Further research

The current research focuses only in one small fraction of the topic of glampers. The aim was to present deeper knowledge about this new type of tourism rather than broad knowledge about numerous aspects of it. Many questions about glamping are still not answered, which presents various opportunities for a further research. This section presents few possibly interesting paths, which could be worthy to research.

The difference between camping and glamping is still not clear enough. There are many aspects, which both share but there are also many huge differences. Therefore, it could be a good idea to analyze and compare deeply these two types of tourism. Furthermore, it should be taken into the consideration that some glampers were campers before. Therefore, it might be interesting to use a travel career approach and to scrutinize the development from camper to glamper. Another possibility is to develop from being a customer of five star hotel to going back to nature, and hence to become a customer of resort glamping. It seems very interesting to discover the path, which a person had to take before realizing he or she is a glamper.

Next topic worth to dig deeper is different groups of glampers. This research discovered caravan and resort glampers. The two mentioned groups still need to be scrutinized deeper and from different angle in order to truly understand them (e.g. quantitative research on a specific group of glampers). Furthermore, there could be even more distinct groups, which are not defined yet and are waiting to be uncovered. Rather small group of glampers is formed by men glampers. There might be differences between men and women in perception of glamping, which could be another topic of further research.

Supply side was almost entirely omitted in this research. However, there are countless interesting topics, which open on the side of glamping suppliers. There are many unanswered questions, which might serve as an inspiration for the research in the future. How do suppliers define glampers? How do they attract the customers? What kinds of difficulties are connected to glamping sites and what is the best way to cope with them? These questions are just few out of many, which just proves that supply side of glamping is a rich field for a research.

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# Appendix

## Appendix 1

| Glamping | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Horáková & Boscoboinik (2012) | 1 | 1 | 1 | 1 | 1 | 1 | 1 |  | 1 | 1 |  |  |  |  | 1 |  | 10 |
| Schänzel & Yeoman (2012) | 1 | 1 |  |  |  |  |  |  |  |  |  |  | 1 |  |  |  | 3 |
| Robinson, Heitmann & Dieke (2011) |  | 1 | 1 |  |  |  |  |  |  | 1 | 1 | 1 |  |  |  |  | 5 |
| Callan (2013) | 1 | 1 | 1 |  |  |  |  |  |  |  |  |  |  |  | 1 |  | 4 |
| Cole (2009) |  | 1 | 1 |  |  |  |  | 1 |  |  |  |  |  |  |  | 1 | 4 |
| Hay (2013) |  |  |  |  |  |  |  |  | 1 | 1 |  |  |  |  |  |  | 2 |
| Lucivero (2012) | 1 | 1 |  |  |  | 1 |  |  |  | 1 |  |  |  |  |  |  | 4 |
| Talbot (2012) |  |  | 1 |  |  |  |  |  | 1 | 1 |  |  |  |  |  |  | 3 |
| Conlin (2008) | 1 | 1 | 1 | 1 |  |  |  |  |  | 1 |  |  |  |  |  |  | 5 |
| Friedman (2012) | 1 | 1 | 1 |  |  |  |  |  |  | 1 |  |  |  |  |  |  | 4 |
| Nadeau (2011) | 1 | 1 | 1 |  |  |  | 1 |  |  | 1 |  |  |  |  |  |  | 5 |
| Kiefer (2009) | 1 |  |  |  | 1 | 1 |  |  | 1 |  | 1 |  |  |  |  |  | 5 |
| DeMelo (2009) | 1 | 1 | 1 | 1 |  |  |  |  |  |  |  |  |  |  |  |  | 4 |
| Conlin (2012) |  | 1 |  |  |  |  |  |  |  |  |  |  | 1 |  |  |  | 2 |
| Reeves (2012) | 1 | 1 |  |  | 1 |  |  |  |  |  | 1 |  |  |  |  |  | 4 |
| Bell (2010) | 1 | 1 |  |  | 1 | 1 |  |  |  |  | 1 |  |  |  | 1 |  | 6 |
| Worrell (2011) | 1 | 1 |  |  | 1 | 1 |  |  |  |  |  |  |  | 1 | 1 |  | 6 |
| Robbins (2011) | 1 | 1 | 1 |  | 1 |  |  |  |  | 1 | 1 |  | 1 |  | 1 | 1 | 9 |
| Dromedar | 1 | 1 | 1 | 1 |  |  |  |  |  |  |  |  | 1 |  | 1 | 1 | 7 |
| Wikibin | 1 | 1 | 1 | 1 | 1 | 1 |  |  |  |  |  |  |  |  |  | 1 | 7 |
| Brainz | 1 | 1 | 1 |  |  |  |  |  |  |  |  |  |  |  | 1 |  | 4 |
| PawsUp | 1 | 1 | 1 | 1 | 1 | 1 |  |  |  | 1 |  | 1 | 1 |  | 1 |  | 10 |
| Glamping | 1 | 1 |  |  | 1 |  |  |  |  |  |  |  |  |  |  |  | 3 |
| Glamping Girl | 1 | 1 | 1 |  |  |  |  |  |  | 1 |  |  |  |  | 1 |  | 5 |
| Glamping Hub | 1 | 1 |  | 1 | 1 | 1 |  |  |  | 1 |  |  |  |  |  |  | 6 |
| Canopy and Stars | 1 | 1 |  |  |  | 1 | 1 |  |  |  |  |  | 1 |  |  |  | 5 |
| Wild Man Ranch | 1 | 1 | 1 | 1 |  |  |  |  |  |  | 1 | 1 | 1 |  |  |  | 7 |
| White Pod | 1 | 1 | 1 | 1 | 1 | 1 |  | 1 |  | 1 | 1 | 1 |  |  | 1 |  | 11 |
| Longitude 131° | 1 | 1 | 1 | 1 | 1 |  | 1 | 1 |  | 1 |  | 1 |  |  | 1 |  | 10 |
| Eco Camp Patagonia | 1 | 1 | 1 | 1 |  |  | 1 |  |  | 1 | 1 | 1 |  |  |  |  | 8 |
| Clayoquot Wilderness Resort | 1 | 1 | 1 | 1 |  | 1 | 1 | 1 |  | 1 | 1 | 1 | 1 |  | 1 |  | 12 |
| Falling Waters Resort | 1 | 1 |  | 1 |  | 1 |  |  |  |  |  |  | 1 | 1 |  |  | 6 |
| Tree Hotel | 1 | 1 | 1 |  | 1 | 1 | 1 | 1 |  | 1 | 1 | 1 |  |  | 1 |  | 11 |
| Nomad Tanzania | 1 | 1 | 1 | 1 |  | 1 | 1 |  |  | 1 |  | 1 |  |  |  |  | 8 |
| Total | 29 | 31 | 22 | 14 | 13 | 14 | 8 | 5 | 4 | 18 | 10 | 10 | 9 | 1 | 13 | 4 |  |

| | | | |
|---|---|---|---|
| **1** | nature | **9** | rural tourism |
| **2** | luxury | **10** | eco-friendly |
| **3** | high quality service | **11** | connecting people |
| **4** | active/adventure | **12** | memorable experience |
| **5** | recreation/well-being | **13** | family |
| **6** | escapism | **14** | lower price than hotel |
| **7** | need for distinction | **15** | good food & drinks |
| **8** | privacy | **16** | high priced |

# Appendix 2 – Interview guide

<u>*Basic information:*</u>

Name, Gender, Nationality, Occupation

<u>*Defining a glamper:*</u>

1. What comes to your mind when you hear the word glamping?
2. How would you define glamping?
3. How would you define camping?
4. What is the difference between camping and glamping in your opinion?
5. Who is a glamper in your opinion?
6. Who is not a glamper in your opinion?
7. Are you a glamper? *If yes:* What does it mean for you to be a glamper?
8. Why did you decide to be a glamper?
9. *There are more types of glampers as they sleep in tipis, wigwams, airstream caravans, safari tents etc.* What type of a glamper are you *OR* what type of glamping did you try?
10. Is glamping an expensive or a cheap way of going on holiday? Please explain your answer.

<u>*Travel motivations:*</u>

11. Why do you go on glamping holiday?
    a. What is your motivation?
    b. Why do you choose a specific destination?
12. Why do you choose to go to the nature?
13. How much is the ecological aspect of glamping important to you on a scale from 1 to 10 (where 10 is the most important)?
14. What kind of activities are you doing during your glamping holidays?
15. *People perceive glamping as luxury.* What do you think about it?
16. Are you specifically motivated to go glamping because of the luxury element?
    a. Why is luxury important for you?
    b. *Luxury is usually connected to a higher price.* Why do you choose to pay this price?

<u>*Happiness:*</u>

17. How many glamping holidays have you been to?
18. Who do you usually travel with?

19. Could you describe your best glamping holiday?

20. What did you like on your glamping holidays?

21. What could be better or improved during your glamping holidays?

22. What is the most important part of your glamping holiday for you? What are you looking forward to?

23. How do you usually feel during your holidays?

24. What makes you happy during your holidays?

25. Could you describe few moments when you were really happy during your holidays?

26. Could you show me the photo of the moment when you were happy? Could you describe the photo?

27. What should not happen during your holidays? What don't you like on your holidays?

28. How would you imagine a perfect glamping holiday/ your dream glamping holiday?

# Appendix 3

| Question | Theory |
|---|---|
| Name, Gender, Nationality, Occupation | Facesheet information |
| What comes to your mind when you hear the word glamping? How would you define glamping and camping? What is the difference between camping and glamping in your opinion? Who is a glamper in your opinion and who is not? Are you a glamper? If yes: What does it mean for you to be a glamper? Why did you decide to be a glamper? | Self made definition of glamping in section 3.1 |
| What type of a glamper are you OR what type of glamping did you try? | Nadeau, 2011; Robinson, 2012; Glamping Hub, 2013; Glamping, 2013 |
| Is glamping an expensive or a cheap way of going on holiday? | Cole, 2009; Dromedar, 2010; Robbins, 2011 |
| Why do you go on glamping holiday/What is your motivation? Why do you choose a specific destination? | Crompton, 1979; Dann, 1977 |
| Why do you choose to go to the nature? | Luo & Deng, 2008; Espinoza, 2002; Meng, Tepanon, & Uysal, 2008; Lindberg, 1991 |
| How much is the ecological aspect of glamping important to you on a scale from 1 to 10 (where 10 is the most important)? | Blamey & Braithwaite, 1997 |
| What kind of activities are you doing during your glamping holidays? | Mehmetoglu, 2007; Corvo, 2011 |
| People perceive glamping as luxury. What do you think about it? | Callan, 2013; Lucivero, 2012; Friedman, 2012; DeMelo, 2009; Nadeau, 2011 |
| Are you specifically motivated to go glamping because of the luxury element? Why is luxury important for you? Luxury is usually connected to a higher price. Why do you choose to pay this price? | Alegre & Juaneda, 2006; Atwal & Williams, 2009 |
| How many glamping holidays have you been to? Could you describe your last glamping holiday? What did you like on your glamping holidays? What could be better or improved during your glamping holidays? What is the most important part of your glamping holiday for you? What are you looking forward to? What makes you happy during your holidays? Could you describe few moments when you were really happy during your holidays? Could you show me the photo of the moment when you were happy? Could you describe the photo? How would you imagine a perfect glamping holiday/ your dream glamping holiday? | Koncul, 2011; Corvo, 2011; Deci & Ryan, 2008; Norrish & Vella-Brodrick, 2008 |
| Who do you usually travel with? | Nawijn 2011 |
| How do you usually feel during your holidays? | Nawijn, 2011; Nawijn, 2010; De Bloom, et al., 2010 |
| What should not happen during your holidays? What don't you like on your holidays? | Nawijn 2011 |

# Appendix 4 – Data for netnography

Glampers on the loose        https://www.facebook.com/groups/glampersontheloose/

[Accessed on 1 May 2013]

The Loyal Order of the Glamper     https://www.facebook.com/groups/loyalglamper/

[Accessed on 1 May 2013]

Abbie      http://thehappyglamper.blogspot.dk/ [Accessed on 1 May 2013]

Adeeni     http://www.adeenidesigngroup.com/blog/luxury-camping/

[Accessed on 1 May 2013]

Airstream    http://glamperanairstreamdiary.com/ [Accessed on 1 May 2013]

AltLuxury    http://environment.altluxury.com/glamour-camping-glamping/

[Accessed on 1 May 2013]

Boris       http://www.francethisway.com/wp/glamping/2009/01/ [Accessed on 1 May 2013]

Cara        http://www.etcnortheast.co.uk/featured/no-need-to-rough-it-etc-goes-glamping/

[Accessed on 1 May 2013]

Delia       http://www.ahappyglamper.com/ [Accessed on 1 May 2013]

Geek       http://www.wisegeek.org/what-is-glamping.htm [Accessed on 1 May 2013]

Katherine    http://glamping.com/blog/?p=311 [Accessed on 1 May 2013]

Maggie     http://guestofaguest.com/hamptons/wacky-tacky/the-reasons-why-i-hate-glamping

[Accessed on 1 May 2013]

Mary       http://thebunnyslope.com/glamping/ [Accessed on 1 May 2013]

Megan     http://meganbata.blog.com/2011/08/05/so-im-a-glamper/

[Accessed on 1 May 2013]

Tracey     http://outdoorafro.ning.com/profiles/blogs/glamper-or-camper-whats-the

[Accessed on 1 May 2013]