

Maite Schneegans

Where nature meets luxury – a quantitative study of motives for glamping:

A case study of German tourists

Master's thesis

Tourism research, TourCIM

Spring 2022

## **University of Lapland, Faculty of Social Sciences**

Title: Where nature meets luxury – a quantitative study of motives for glamping. A case study of German tourists

Author: Maite Schneegans

Degree programme / subject: Tourism research (Tourism, Culture and International Management, TourCIM)

The type of the work: Master's thesis

Number of pages: 103

Year: 2022

### **Abstract**

Glamping tourism, a symbiosis of camping and luxury has experienced great increase in recent years. This master's thesis deals with the phenomenon of glamping and specializes in the motives of Germans to go glamping. Since there is little research data on glamping compared to other areas of tourism research, this thesis relies on camping and luxury tourism as the basis of glamping.

This study therefore examines glamping motives by drawing on camping and luxury travel motives from the literature. The sample was semi-randomly assembled via a web link. The realized sample consists of 266 women (70.7%) and men (29.3%) living in Germany and over 18 years of age. The results indicate that there are significant differences between the motives of the sexes (female/male), between the place of residence (urban/rural) and the age (young/old) of the respondents. For female participants especially the motives Bonding, Public Display and Self-esteem are more important than for men. Participants from the city rate status as a stronger glamping motive than participants from the village. For older participants Public Display is a less strong glamping motive than for younger ones - but Learning is indicated as a stronger motive of the older ones.

This master's thesis is of interest to tourism researchers as well as managers of campgrounds and destination managers, as it both narrows the research gap and provides practical implications for strategy development of destinations and campgrounds.

**Keywords:** Glamping, Outdoor hospitality, Travel Motives, Luxury Tourism, Germany

## TABLE OF CONTENTS

1	INTRODUCTION.....	8
1.1	Thematical Introduction.....	8
1.2	Aim of the Study.....	9
1.3	Structure of the Study .....	10
2	THEORETICAL FRAMEWORK .....	12
2.1	Luxury.....	12
2.1.1	Generational View on Luxury Consumers.....	16
2.1.2	Luxury in Tourism .....	18
2.1.3	Outlook of the Luxury Market .....	20
2.2	Camping Tourism .....	23
2.2.1	Historical Development of Camping Tourism.....	26
2.2.2	Characteristics of German Camping Tourists .....	27
2.3	Glamping Tourism.....	29
2.3.1	Historical Development of Glamping Tourism.....	32
2.3.2	Characteristics of German Glamping Tourists.....	34
2.4	Travel Motives and Travel Motivation.....	37
2.4.1	Selected Theories of Motivation .....	39
2.4.2	Specific Motives for different types of travel .....	42
3	HYPOTHESES .....	45
4	METHODOLOGY .....	46
4.1	Research Design .....	46
4.2	Ethical Considerations .....	47
4.3	Population and Sampling.....	48
4.4	Survey .....	49
4.5	Data Collection and Preparation .....	52

4.6	Tools used for Analysis .....	53
5	ANALYSIS AND DISCUSSION .....	55
6	HYPOTHESES TEST.....	66
7	CONCLUSION .....	67
7.1	Discussion.....	67
7.2	Limitations of the Study .....	69
7.3	Outlook .....	71
	REFERENCES .....	75
	APPENDIX 1. Survey (German).....	90
	APPENDIX 2. Consent form (English).....	100
	APPENDIX 3. Questions asked in the survey (English).....	101

## LIST OF FIGURES

Fig.1. Structure of the Study .....	11
Fig. 2. Characteristics of Luxury Goods.....	20
Fig. 3. Camping Accommodations.....	24
Fig. 4. Distribution of overnight stays at European campsites in 2019 .....	25
Fig. 5. Push- and Pull-factors.....	40
Fig. 6. Travel Career Ladder .....	41
Fig. 7. Travel Career Pattern .....	42
Fig. 8. Mean value frequencies "nature".....	59
Fig. 9. Mean value comparison for joint variables (motives).....	60

## LIST OF TABLES

Table 1. Systems and tools used for analysis.....	53
Table 2. Demographics.....	55
Table 3. Descriptive statistics on demographics .....	56
Table 4. Descriptive statistics on variables .....	57
Table 5. Descriptive statistics on joint variables (motives).....	59
Table 6. Results of Mann-Whitney-U-Test for “experience”.....	61
Table 7. Results of Mann-Whitney-U-Test for “gender”.....	62
Table 8. Variable analysis of differences among male and female participants.....	62
Table 9. Results of Mann-Whitney-U-Test for “type of community”.....	63
Table 10. Variable analysis of differences among participants from village/city.....	63
Table 11. Correlation of participants’ age and motives.....	63
Table 12. Correlation of camping and luxury motives.....	64
Table 13. Results of Mann-Whitney-U-Test for gender differences in mean scores of camping and luxury motives.....	65
Table 14. Analysis of differences of camping and luxury motives for female and male participants.....	65

## **LIST OF ABBREVIATIONS**

NBT	Nature-based tourism
TCL	Travel Career Ladder
TCP	Travel Career Pattern

# 1 INTRODUCTION

## 1.1 Thematical Introduction

Nature-based tourism (NBT) is a very popular tourism segment (Balmford et al., 2009). According to Park et al. (2010) and Priskin (2001), the demand for spending holidays in a natural environment has increased all over the world because of the modern society mainly living in urban areas. Therefore, NBT can be seen as an opportunity to escape from daily routines and to enjoy nature, landscapes, rural environments and the culture and architecture of them (Filipe, Santos, & Barbosa, 2018, p.113). The main objective of NBT is to help people gain a better understanding of nature by allowing them to connect directly with it (Newsome, Moore, & Dowling, 2002, p.13). O'Neill et al. (2010) also point out that the desire of recreating in nature is shared by an ever-increasing number of people.

According to Brooker and Joppe (2013, p.5) the increase in popularity of outdoor hospitality is due to a change in the perception of values of people. More and more people want to leave the urban environment to experience time out in nature. In addition to that, the growing diversity of the sector as well as the increase in the quality of products and amenities leads to a greater interest in outdoor hospitality. Despite the rise in popularity and the growth of the sector, it must also face several challenges according to Ma, Craig, & Feng (2020, p.1). For example, climate change is altering seasonality, weather trends are changing, and more extreme weather situations are occurring. The Outdoor hospitality sector is very sensitive to weather conditions. This is why it is particularly relevant to take a closer look at and study the outdoor hospitality sector to formulate important management implications for the future.

Camping, a very popular form of NBT, used to be a cheap option to spend holidays in a natural environment (Filipe, Santos, & Barbosa, 2018, p.113). Over the last ten years, a shift towards more luxurious ways of camping can be noted: novel and innovative types of camping accommodations have been implemented and summarized under the umbrella term “Glamping” (Vrtodušić Hrgović, Bonifačić, & Milohnić, 2019, p.773). This has led



to the fact that the camping sector is now developing to a specialized tourism sector with a high volume of visitors (Brooker & Joppe, 2014, p.335).

Even though, camping is one of the most profitable industries today (Eremić, 2021, p.60) and it is very dependent on changing external influences, it does not gain a lot of attention in tourism scholar: “[Camping tourism] has received minimal attention in the literature.” (Brooker & Joppe, 2013, p.1) “Compared to other sectors of the tourism industry, camping is relatively under-researched” (Rice et al., 2019, p.424). Several authors note that camping tourism should gain more attention in tourism scholar as it is a complex global phenomenon which, because of its rapid growth, reached an increased importance in the tourism industry (Rogerson & Rogerson, 2020, pp.349, Blichfeldt & Mikkelsen, 2015; O’Neill et al., 2010). In addition, camping is the preferred type of accommodation and one of the most popular free time activities of Westerners with all socio-economic status (Timothy & Teye, 2009, p.227; Lee, Lee; & Moon, 2019, p.88).

According to Eremić (2021, p.62) not only camping is an understudied topic in tourism research but especially on glamping – a luxurious version of camping – which will be the focus of this paper, only little research is done so far. Vrtodušić Hrgović; Cvelić Bonifačić, & Licul (2018, p.622) note that glamping is a subject of interest in tourism scholar as intensive research on the topic is increasing. Nevertheless, the area is still under-studied and needs more scholarly attention.

## **1.2 Aim of the Study**

The aim of this study is to investigate the motivational drivers of Germans to go glamping. I chose Germans as the research group because, on the one hand, she herself comes from Germany and therefore wants to conduct research on her own compatriots. On the other hand, no comparable study from Germany could be found, which is why a special added value is seen in the investigation of the glamping motives of Germans.

Glamping combines two phenomena: Camping, a form of NBT, and luxury. I examine the characteristics of German glampers, why they go glamping, and which the most important driving forces are. This study pays a special attention to the distinction of camping motives and motives of luxury consumption analyzing which phenomenon is dominant for glamping among Germans. Having a good understanding of the concept of glamping and knowing the motives of glamping tourists is crucial for campsite managers to develop a profitable and future-proof strategy. This study is intended to contribute to a better understanding of the still new phenomenon of glamping. On the one hand, it should support the strategic planning of campsites, but also the development of destinations. Which target groups are addressed by glamping? What are their motives? On the other hand, this work also offers new starting points for future research – since glamping tourism has not yet been comprehensively researched, this work should narrow the research gap.

### **1.3 Structure of the Study**

In this **chapter (1)**, the thesis is introduced. After a thematical introduction and a justification for choosing the topic, the structure of the study is presented.

In **chapter 2** the theoretical framework is presented. First, the phenomenon of luxury is examined in more detail. In addition to definitional explanations, this subsection also includes information on different generations and their views on luxury consumption, as well as luxury in the tourism sector and the future of the luxury market. After dealing with luxury, the next subchapter deals with camping tourism. Camping is first defined and types of accommodation are explained. The historical development of camping is explained and German camping tourists are characterized. In the next subchapter, the main phenomenon of this work – glamping – will be discussed. First, the term is explained and types of accommodation are described. Furthermore, the history of glamping is discussed. Finally, glamping tourists are examined in more detail and characterized. The theoretical framework ends with a subchapter on travel motivation and travel motives. Here, theoretical models are first presented and then the specific travel motives for luxury travel, camping and glamping are examined.

In **chapter 3** hypotheses are developed based on the theoretical principles presented in chapter 2. Those hypotheses will be rejected or confirmed in chapter 6.

In **chapter 4** the methodology of the thesis is presented. Firstly, the type of research is justified, and the underlying philosophy described. Secondly, the population of the study and the sampling procedure is explained. The chapter continues with detailed information about the sample of the study. Moreover, the instrument – a survey – for collecting data for this study is explained in detail. After that, the data collection and data preparation process are elucidated. The chapter finishes with ethical considerations.

In **chapter 5** the collected data is statistically evaluated and verbally explained. In **chapter 6**, the hypotheses developed in chapter 3 are tested.

In the concluding **chapter 7**, the results of the study are discussed, limitations of this work are explained, and an outlook of glamping tourism is presented.

<b>1: Introduction</b>	<ul style="list-style-type: none"> <li>• Thematical Introduction</li> <li>• Aim of the Study</li> <li>• Structure of the Study</li> </ul>
<b>2: Theoretical Framework</b>	<ul style="list-style-type: none"> <li>• Luxury</li> <li>• Camping Tourism</li> <li>• Glamping Tourism</li> <li>• Travel Motives and Travel Motivation</li> </ul>
<b>3: Hypotheses</b>	
<b>4: Methodology</b>	<ul style="list-style-type: none"> <li>• Research Design</li> <li>• Ethical Considerations</li> <li>• Population and Sampling</li> <li>• Survey</li> <li>• Data Collection and Preparation</li> <li>• Tools used for Analysis</li> </ul>
<b>5: Analysis and Discussion</b>	
<b>6: Hypotheses Test</b>	
<b>7: Conclusion</b>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Limitations of the Study</li> <li>• Outlook</li> </ul>

Figure 1. Structure of the Study

## 2 THEORETICAL FRAMEWORK

### 2.1 Luxury

Yeoman (2012, p.138) describes luxury with the terms limited edition, authentic, customized and one of a kind. Bosshart (2019, pp.36) defines luxury as the rare, and therefore desired. He explains that luxury is a versatile concept as the rarity of good changes over the years. Bosshart (2019, pp.36) also mentions that the more people are in the affluent society the more democratized luxury becomes. This poses a risk to the original luxury understanding. The more luxury experiences are accessible to a broad mass, the less special and rare the goods are. The traditional narrative understanding of luxury is thus compromised. To elaborate further, it can be said that luxury goods accessible only to the upper class express a very high degree of authenticity, as well as prestige, exclusivity, quality and innovation. The more accessible the luxury goods, the less exclusive and essential they are. Consumers buy luxury goods because they offer them either personal or social benefits (Chang et al., 2016). Kapferer (2009, p.481) confirms this thesis by saying that the purchase of a luxury product always comes in conjunction with the purchase of an add-on. This add-on can be admiration, respect, refinement, status, self-care, self-reward or pleasure. Consumption of luxury goods or luxury brands represents an important lifestyle choice. People identify with what they consume (Shao, Grace, & Ross, 2019, p.33). Kapferer (2009, p.478) also considers the management view of the concept of luxury. With each purchase or consumption of a luxury good, the consumer rises higher in social status, cultural superiority, pleasure and self-concept. Hohn (2019, p.53) marks that luxury is not exactly definable as the concept is dependent of cultural and social situation specific factors and furthermore, it is highly subjective. In addition to that, luxury can be of material and immaterial nature. Kapferer (2009, p. 475) confirms that it is not easy to find a definition of luxury, as luxury is controversial: The author considers luxury as a debatable and subjective concept, moreover as an economic sector and a specific strategy. In addition, the sustainability aspect of luxury can also be considered. Some luxury definitions also speak of wasteful consumption: Bosshart (2019, pp.36) notes that luxury means wasting goods because it is an addition to the necessary. Gössling (2019, pp.224) also defines material luxury as the use of energy, water and raw materials beyond what is necessary. Luxury consumption is associated with the generation of waste and emissions. Therefore, luxury can be characterized as a waste that endangers the ecosystem. Luxury

also means being able to consume more than others. Moreover, Gössling (2019, pp.224) explains that bio-physically, luxury is any form of non-essential consumption. Luxury is therefore never sustainable because resources are wasted. In addition, the world's population continues to grow and consume more intensively. As resources are consumed faster than they regenerate, our ecosystem is no longer sustainable.

It can be stated that the concept of luxury can be perceived very subjectively and is strongly dependent on the social and cultural environment. Since this master thesis is on the case study of German tourists, the German culture is now to be looked at regarding luxury. In the German dictionary Duden (Bibliographisches Institut GmbH), luxury is explained as costly, lavish, exceeding the normal scope (of living or the like), not necessary, pursued only for pleasure; splendor, lavish abundance. Kapferer (2009, p.480) also has information on the understanding of German rich customers. They associate high quality, expensive, fashion and dreams with the term luxury. Also, if one looks at German culture according to Hofstede's model (Hofstede Insights, 2022), the previously mentioned descriptions of the concept of luxury for Germans are not surprising. In Hofstede's six-dimensional cultural model, the dimensions "Masculinity" and "Indulgence" are particularly interesting. Masculine cultures are characterized by competition, assertiveness and achievement. For feminine cultures, on the other hand, other values such as quality of life and caring for others count. Germany belongs to the masculine cultures. To show success, Germans use status symbols. The dimension "indulgence" describes the degree to which people try to control their wishes and impulses. Germany belongs to the restraint cultures, which place less focus on enjoying their leisure time or social norms prevent them from going through life in an overindulgent manner. It can therefore be concluded that the concept of luxury has a very material focus for Germans, as status symbols speak for success and this can be seen as a luxury. Therefore, I find the terms high quality, costly and exceeding the normal scope conclusive as a definition. Since Germany is one of the restraint cultures and the focus of life is not on leisure enjoyment, it can be concluded that Germans are quicker to define intangible luxury as such than other cultures, as "the normal scope" (of amusement) can quickly be exceeded.

For Batat (2019, pp.13), luxury is hard to define because it exists in everyone. It is also produced by the person who practices this luxury. Therefore, luxury is difficult to generalize, because what can be defined as luxury for one individual is normal for another. Batat (2019, p.14) therefore uses different perspectives to approach the concept of luxury holistically. This is because depending on the perspective taken, luxury can be defined differently. Batat (2019, pp.15) names seven dimensions that interpret luxury differently: For the institutional dimension, economic and social criteria are relevant for the definition. The organizational dimension, on the other hand, sees the definition of luxury as the task of the advertising and marketing department. Academically, there are different approaches to defining luxury. Economists tend to look at the monetary value of a good, while sociologists focus on social representation, which evokes imitation and differentiation. From the media's point of view, luxury is defined as a dream. Something one would like to possess, experience or achieve. Another dimension Batat (2019, p.18) considers is that of craftsmen. These define luxury based on the quality of the goods, the time-honored method of production, the passing on of knowledge, customer proximity and satisfaction, as well as the rarity of the goods and the high prices that are commensurate with the quality. Another view that Batat (2019, p.20) explains is historical and cultural. Depending on the traditions and cultural characteristics, luxury can be defined differently. The seventh and thus last dimension mentioned is that of the consumer. This is also very individual, as depending on the consumer profile, their attitude and lifestyle luxury is perceived individually.

It can therefore be stated that luxury is very versatile and multi-layered. Depending on the perspective, the understanding of the term changes and no uniform definition can be found. Nevertheless, it can be said that luxury is subjective, the culture and social environment has an impact on the perception of it. It has also been touched upon that luxury and sustainability are definitionally a contradiction. In the next step, New Luxury will be considered before a working definition is formed for this thesis. Batat (2019, pp.23) describes a shift in individuals toward a more self-centered self. This is accompanied by a change in people's values and motivations. He describes the change from conspicuous and distinctive motivations to an experience-oriented consumption. Emotions are coming into focus, and the goal is no longer to belong to a group by owning certain luxury goods,

but to have unforgettable experiences for oneself. Batat (2019, p.24) makes it clear that experiences are the central factor of the New Luxury.

For this work, luxury is defined as an addition to the necessary. With each luxury consumption, an extra value is also consumed, which can be characterized in different ways. This addition can provide social added value for the consumer - by gaining social status, for example - or it can provide personal added value. The distinction between tangible luxury in the form of products and intangible luxury in the form of services and experiences is therefore also particularly relevant for this thesis. Especially what is understood by New Luxury, namely the highly emotional experiential luxury as found in tourism, is relevant for this work.

The luxury industry is an important driver of the European economy (Hohn, 2019, p.48). According to Mei-Pochtler and Gurzki, (2019, p.41) an estimated number of 400 million luxury consumers are in the market. The number is expected to grow in the future. A study of the Boston Consulting Group from the year 2017 (BCG, 2018, pp.5)<sup>1</sup> shows that top luxury consumers spend more than 5000€ on luxury goods annually; 18 million spenders belong to this spend cluster (True-Luxury) which takes 30% of the global spend on luxury goods. In addition to that, there are about 21 million Top Aspirational luxury consumers who take 7% of the global spend. The last cluster (Other Aspirational) contains of the other 360 million spenders. BCG expects all clusters to grow within the next years. By 2024, an increase to 41 billion euros of 600,000 spenders is expected. Although the luxury industry is an important economic sector, there is no universal understanding of the concept of luxury.

---

<sup>1</sup> Personal and experiential luxury is included in the study while cars and yachts are excluded

### **2.1.1 Generational View on Luxury Consumers**

Now that the concept of luxury has been defined, we will look at the consumers of luxury goods. The term New Luxury has already been discussed in the previous section. Since New Luxury is relevant for this thesis, as this paper focuses on experiential luxury (tourism), consumers of New Luxury will now be considered. Batat (2019, pp.55) explains that New Luxury is divided into postmodern and transmodern luxury consumers. A shift from modern to postmodern consumers has taken place and is influencing values and experiences. This change can be explained as a consequence of globalization, technologization, and sociocultural change. Batat (2019, p.56) makes it clear that social change is happening faster than ever. While individualism was still irrelevant for consumers in the modernist consumption culture, it is of great importance for consumers in the postmodernist culture. In postmodernism, the market is not only viewed from an economic perspective; the emotional and cognitive perspective of consumers and their experiences are particularly important. In New Luxury, there are also transmodern consumers. These are characterized in particular by their responsible consumption (Batat, 2019, p.59). Transmodern consumers question their consumption, both ethically and socially, and in addition they know the impact on the environment that their consumption has (Batat, 2019, p.60).

Špindler (2018, pp.166) explains that due to the influences of our environment in economy, culture and politics, people born and raised in the same time period have similar personalities, viewpoints and values. We therefore speak of different generations. There are currently four generations relevant to the tourism industry: Baby Boomers (born between 1946 and 1965), Generation X (born until 1985), Millennials/Generation Y (born until 1996) and Generation Z (born until 2012). The exact birth years vary in the literature. According to Hohn (2019, pp.49) the main target group for luxury tourism is Generation X. In Špindler's work (Špindler, 2018, p.183), it becomes clear that Generation X, on the one hand, places a lot of value on family travel, but on the other hand, also likes to learn about art and cultural history during their trip. Generation X largely uses online portals to find out about their potential travel destination and to book it. This generation relies on information and likes to spend its time outdoors on vacation. Hohn (2019, pp.49) argues



that most luxury tourists travel with their partner (73%) or their family (22%). He also notes that luxury tourists follow the advice of friends and relatives as well as online reviews to make a decision on their trip. Therefore, they are well informed about the offerings. The author also points out that there has been a shift from pomp and splendor towards authenticity and exclusivity which are now the most dominant values in luxury tourism. At the moment, the main target group is Generation X. This generation makes up 62% of the luxury tourism market. Generation X strives for high quality of life and especially a good work-life-balance is seen as important. Moreover, Generation X could profit from the economic development of the past years and is at the peak of their career. Hohn (2019, pp.49) makes clear that besides Generation X, also the Babyboomers are an attractive target group as they are travel experienced, wealthy, healthy and pleasure oriented. Another reason why the Babyboomers are of great importance for the luxury tourism sector is that this generation is oriented towards the young trendy Generation Z, which is especially characterized by online usage.

For Generation Z, it is especially important to have the opportunity to have unique experiences as well as take special photos and spend time with their friends (Špindler, 2018, p.185). Hohn (2019, pp.49) explains that generation Z has different values than the older generations; their main aim is to strengthen health, to enjoy the calm and to take time for oneself and for friends. This new profile of requirements is reshaping the luxury tourism market. The price-performance ratio and perceived additional value are more essential than the trip price. More money is spent on experiences than material goods. This paradigm shift is leading to a new and increasing demand in the luxury tourism market. Products of high quality as well as exclusive and customized services are demanded while having the biggest suite lost its appeal. The “New Luxury Tourism” is sustainable and fair; eco-tourism and Corporate Social Responsibility aspects are crucial. Gössling et al. (2019, p.241) confirm that previously mentioned by stating the most important values of luxury consumers. Luxury tourists value intangible assets over tangible ones: health, spending time with family and friends, time for oneself, self-optimization and well-being are the top six values of luxury consumers.

Also, the study of BCG (2018, pp.5) shows that 40% of the luxury consumers belong to Generation X (36-50), 30% belong to the Millennials (21-35), 25% belong to the Babyboomer Generation and only 3% of the luxury consumers belong to either the Silent Generation (71+) or Generation Z (5-20). The biggest increase in luxury consumption is seen among the Millennials. With a growth rate of 130%, Millennials will make up 50% of the consumer share. A slight increase is also expected by Generation X and Z while the share of the Babyboomer Generation will decrease same as the Silent Generation.

### **2.1.2 Luxury in Tourism**

Travel is no longer regarded luxurious, but rather normal, thanks to changes in tourism, particularly the ease with which people may travel worldwide, and contemporary luxury travel is now more accessible to a broader market of less affluent consumers. (Correia & Kozak, 2012). But according to the definition of luxury which was given previously, tourism itself can be seen as luxury because it is beyond the necessary. Nevertheless, in the tourism industry there is also the luxury tourism sector. This sub-chapter focusses on special characteristic of luxury tourism.

Since cruising is part of the luxury travel segment, a definition of Gareth Harding (2013), Sales Director at The Cruise Line Ltd was chosen as it summarizes the core elements:

“The definition of luxury travel to me is to undertake a new experience and immerse oneself in a new destination whilst indulging in the very best levels of personal and attentive service, lavish and sumptuous accommodation, exquisite and unrivalled levels of gastronomy and informative and educational guides. It is travel without stress, pressure of time or daily routine, where your every need is pre-empted, and your every expectation is met and exceeded.”

In his book, Steinecke (2019, p.12) defines luxury tourism as an economically important niche segment of international tourism with high quality and high-priced offers (hotels, resorts, trains, ships, aircrafts, destinations), which are used by a demanding target group with large financial resources. In addition to lavish facilities and personal service, customers are also increasingly attaching importance to unusual and exclusive travel experiences. A differentiation from other tourist trips is possible from the financial framework

of the trip. Gössling (2019, p.227) defines luxury in tourism as something that an individual cannot afford at all or can rarely afford. He also refers to a comparison with fellow human beings. Accordingly, luxury would be being able to experience and consume more than others. Luxurious trips combine exclusive and unique experiences with personalized services (Hohn, 2019, pp.48). According to Petroman (2021, p.312), luxury tourism is a niche tourism that requires financial resources, but the main focus is on the very good quality, uniqueness and brand image of the tourism product. Petroman (2021, pp.312) explains that the combination of high quality, creativity, the prestigious place of point of sales, brand reputation and customer needs, limited production volume, selective distribution strategy, established tradition of knowledge, skills and experience, exclusive brand communication makes the uniqueness of luxury tourism products. Iloranta (2022, p.7) refers to Arrifin, Maghzi, Soon, and Alam (2018) when describing what constitutes a luxury tourism product and experience: a tourism product can be both a hotel or restaurant, which is characterized by your specific material characteristics, in addition, the physical environment, aesthetic atmosphere, and furnishings and decoration are crucial to a luxury tourism product. Furthermore, with reference to the above authors, she explains that a luxury tourism product of excellent quality, exclusivity, full or high-quality service and food. A tourism experience is characterized by various benefits as well as unforgettable experiences.

In this study, the focus does not lie on the amount of money tourists spend but the special characteristics of the luxury tourism sector. The chart below shows an overview of the characteristics of luxury tourism mentioned by Steinecke (2019, p.13).



Figure 2. Characteristics of Luxury Goods (based on Steinecke, 2019, p.13)

### 2.1.3 Outlook of the Luxury Market

Gössling et al. (2019, p.240) note that luxury is a changing phenomenon. Every ten to twenty years the understanding of luxury changes. Therefore, it can be assumed that what we consider a luxury good today may no longer be of interest in the future for the luxury market. Mei-Pochtler and Gurzki (2019, p.45) point out that luxury has been a strong driver of the economy. There has been a market growth in the past and this growth is expected to continue in the future. A special focus will be on experiential luxury with a growth rate of 5%; this sector will drive growth to the largest extent. The authors also stress on the importance of the Millennials as they will make up 50% of the market soon.

Especially the luxury tourism sector will grow bigger as sustainable and authentic experiences are desired by the society. These values are particularly considered in the luxury tourism segment. Reasons for this change can be found in the Yeoman and McMahon-Beattie article. Yeoman and McMahon-Beattie (2018, pp.204) explain that the luxury world will continue to change. There is no beginning and no end, luxury is complex and vast and always changing. The authors make it clear that in the past, luxury was associated with status symbols, i.e., material goods such as champagne, caviar, designer clothes and sports cars, but today the focus can no longer be so clearly stated as to what is luxury and what is not, as the understanding of luxury is becoming blurred. This insight is important for predicting the luxury market of the future. Yeoman and McMahon-Beattie (2018, pp.205) identify eleven factors that will influence the future of the luxury market.

The first factor mentioned is the democratization of luxury. As explained earlier, the luxury market is democratizing and products and services from the segment are no longer so exclusive, as they are available and tangible to an ever-growing middle class (Yeoman & McMahon-Beattie, 2018, p.205). The fact that the luxury market is increasingly becoming more accessible to a broad mass as it democratizes, it will lose its rarity and become cheaper. The second driver that will change the luxury world of tomorrow is the experience economy. People want to improve their everyday lives through special experiences and undertakings. In this way, they develop further, expand their knowledge and gain valuable experience (Yeoman & McMahon-Beattie, 2018, p.206). Bosshart (2019, p.46) also point out that in the future experience and learning are considered more important than being seen. So, a shift from the view of others to the consumer's view is given. The third driver is the aforementioned growth in members of the middle class who can afford luxury goods (Yeoman & McMahon-Beattie, 2018, p.206). Happiness is cited as the fourth factor. According to the authors, happiness is related to experiences - because even long after the actual consumption, the satisfaction of positive experiences remains for a long time (Yeoman & McMahon-Beattie, 2018, p.206). The fifth factor are super-rich and closed communities. Famous and wealthy public figures are seen as idols and thus serve as role models for consumption (Yeoman & McMahon-Beattie, 2018, p.206). Factor six represents the increasingly demanding consumers. They are characterized by rising incomes and the ability to expect more and more. Comparison portals support them in

their search for information (Yeoman & McMahon-Beattie, 2018, p.207). Hohn (2019, p.53) also explains that in the future, luxury tourists will become more demanding with an increasing interest in new destinations, products and services. The future luxury tourist identifies with the travel destination and are well informed about the offers. They will get the information from friends and travel experts. Travelers will seek for unique experiences that are ecological sustainable. The next driver listed is the shift from tangible to intangible goods, or from status symbols to experiences and indulgence (Yeoman & McMahon-Beattie, 2018, p.207). Yeoman (2010, p.48) describes the shift from consuming luxury goods in order to have status symbols towards experiencing as feminization of the luxury phenomenon. The eighth driver is technological personalization. Luxury goods can be tailored to the end consumer by using Big Data to read out customer data (Yeoman & McMahon-Beattie, 2018, p.208). Other factors cited include increases in social status, changing forms of luxury - away from material goods to experiences - and the premium pricing of luxury goods. A high price stands for excellence and quality (Yeoman & McMahon-Beattie, 2018, pp.208-209).

Even though it is not possible to predict the future in detail, the abovementioned drivers will shape the luxury market of the future and a shift towards immateriality and experience orientation can be seen now and will still be relevant for the next years.

## 2.2 Camping Tourism

Having knowledge about camping tourism is fundamental for this study to understand the main phenomenon glamping. Lee (2020) refers to Blichfeld and Mikkelsen (2015) explaining that “Camping tourism, as a form of nature-based special interest tourism, is fundamentally determined by the flexible, temporary and mobile nature of its accommodation facilities, such as tents, recreation vehicles (RVs), mobile homes, and by its inseparable relationship with the natural environment.” Several different definitions for the concept of camping can be found in literature. Brooker and Joppe (2014, p.335; 347) describe camping as an “inexpensive, temporary sojourn in a rural environment”. They also label it as a value-laden tourist experience which is for as well for children, families and older couples – people from different backgrounds choose camping as their mode of vacation. Camping can be seen as an escape from the urban routine. Camping tourism, according to Lee (2020, p.556), is a distinct type of nature-based tourism defined by the nature of its accommodations, which are flexible, temporary, and mobile. Blichfeldt and Mikkelsen (2013) name *cheap* and *close to nature* as two characteristics of camping. In order to describe camping, Petruša and Vlahov (2019, p.835) name storms, permeable tents, questionable quality of food and insects as troublesome accompaniments of this special form of it. Also, Eremić (2021, p.61) explains that traditional camping is associated with cheap holidays and impractical tents.

In addition to classic tenting, the camping industry includes other types of accommodation. In her paper, Kristina Sommer (2020, p.6) presents various camping accommodations. She divides them into five categories. The first type of camping accommodation is the tent. The following specifications are mentioned: Tent, Rooftop Tent, Tent Trailer, Others like Sleeping Beach Chair. The second category is the caravan (caravan, folding caravan). Motor homes are also mentioned: These can be Motor Caravans, Recreation Vehicle (RV) or Car Camping. In the category of Mobile Stable accommodations, the author mentions caravans, tiny houses or houseboats as examples. The last accommodation type of camping is non-mobile accommodations. These can be for example Chalets, Lodges, Cabins or Camping Barrels.

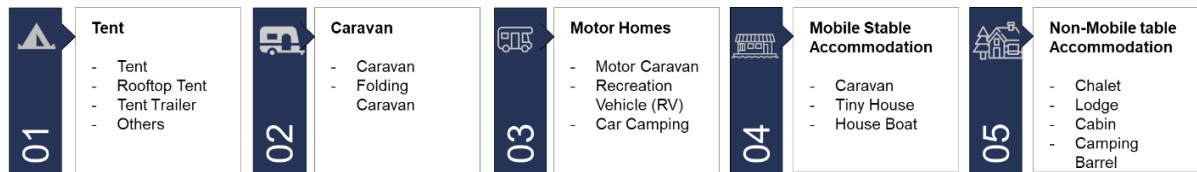


Figure 3. Camping Accommodations (based on Sommer, 2020, p.6)

Brooker and Joppe (2013) use the term *Outdoor hospitality* simultaneously with the term *Camping* to eliminate the negative connotation of historical camping, which is associated with poor people vacations. I also decided to use the term outdoor hospitality. I consider it to mean both camping and glamping. The use of the term outdoor hospitality makes it possible to address both concepts together without creating confusion. Camping and glamping can thus be clearly separated from each other in this thesis.

Camping is part of the Outdoor hospitality sector. Brooker and Joppe (2013, p.2) divide the camping and outdoor hospitality sector into three areas. First, there is the permanent subsector. This includes both permanent campers and residents. The long-term subsector includes long-term travelers, seasonal travelers, workers and work campers. The third and final subsector is referred to by the authors as short-term. This subsector includes vacationers and other travelers (e.g., business). It is explained that camping is a holistic activity and accommodation choice with a wide range from low level of comforts – tenting – to luxury offerings and caravanning (Brooker & Joppe, 2013, p.1). Brooker and Joppe (2013, p.1) also note that the term Camping can be individually defined. The authors give the example of adventurers and parents: While for an adventurer camping means a wilderness experience, for a parent, camping is associated with escape, family vacation and an affordable accommodation.

This paper deals exclusively with camping tourists. Business travelers and their motives are not part of this study. The duration of the stay is not limited. Nevertheless, it can be assumed that the target group of this work concerns the short-term subsector. To show the relevance of the camping tourism market in Europe, statistical data on the camping sector can be found in the following. A 2015 study found that in 15 European countries



(in Northern, Southern and Western Europe), camping tourism generated a turnover of 18.3 billion euros in 2014. There were 367 million camping and caravan overnight stays at around 26,000 campsites. The study did not include permanent campers (CIVD, 2015). In a Statista study from the survey year 2019 is clear, all European countries considered, the overnight stays at campsites have amounted to more than 420 million (Gräfe, 2021). In 2019, there were nearly 29,500 camping grounds, recreational parks, and trailer parks in the 28 EU countries (Statista Research Department, 2021). According to a study from Eurostat (2021), France can be considered the most popular camping destination in Europe with more than 128 million overnight in 2019. Italy and Great Britain follow with more than 50 million overnight stays that year. Germany follows Spain as the country with the fourth-most overnight stays on campgrounds in Europe in 2019.

The map below shows the distribution of overnight stays at European campsites. The darker a country is colored, the more overnight stays at campsites there were in 2019. The top 14 countries are included in the representation.

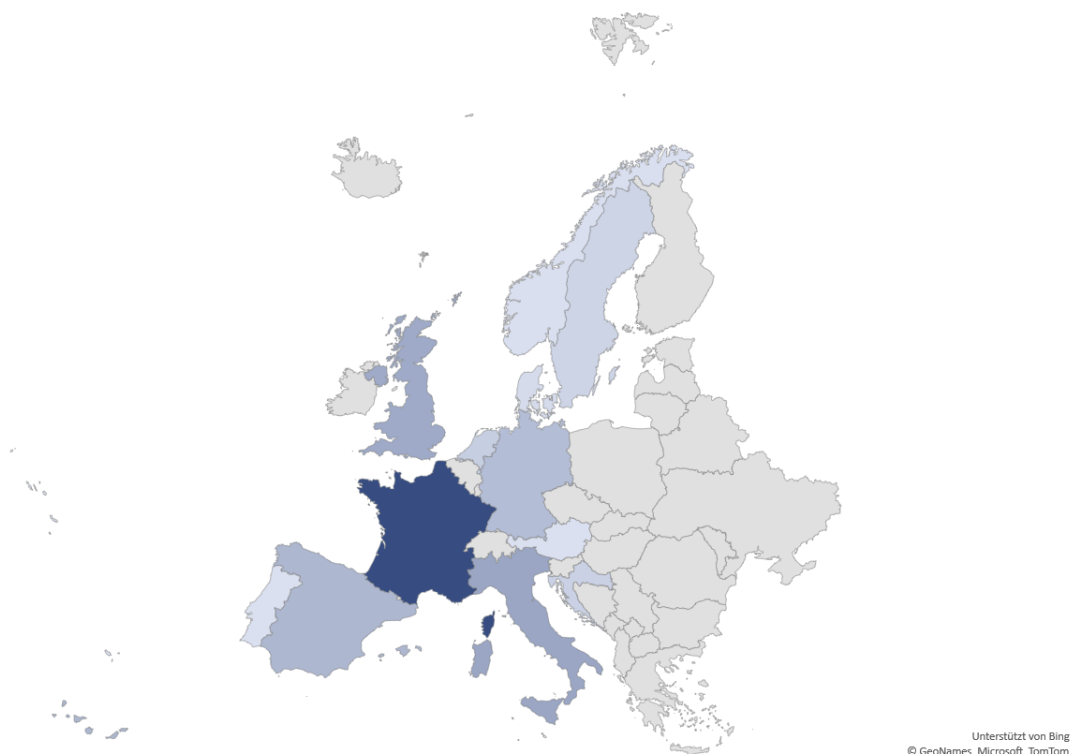


Figure 4. Distribution of overnight stays at European campsites in 2019 (based on Eurostat, 2021)

### 2.2.1 Historical Development of Camping Tourism

Ward and Hardy (1986, p.2) explain that the term *camp* has its origins in the military where it was used to describe a temporary accommodation for soldiers who had slept in tents and portable huts. Those accommodation units have been improvised and were only used on a short-term basis. Camps were built where no other buildings had been available for use. Therefore, camping does not only have a positive connotation. Collins et al. (2020, p.21) affirms this by explaining that on the one hand, for the vulnerable and less fortunate people, camping is a way of informal housing. On the other hand, camping is seen as a space and time for recreation for wealthy and well-housed people.

Blichfeldt and Mikkelsen (2013) define camping – related to tourism – as “staying in a tent in nature as a low-cost form of accommodation when on holiday”. Also, other authors refer to the origin of camping as an inexpensive way of spending holidays in a rural surrounding, but they also emphasize on the shift towards luxury and glamour (Brooker and Joppe, 2014, p.335).

The forefather of camping is considered to be the Brit Thomas Hiram Holding, who first of all traveled only out of necessity, but later combined his travels on the banks of the Mississippi with canoeing and cycling tours, thus considering camping for him not only as accommodation but as a whole activity (Konradin Medien GmbH). Also the book "Cycle and Camp - Cycling in Connemara", published by Holsing in 1879, is considered the first camping handbook (Konradin Medien GmbH). The first camping association has been established in 1861 in the United States of America (Eremić, 2021, p.62). In the 1920s, camping tourism became more popular as a form of outdoor accommodation (Brooker & Joppe, 2014, p.349). According to Eremić (2021, pp.62), camping was an inexpensive and easy method to spend time in nature. The rise in importance of healthy living practices in the 1920s and 1930s, according to the author, explains the growing popularity of camping. During the Second World War, campsites were used as places to hide from the bombings which mainly happened in the cities. After the War, in 1948, first camping standards were established. In the following decade, the 1950s, camping was the only possibility for less-fortunate people to go on vacation. In the 1970s, many campsites

have been improved according to service quality and size of camp areas. Those modernized campsites attracted traditional campers to change their holiday locations and experience new places. Camping became a mass trend. The camping tourism market developed further so that during the 1990s, the market has already been very diverse. This was highly influenced by the increased offer of camping equipment and means of transport.

Looking at the history of camping in Germany, parallels to the worldwide development of camping can also be seen. The most important developments are presented below. According to Konradin Medien GmbH, camping has been a popular way for Germans to spend their vacations for many years. All three, the caravan, the motor home and tent are represented. In Germany, camping tourism gained popularity in the 1920s. Nevertheless, it can be said that it was only after the Second World War that camping vacations became a vacation trend for the masses in Germany. Camping became a weekend movement, as it offered a cheap way to spend a few days of vacation in nature. The caravan, which went into mass production as early as 1932, became a status symbol in the 1950s - especially in the German Democratic Republic. However, the VW Bulli was not only popular in Germany, but became a camping vehicle worldwide.

### **2.2.2 Characteristics of German Camping Tourists**

Camping tourism is very popular in Germany. Data collected and published by IfD Al-lensbach (2020, p.2-21) in the dossier *Camping-Urlauber in Deutschland* give a comprehensive insight of characteristics of Germany's campers: From 2017 to 2020, annually more than 11 million Germans preferred camping as their mode of vacation. Approximately half of the campers is married while the other half is unmarried. The average camper in Germany is higher educated than the average German: 29.9% of the German campers in 2020 had a general or subject-linked higher education entrance qualification (Ger: 27.2%). 9.6% had an entrance qualification for university of applied sciences (Ger: 8.3%). The percentage of campers having graduated from secondary school level matches the percentage of the comparison group (~ 32%). The percentage of campers having graduated from the lowest school level (25.1%) or of those not having graduated at all (2.8%), is lower than the percentage of the average German (29.4% and 3.2%). German campers

are especially interested in nature-related topics. 54.1% of the respondents of the study value nature experiences and being in a natural environment; for approximately 20% sustainability is a topic of interest and 82.2% are interested in nature- and environmental protection. The study shows that about 57% of people who have their own backyard, go camping. All those survey results show that being close to nature characterizes German campers. Having a high income and material prosperity was only named as a value by 37.4% of the respondents which equals the comparison group. In 2019, 38.8% German campers had a vacation budget of more than 900€, while 34% had a budget of 501-900 Euros. (Statista, 2019a) About 12% of the Germans own equipment for tenting, camping or other outdoor activities (IfD Allensbach, 2021). The most dominant motives for Germans to go camping are being self-determined and independent (72%), being in nature (71%), flexibility (70%), high mobility (65%) and simplicity/uncomplicated vacation (64%) (CIVD, 2019). Germans most likely make their campsite choice based on the sanitary facilities (85.5%). Other important factors are: internet connection (41%), breakfast service (32%) and restaurant (31.5%). (Statista, 2019b) The ten most desired holiday destinations are: Baltic Sea (12.4%), Italy (12%), Austria (9.5%), Bavaria (9.3%), North Sea (9.1%), other destinations in Germany (8.8%), Spain (8.5%), Belgium/Netherlands/Luxembourg (6.8%), France (6.3%) and Slovenia/Croatia (5.6%) (IfD Allensbach, 2020, p.29).

Now that both luxury tourism and camping tourism have been examined in more detail, detailed information on the main investigative phenomenon of this thesis, glamping, follows. The previous two chapters serve as a basis for glamping, as this is definitionally composed of a luxury and camping aspect.

### 2.3 Glamping Tourism

In the outdoor hospitality sector, a continued demand for luxury can be noted and therefore, glamping experiences an increase (Brooker & Joppe, 2013, p.4). Glamping has managed to bring camping back into focus, as glamping now makes it novel and luxurious. The tourism sector is gaining followers of younger generations who want their lifestyle to be ecologically sensitive (Milohnić, Cvelić Bonifačić, and Licul (2019, pp.470).

The term *glamping* is composed of the words *glamorous* and *camping*. Vrtodušić Hrgović; Cvelić Bonifačić, & Milohnić (2019, p.773) note that glamping is an umbrella term used to describe a luxurious or glamorous form of camping. The authors remark that there is no agreement on the type of units, characteristics and levels of service quality to clearly distinguish glamping from traditional camping. Eremić (2021, p.61) also notes the lack of a common understanding of the phenomenon in tourism scholar. Walter, Comino and Reimann (2019, pp.313) criticize that the term glamping is used arbitrarily in marketing. The authors define glamping as luxurious, innovative rental accommodations on campgrounds in combination with “[...] upscale service and embedded in an attractive ambience.” It is a nature and camping experience with luxury and comfort at the same time. Vrtodušić Hrgović; Cvelić Bonifačić, & Licul (2018, p.622) also define glamping as a symbiosis of the outdoor hospitality sector and the hotel industry. The authors explain glamping as innovative and novel form of camping with a strategic shift towards great service quality and high competitiveness. Just like the other authors, they criticize the lack of clarity about what counts as glamping. Neither the types of accommodation nor the quality characteristics of glamping are clearly distinguished from camping.

In tourism scholar and in the internet, several different glamping definitions are published. For Vrtodušić Hrgović; Bonifačić, & Milohnić (2019, p.774) glamping is a redesigned camping product, an interplay of hotel and camping with improved quality and increased competitiveness. The Cambridge Dictionary defines Glamping as followed: “a type of camping that is more comfortable and luxurious than traditional camping. The word is a mixture of 'glamorous' and 'camping'” (Cambridge Dictionary). The Glamping-Hub explains glamping as “the activity of camping with some of the comforts and luxuries

of home” (Glamping Hub). In her paper, Eremić (2021, pp.75) also lists different definitions: She refers to the Guradian (2010) where glamping is defined as “a usual combination of extravagant vacation with 5\* quality and the peace of the wilderness in nature.” Glamping.com (2017) explains glamping as “a synonym for luxury accommodation that most often takes the form of tents, but it also includes numerous more innovative types of accommodation (yurts, tree houses and mobile homes).” Another longer definition mentioned by Eremić is from Cvelić-Bonifačić and Milohnić (2014):

Glamping, a trend of neo-comfort, allows putting camping back in the focus of tourism interests through a modern and luxurious way of camping; significant role of champion and powerful promoter of innovative camping tourism, With the ability to attract hotel guests who want glamour and comfort, glamping combines the best of camping and hotel business.

Brochado and Pereira (2017, p.78) explain that glamping is an “upscale format that gives tourists an outdoor experience with some of the comforts of a fine hotel.” The difficulty of camping is reduced as a result. Glampsites offer more space and privacy than campgrounds. They differ from camping by having exclusive and extraordinary furnishing and design concepts while being in a comfortable natural environment (Walter, Comino, & Reimann, 2019, p.314).

Milohnić, Cvelić Bonifačić, and Licul (2019, pp.458) make it clear that glamping not only requires no equipment of your own, but it is the rule that glamping never uses the property of the campers but of the campsite operators as accommodation. There is a great variety of glamping accommodations, which has been growing steadily for the last years. In addition to dry accommodations, there are also glamping accommodations with sanitary facilities (Walter, Comino, & Reimann, 2019, p.314). Glamping replaces outdoor hospitality by indoor hospitality. By doing that, negative attributes of camping such as rain-permeable tents, stinky sleeping bags or improvised meals are eliminated (Brooker & Joppe, 2013, p.4). Glamping is a symbiosis of hotel comfort and nature experience. Glampsites provide hotel-related services such as breakfast, bed service, daily cleaning and a great culinary offer (Walter, Comino, & Reimann, 2019, p.315). The glampsite can be seen as a tourist destination itself because glamps offer more than just an accommodation such as excursions and other adventurous activities. A glampsite is characterized

by high quality levels and comfort, its innovative nature, its location in a natural environment and the focus on authenticity and sustainability (Petruša & Vlahov, 2019, pp.835). The authors classify the different possible forms of accommodations in four categories. Firstly, there are glamping domes. Secondly, there are different forms of tents such as bell tents, yurts, safari tents, tipis or hybrid tents. The third category consists of cottages and huts which could be for example made out of wood. The fourth category is for all other unusual accommodations as for example wagons or igloos. It is mentionable that many of those forms refer to traditional homes, e.g., igloos, log cabins.

Walter, Comino and Reimann (2019, pp.316) explain that since nature is the most important component of glamping, sustainability and conservation are a priority. Glamping tourists value sustainability and only accept glampsites which protect nature. Glamping accommodation operators therefore are oriented towards relevant sustainability awards such as ECOCAMPING or Greenkey Europe. Those sustainability awards take into consideration nature-friendly design and maintenance of the site, energy efficiency, conservation of natural resources, waste avoidance, environmentally friendly mobility, ecological cleaning, use of regional products and services, accessibility, fair pay and employee involvement, health protection and regional cooperation (Walter, Comino and Reimann, 2019, pp.316). Besides the two previously mentioned awards, there are additional ones which either have a focus on quality and service or sustainability. The authors note that the transitions from camping to glamping are fluid due to the lack of an internationally clear definition of glamping. Nevertheless, the authors find many examples of websites, travel guides and other sources where glamping accommodations are rated. Ratings are either based on experts' or users' opinions. Walter, Comino and Reimann (2019, p.317) name the following German-language rating platforms: ADAC Camping & Caravanning Führer (eng: Camping & Caravanning guide); Europapreis des deutschen Camping Clubs (eng: Europe Price of the German Camping Club); Camping.info; Glamping Inspektor (eng: glamping inspector) and Glamping-Stars by ECOCAMPING. Camping.info is a website which awards the price based on user ratings. Even though, the website is about camping, a glamping reference is given.

### **2.3.1 Historical Development of Glamping Tourism**

The historical development of glamping tourism goes partly hand in hand with that of camping and is influenced by it. The history of camping tourism has already been described in chapter 2.2.1 briefly. It is important to mention that the history of glamping goes back further than camping. Therefore, you could say that glamping is the original way of camping. Some duplications to chapter 2.2.1 are unavoidable, as the developments are relevant for both what is known as "traditional camping" and "newfangled glamping".

Vrtodušić Hrgović; Cvelić Bonifačić, & Licul (2018, pp.626-628) give a good overview of the most important facts about the historical development of glamping. The conceptual and historical starting point of glamping tourism goes back several centuries. Luxurious accommodations were already used by the military as well as tribes in the 11<sup>th</sup> and 12<sup>th</sup> century. Extravagant mobile accommodation can be traced back to the historical Ottoman Empire (from 1300). Glamorous Ottoman tents are still considered an inspiration for today's glamping tents. In addition to Ottoman tents, the yurts of Siberian tribes are also considered inspiration for today's glamping accommodations. The Siberian peoples decorated their mobile shelters with wool and furs to survive the harsh climate. Luxury tents continued to be used in the Middle Ages. At the beginning of the 20th century, it became a trend to go on safari in Africa. Especially wealthy Brits and Americans did not want to miss the luxury of home while watching wild animals in Africa. Therefore, luxurious canvas tents came into use. This form of outdoor hospitality corresponds to the glamping definition of today. In the 1920s and 1930s, great attention was paid to health. People made sure to spend a lot of time outside in nature. Comfortable camping was already popular in the first third of the 20th century. Later, during the war years, camping in the countryside became a safe haven, as cities were more likely to be hit by bombings. Practical and spacious bell tents were used at the time. After the war, in the 1950s, camping has evolved into what is usually associated with camping: cheap vacation. For less affluent families, camping was also the only way to go on vacation at all. From now on, camping was mass tourism. The noble idea of camping as a luxurious short break in nature has become a cheap way for everyone to spend a family holiday. Luxury camping became simple camping, which we now understand as traditional camping. In the 1990s this has



changed again. With the development of caravans, motorhomes and mobile homes, the camping market has transformed again. Simple campsites became ultra-modern holiday parks that offer high quality. But the “return” to glamping took place during the last decade of the 20th century. Non-campers were also attracted to the newly launched camping offerings. Being outdoors while having the benefits of a comfortable indoor stay was popular. This development was further strengthened in the 21st century. A change in values has taken place, with environmental protection taking on greater importance. The luxury aspect is also in line with the values of today's society and has contributed to glamping becoming an integral part of the outdoor hospitality sector, parallel to low-cost camping. In the meantime, glamping accommodations can be found all over the world and the market continues to develop. In Europe, especially Great Britain and France as well as Mediterranean countries are pioneers in glamping.

Also in their article, Milohnić, Cvelić Bonifačić, and Licul (2019, pp.457) provide interesting insights into the development of glamping tourism. Glamping is seen by them as a transformation process from camping. They explain that mainly in the 21st century, the camping sector has changed as new demand for a combination of outdoors and comfort has appeared. Especially the younger generations are responsible for this transformation - they have turned classic camping into glamping. Milohnić, Cvelić Bonifačić, and Licul (2019, p.458) clarify that camping continues to exist alongside glamping. Glamping is explained as a sub-form of camping. They explain that glamping has existed for just over a decade and is changing the camping sector. However, the authors (2019, p.459) also address the "posh" roots of camping, supporting the statement given in the previous: Camping was originally posh and turned into cheap vacation. Nevertheless, it can be said that glamping is a new phenomenon, as it expresses itself through its innovative and creative character of accommodations.

It can be debated whether glamping evolved from camping, or the other way around. For my understanding, camping was originally a comfortable and upscale form of vacation. However, since the image of traditional camping does not go back several centuries, but is limited to the last half century, the statement that glamping has emerged from camping

or a return to the original idea has taken place is correct. Indeed, the term glamping is still relatively new. Eremić (2021, p.63) refers to Brooker and Joppe (2013), who found that the term has been in the French dictionary since the mid-1990s and in the English since 2005. Also, the Google research of Milohnić, Cvelić Bonifačić, and Licul (2019, p.459) makes it clear that the term glamping became relevant only in the young 2000s - the development started in Ireland and UK and quickly spread across Europe and the world. Another fact that supports the author's conviction that glamping evolved from camping is that Thomas Cook has established the leisure travel industry in the middle of the 19<sup>th</sup> century (Polat & Arslan, 2019, p.231). As mentioned before, glamping started to develop before that time. However, the developments of this period cannot be attributed to leisure tourism, since travel often took place only for essential reasons. I have also found that there are far fewer research studies on glamping compared to camping. This also strengthens the assumption that glamping originated from camping. Therefore, it can be stated that while there have been developments in history that support the luxury idea of camping, the term glamping is very new. The innovative and creative nature of the accommodations, previously addressed in from the literature, is crucial to say that the relevant glamping history is limited to the 21st century. Thus, the history of glamping is very short, since the phenomenon is still in its first phase after emergence.

### **2.3.2 Characteristics of German Glamping Tourists**

Walter, Comino and Reimann (2019, pp.314) argue that glamping reaches completely different target groups than camping: Glamping is the combination of the freedom of camping, adventure, an intensive nature experience while enjoying the comforts of a hotel. Therefore, new affluent customer groups are addressed. Especially for people interested in a healthy and sustainable lifestyle who want to experience nature but do not have their own camping equipment, glamping is the ideal vacation option. The target group of glamping tourism is well educated with a high salary. These people place more value on sustainable consumption and are ready to spend more money on it.

Eremić (2021, p. 70) explains that tourists nowadays value nature and environment as well as new experiences more than beach holidays. People want to find relaxation in

nature while being close to family and friends (O'Neill et al. 2010). Petruša and Vlahov (2019, pp.835) point out that due to the shift in society towards more health and environmental consciousness, glamping has become more popular. According to the authors especially modern tourists from an urban environment are willing to pay more money for their vacation if the quality is high. Other authors also see the modern younger generations in particular as decisive for glamping development: Milohnić, Cvelić Bonifačić, and Licul (2019, p.459) explain that especially younger generations shape glamping tourism as they try to differentiate themselves from their parents' generation through new glamping experiences which do not necessarily have to be abroad. Those glamping experiences are shared on social media profiles of those Millennials.

In their study, Cvelić Bonifačić, Milohnić and Cerović (2017, pp.106) use a sample of 472 questionnaires. Respondents come from 18 different European countries, with just over one-third being German. The survey was conducted in Croatia among glamping tourists and serves to get better insights into this sector. The results of the study are consistent with the findings of the aforementioned literature. Glamping tourists are younger and well-educated people with a permanent employment and a high salary. The question of how far in advance the decision to go glamping is made was answered differently by different nationalities. The German participants, who are also highly relevant for this work, make the decision four to twelve months in advance. In addition, the study participants were asked with whom they go glamping. These results are also consistent with the previously mentioned information. Glamping tourists are most likely to travel with their family - young adults with friends. Most of the respondents like to explore new destinations and campsites, but the country of the glamping destination is already familiar to them. The participants who indicated that this was their first glamping vacation are young adults. Slightly less than half of the survey participants had stayed in glamping accommodations before. The types of accommodations they had used most before were hotels, mobile homes, and private accommodations. 38% of German respondents have also camped before. The younger and wealthier participants in particular indicated that they had mostly stayed in hotels and bed & breakfast accommodations. For most respondents, glamping vacations represent a type of passive vacation where relaxation, nature, and good food and drinks are top priorities. Gathering new experiences was also mentioned.

Glamping trips of the participants were on average 10 days long but extend with growing income. Glamping accommodation represents the largest cost factor of the glamping trip.

Hrgović, Bonifačić, & Milohnić, (2019, pp.775) explain that service quality is an important dimension of luxury consumption. In glamping, quality also takes an important role. In the 2019 study "Dimensions of service quality in glamping", it is clear that both technical quality (what) and functional quality (how) influence reputation. The service or product determines why a customer comes to the organization. If customer needs are met, then customers are satisfied. The study results show that glampers find friendly staff most important. In second place in the survey is the professionalism of the staff. In addition, cleanliness is an important factor in satisfaction. In fourth and fifth place come escorted to facility and food and drink delivery. The accommodation should be attractive and located in a well-maintained natural environment. The equipment of the facility should be suitable, it should have an innovative and appealing character and offer comfort. In addition, the location is important, it should ideally be near a sea, river or forest.

## 2.4 Travel Motives and Travel Motivation

Having an understanding of travel motivation is crucial for marketers and managers as it helps to develop tourist products and services that match the desires of the customers. It is also of central interest for researchers to learn more about travelers' motives in order to be able to create profiles based on certain selection criteria

Bowen and Clarke (2009, p.89) explain that there are positive and negative as well as internal and external motivations. Moreover, motivations can be cognitive as well as affective. When people strive for a positive situation, that is, to achieve something positive, we speak of positive motivations. In contrast, negative motivations are triggered by negative situations. The desire to escape this situation and the action that goes along with it describes negative motivations. Internal or intrinsic motivation finds its core in the person himself. Extrinsic motivation, on the other hand, is stimulated from the outside (e.g., by marketing). Cognitive motivation is stimulated by the need for meaningfulness. Affective motivation, on the other hand, is stimulated by the satisfaction of feelings and the achievement of emotional goals. Since cognitive and affective motivations can contrast with each other, motivational conflicts can occur. Cognitive motivations are head-driven, affective ones are emotion-driven. Motivations can also be conscious and rational, real and unconscious, or subconscious.

Even though motivations and motives are used conceptually synonymously in this paper as a coherent construct, a conceptual distinction should not be omitted.

Hans-Peter Hermann (2018, pp.5-7) explains that travel motives make it possible to explain tourists' travel behavior in a scientific way. Motives are inner motions that trigger or block an action. These motives are not universally valid but are individually developed in each person. Motives of individual persons differ greatly from each other; as already mentioned, they trigger a drive to act. As soon as a travel impulse is given, or the decision is made that a trip is imminent, travel motives are activated. The fulfillment of travel motives depends on the strength of the incentive as well as personal motivation.

Herrmann argues that motives and motivation are not identical but two different things. Motives represent desires and inner motivations, while motivation provides the impetus for action to be taken. Travel motives alone are not enough - they can only be fulfilled in conjunction with motivation. Motivation can be extrinsic as well as intrinsic. Extrinsic means that it is externally driven such as by a favorable travel price, by a certain brand effect or by the persuasive power of third parties. In contrast, intrinsic motivation is controlled from within. Inner attitudes and convictions as well as certain interests and values trigger the impulse to act. As mentioned before, Herrmann (2018, pp.5-7) makes clear that for him, motives are not the same as motivation, nor are they the same as interests. Interests represent an intense relationship to a very specific object or action. For example, a particular place of interest is to be visited. Motives, on the other hand, are not so specific but more general. A culturally oriented vacation is mentioned here as an example of motives. Interests, motivations and motives are strongly linked, and they only work together. The author also explains that travel motives do not always have to match each other; they can also be contrary, such as the desire to experience a lot but also to enjoy peace and quiet. In summary, travel motives represent inner signals to travel. Explaining travel behavior requires more knowledge than that about travel motives. Environmental and personality factors must also be taken into account. Motives are the basic framework for making travel decisions, but other action and decision factors must also be considered.

Pearce, Morrison and Rutledge (1998, p.137) define Tourism Motivation as “The global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience”. Seabra et al. (2016, p.5) define travel motivation as a set of internal forces that drive people to perform certain actions. Motives describe the reason for action, the duration and the strength of the commitment. Especially in tourism research, motivation takes a central role as it is the source of information to understand consumer behavior (Hsu, Cai and Mimi Li, 2010, p.282; Seabra et al., 2016, p.5), which in turn is an integral part of travelers' decision-making process. Without knowledge about travel motives, no statements could be made about future strategies or marketing activities. I note that in literature no clear distinction between travel motives and travel motivation is made. Both terms are used as synonyms in the same context (Ryan, 1998; Garabet, 2017; Rhodes Espinoza, 2012). For this study, travel motives are

reasons to travel while motivations are the driving forces that push people to travel – they always include an action. Since both concepts are closely linked, they cannot be considered completely separately. This work focuses on motives, but also considers the associated motivations. I decided to use the terms motive and motivation as a coherent concept synonymously. This can be justified on the one hand by the fact that the two terms are very closely linked and on the other hand by the fact that there is no consensus in the literature and the terms are also used synonymously there. When talking about motives or motivation both the reason and the associated readiness for action are meant.

#### **2.4.1 Selected Theories of Motivation**

In Tourism Scholar, various theories and models can be found that examine motivation. Three selected models are presented below. I have chosen these because they were most frequently represented during the literature search and are therefore most interesting for this work.

##### **Push- and Pull-Factors**

In tourism scholar, the concept of push- and pull-factors is often applied. (Crompton, 1979; Dann, 1977). Woodside and Martin (2007, p.18) explain that push-factors are internal motives or driving forces that initiate the desire to travel. Pull-factors are destination-generated and therefore, external motives that influence the destination choice. Prayag and Ryan (2011, p.121) refer to Mayo and Jarvis (1981) explaining that push-factors are those from Maslow's hierarchy of needs. Woodside and Martin (2017, p.18) describe push-factors as socio-psychological motives and pull-factors as cultural motives.

The figure below shows an overview of push and pull factors. This is not complete but serves to provide a better understanding of the two concepts.

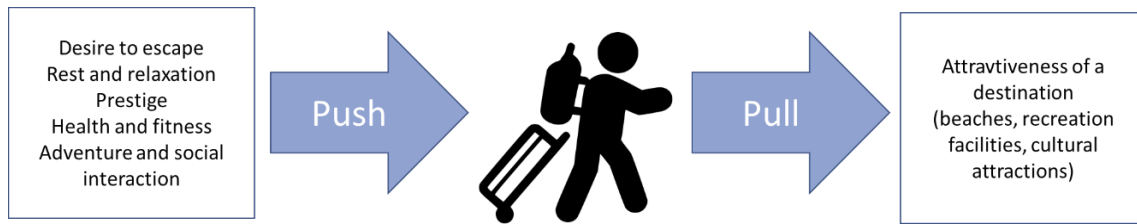


Figure 5. Push- and Pull-factors (based on Woodside & Martin, 2007, p.18)

### **Travel Career Ladder**

One of the most widely known theories for motivation is the hierarchy of needs, which was developed by Maslow in 1970. Bowen and Clarke (2009, p.90) explain that this model can be used in tourism as well as for the general explanation of consumer behavior. According to the authors, the model helps to explain how to develop the greatest potential to make the most of one's life.

In 1988, Pearce, considering Maslow's hierarchy of needs, developed a model that depicts the motivation of tourists: The Travel Career Ladder (TCL). The idea of the TCL is that the motives of tourists change with increasing travel experience (Bowen & Clarke, 2009, p.91). The travel career is described as a dynamic concept that divides tourists into different phases. Specific to each stage are travel motives that change based on previous travel experiences or life experiences (Bowen & Clarke, 2009, pp.33). As shown in the figure below, there are five levels of motivation. The authors point out that as tourists age and travel experience increase, they are at higher levels of the pyramid. Nevertheless, individuals can also enter at different stages.



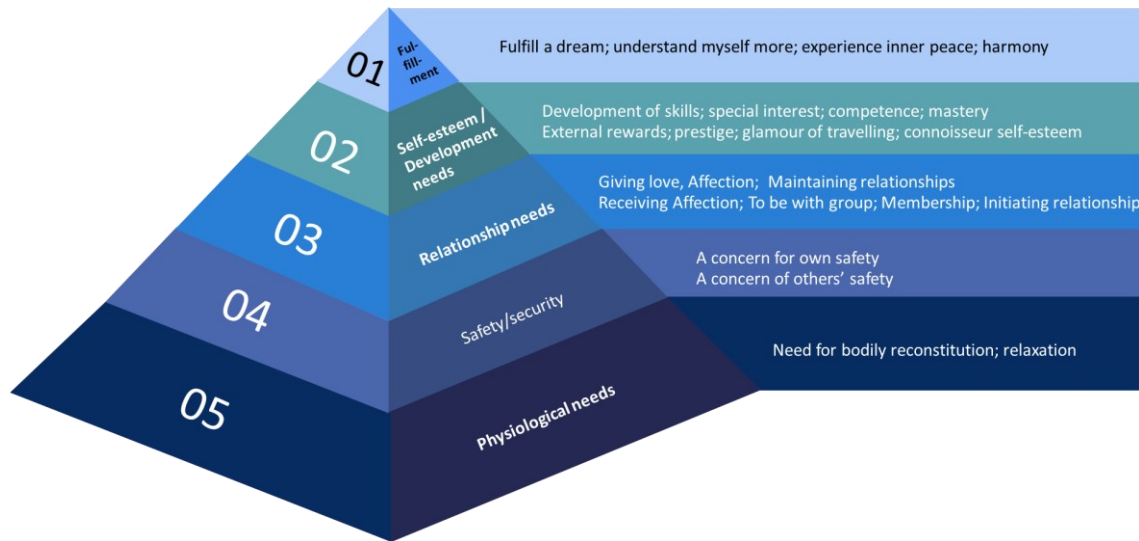


Figure 6. Travel Career Ladder (based on Ryan, 1998, p.938)

### Travel Career Pattern

In the previous theory (TCL), it was assumed that the more people travel, the higher they climb on the travel career ladder. The theory now presented (Travel Career Pattern), on the other hand, depicts motivation in an onion diagram and dispenses with the hierarchical representation in a ladder. In his book Pearce (2005, pp.53) explains his theory: Travel Career Pattern, which is a further development of the Travel Career Ladder. However, this theory puts less focus on a hierarchical arrangement of motivation but describes it in three layers with increasing importance inwards. At each stage of the travel career, there are core motivations that are particularly significant to the traveler. There are also motivations at a middle level and an outer level that are of less importance. As travel experience increases, there is a shift from internal needs (self-development) to external needs (experiencing nature). However, motivations of all three layers are present at all career levels.

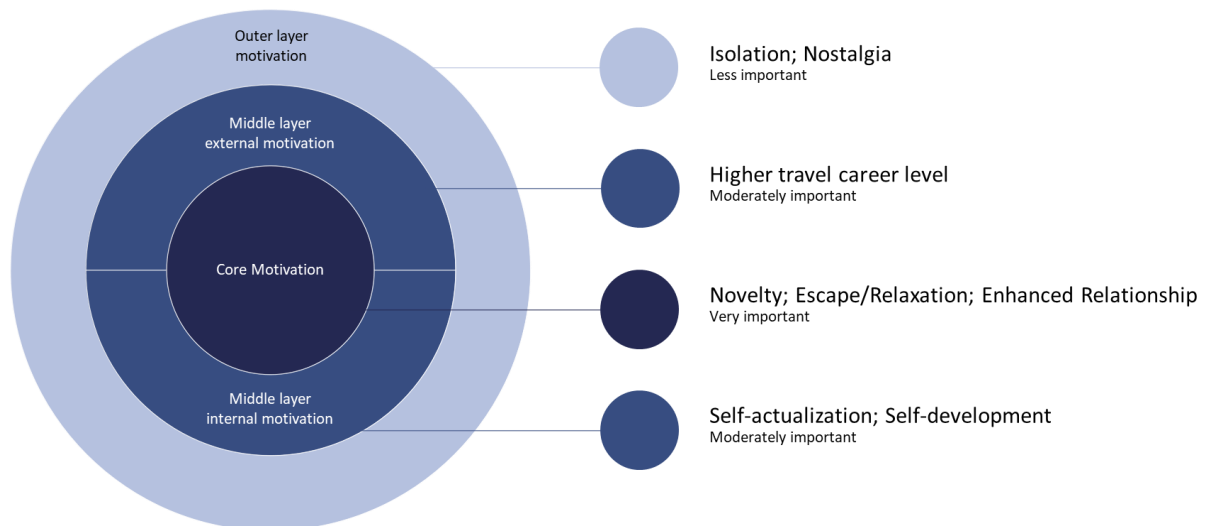


Figure 7. Travel Career Pattern (based on Pearce, 2005, p.79)

#### 2.4.2 Specific Motives for different types of travel

In this sub-chapter specific motives for camping, luxury (tourism) consumption and glamping are presented. These specific motives will be connected to the theories presented earlier. However, the aim is not to assign each individual motive to the theories, but to provide a broad overview.

#### Luxury Motives

Luxury motivation and luxury motives are very complex. Bosshart (2019, p.39) explains that people who consume luxury goods have the need for recognition and prestige and from their point of view they can achieve it by luxury consumption. It is about showing and experiencing the luxury world for oneself but also for others by showing it. Amatulli and Guido (2011) explain that luxury consumers strive for recognition, distinction, self-reward and self-actualization. Motives are to indulge, impress others, belong to the illustrious circle, demarcation and to underpin social status. They clarify that human motivations can either come from within or be stimulated from outside. There are as well both intrinsic and extrinsic motivations in luxury consumption. Intrinsic ones include search for aspiration, self-reward, self-enrichment, self-fulfillment, self-esteem, intimacy, having time for oneself, and relaxing. Extrinsic motivations, on the other hand, are externally generated and also express something to others. Correia, Kozak and Del Chiappa (2020,

p.956) use six different dimensions to study the motives of luxury tourists. These motives are: Social value, conspicuous value, uniqueness, status, public display and self-esteem.

Hohn (2019, p.52) also mentions the following topics of interest as typical for luxury tourism: sustainability, relaxation, comfort and absolute privacy, culinary experiences, private trips and visits (nature and culture) and novelty (destinations, products and services). Most of the motives for luxury consumption and luxury tourism mentioned are higher on the Travel Career Ladder. From this, one could conclude that luxury tourists have a high life and travel experience, that their needs are only satisfied at higher levels. On the path to fulfillment, luxury travelers are close.

### **Camping Motives**

Many different travel motives for camping tourists can be found in the literature. Hollender (1977) lists seven core motives: primitive lifestyle, escape from routine, security of the campsite, entertainment, aesthetic outdoor experience, escape from city stress, and escape from the familiar. Choo (2015, p.230) describes camping motives in 5 dimensions. These are: Child education, nature familiarization, rest/escape, friends gathering and novelty/fun. MacLeod (2017) also focuses on the travel motives of camping vacationers in her work. She mentions the following as camping motives: spend time in a natural setting, reconnect with outdoor skills and crafts, education, freedom and high-quality time with family and friends. Lastly, also the travel motives recognized by Van Heerden (2020, p.5) are to be mentioned here. These are: escape, nature, bonding, learning and social. According to a study from CIVD (2019), the most dominant motives for Germans to go camping are being self-determined and independent, being in nature, flexibility, high mobility and simplicity/uncomplicated vacation. It can be said that the camping motives found in the literature, although not identical, are very similar in content. Escape from everyday stress or the escape from urban routine, the experience of nature, the social aspect, which includes both family and friends but also a learning aspect is mentioned by all authors. Both, push- and pull-factors are mentioned. Most of the motives mentioned can be assigned to the lower three levels of the Travel Career Ladder. Thus, it can be concluded that camping tourists are either less experienced tourists, are in an earlier stage

of life, or simply assign more importance to these more basic needs. This finding will be revisited later, in Chapter 4, when the questionnaire design is considered in more detail.

### **Glamping Motives**

Glamping motives are under research in this study and are therefore not examined more closely at this point. Nevertheless, by studying existing literature, it is possible to make assumptions on glamping motives. For example, a study conducted in 2015 on various Croatian glamping sites provides information on which values glamping tourists share. The study's researchers Cvelić Bonifačić, Milohnić and Cerović (2017, p.109) found that reasons to book glamping vacation include passive travel, relaxation, natural treasures, good food and drink, and new experiences. Also mentioned in chapter 2.3.5 are reasons for glamping such as freedom of camping, adventure, intensive nature experience, comforts of a hotel, healthy and sustainable lifestyle and being close to family and friends. Lee, Lee and Moon (2019, p.90) name price, atmosphere, cleanliness, congestion and security as important attributes in the glamping choice process. All those mentioned attributes are pull-factors. Push-factors of glamping addressed by Milohnić, Cvelić Bonifačić, and Licul (2019, pp.458) are escapism, rest, relaxation, personal wellness, curiosity about new types of accommodation and desire for adventure as well as developing new social relationships. In the context of this work, glamping motives should emerge more clearly. For the purpose of completeness, this chapter has only been touched upon and kept short at this point. Further information on glamping motives can be found from chapter 5 onwards.

### **3 HYPOTHESES**

Based on the theoretical foundations described in detail in chapter 2, hypotheses are developed that will be verified or falsified with the survey. The survey questions that the hypotheses refer to will be explained in detail in chapter 4.3.

**H1: Being in a natural environment is the most dominant motive for glamping.**

Glamping combines being in a natural setting and the comforts of home. As the nature aspect is crucial for glamping, it can be considered the most important motive.

**H2: There are significant differences between the motives of glamping of the groups “went glamping” and “interested in glamping”.**

It can be assumed that glamping experience affects glamping motivation.

**H3: People who live in a city have a different weighing of glamping motives than people from rural areas.**

It can be assumed that socio-demographic factors affect glamping motivation. People living in urban areas are therefore expected to have different driving forces for glamping than people from rural areas.

**H4: Luxury motives are more dominant than camping motives for women.**

It can be assumed that there are significant differences between female and male respondents. Women are expected to have stronger luxury motives than men.

## 4 METHODOLOGY

### 4.1 Research Design

This study employs a quantitative approach to investigate glamping motivation among Germans. The aim is to examine the driving forces of Germans to go glamping; seeing whether luxury motives or camping motives are dominant.

The data for this study was collected in a survey containing of 32 variables that investigate different dimensions of motivation. Additionally, socio-demographic factors are also asked and analyzed. According to Saunders, Lewis and Thornhill (2007, p.138), a survey is a popular research tool used in social sciences and comes along with a deductive approach. Deductive research means using already existing and proved theory and applying it to the own study (Leavy, 2017, p.92). The researcher does not get the theoretical knowledge from observation but tests a theory by collecting own data and testing it statistically. I use a positivist/post-positivist<sup>2</sup> approach in this thesis. Botterill and Platenkamp (2012, p.147) define positivism as “A research program researching only the “positive”, namely given, factual, sure and without any doubt and because of this it rejects metaphysics as theoretically impossible and practically without any use.” The worldview of positivism is very realist as it was grounded in physical sciences (Jennings, 2010, p. 36). Positivists believe that only one truth exists (Slevitch, 2011, p. 76) and everything is predictable as it is based on causal relationship meaning that observations and tests can be used for research. The researcher does not have an influence on the testing, so it is objective and value-free (Jennings, 2010, p. 37). Therefore, the epistemology is dualist/objectivist as values are excluded from the research and the researcher keeps distant to her work (Pernecky & Jamal, 2010, p. 1062). Jennings (2010, p. 38) explains that applying a positivist paradigm in tourism research, behavior of tourists can be explained. Positivist researchers use a deductive approach, collecting information about a theoretical phenomenon. After having reviewed literature and studied causal relationships of the phenomenon, hypotheses are developed. In the next step, data is collected, using e.g., surveys and afterwards statistically analyzed. The sample should be randomly selected and represent the whole population under research.

---

<sup>2</sup> positivism and post-positivism are used simultaneously

## 4.2 Ethical Considerations

This chapter focusses on ethical principles in research, particularly this study. According to the National Advisory Board on Research Ethics (2009, p.5) there are three areas of interest in the humanities, social and behavioral sciences considering research ethics. Firstly, the autonomy of research subjects must be respected. Secondly, harm must be avoided and thirdly, privacy and data must be protected. In the following, it will be explained how it is ensured that this study was conducted according to the three principles.

The autonomy of research subjects was given as the participation of the survey was voluntary and based on informed consent (National Advisory Board on Research Ethics, 2009, p.6). By filling out the questionnaire, the research subjects gave their consent in a written form. Research subjects are free to choose whether to complete the questionnaire or to stop early. Only complete data sets will be included in the results, because it can be assumed that early termination is equivalent to withdrawing. Considering the principles (National Advisory Board on Research Ethics, 2009, p.7), survey respondents were informed broadly: At the beginning of the questionnaire, it was briefly explained what the research objective is and what the study is about. In addition, respondents were told what it means to be part of the study. Also, the approximate response time was estimated. In addition to that, contact information of the researcher can be found in the questionnaire, so that research subjects have the chance to ask further questions about the study. The survey respondents are furthermore informed about data collection and storage. In order to avoid harm (National Advisory Board on Research Ethics (2009, p.9), subjects are treated respectfully. This is ensured by sensitive wording and using gender-appropriate language. To ensure data and privacy protection (National Advisory Board on Research Ethics (2009, p.10), the personal data collected and stored will only be used for this study. The study is anonymous, and no information can be traced back to individual participants as tracking cookies are turned off. Personal and sensitive data such as age and salary are not requested specifically but in ranges. This means that, firstly, no exact figure can be determined and, secondly, survey participants feel less uncomfortable because they do not have to disclose their exact salary as an example.

### 4.3 Population and Sampling

As this study is supposed to investigate the motivation of Germans, the population relevant for the study is the German population. Children and teenagers younger than 18 years are excluded from this research project as they most likely do not travel without their parents. Moreover, the policy for conducting surveys among minors, published by different associations of market and social research (Verbände der Markt- und Sozialforschung Deutschland, 2021), recommends collecting informed consent of a legal guardian. For children younger than 14 years old, this declaration of consent is legally necessary while for participants aged 14-17 the declaration is dependent on the cognitive faculty of the teenager. For the researcher it is not possible to examine the cognitive faculty of the participants, as the survey will be conducted online to a broad sample. Therefore, I decided to limit the population for the study to German adults only. Germany has a population (older than 18) of 69,730,706 inhabitants (World Population Review, 2022). Qualified to participate in the survey is each person living in Germany who has reached the age of 18.

The ideal sample size for the study can be calculated. I used Qualtrics, a web-based tool to calculate the sample size for online surveys. With a confidence level of 95% and a margin of error of 6% and a population of 69,730,706 (older than 18), the ideal sample size for a survey is 267. The higher the confidence level and the lower the margin of error, the better the total population is represented (Qualtrics, 2022). For probability sampling, each member of the population – each German aged 18 or older – would have the same probability to participate in the study. As the survey will be done online, I cannot assure an equal chance of participation. Therefore, non-probability sampling is used. Rahi (2017, p.3) lists several non-probability sampling techniques: Convenience sampling, Snowball sampling, Quota sampling and Judgement sampling. Convenience samples are easily accessible by the researcher. An advantage of convenience sampling is the little effort it takes to get responses. A disadvantage would be that there is selection bias. Snowball sampling is a technique in which the researcher only contacts a small group of people who help refer the survey to others. As the name implies, quota sampling uses quotas to distinguish between different population groups. The last technique presented, judgement sampling, is also convenient and low in costs. The researcher uses her own judgements



to identify the target group knowledgeable about the research problem. For this study different techniques of non-probability sampling are applied. To best reflect the comparator group, the gender ratio is analyzed and should also reflect that of Germans in the survey. The same applies to average age and the residence related to city or village. People close to the researcher (family, friends, fellow students, colleagues) were asked to answer the survey. Therefore, it can be assumed that many survey participants geographically come from the same part of Germany. Moreover, those people were asked to refer the survey to others which equates the snowball technique. The survey was conducted online, and the researcher used social media channels to distribute the questionnaire. I used judgement sampling by selecting certain groups and discussion forums to reach a high number of participants. The possible shortcomings of a non-probability sampling were tried to be overcome by spreading the non-probability sampling broadly. More information about the data collection follows in chapter 4.4.

#### **4.4 Survey**

The instrument used for collecting data was an online survey containing of 36 questions which are taken from Van Heerden (2020) and Correia, Kozak, and Del Chiappa (2020). The survey was constructed by the researcher and is based on the theoretical principles presented in chapter 2. As mentioned, two existing surveys were used, one investigating motives of camping tourism and the other of luxury tourism.

Before the survey participant can answer questions, there is a short introduction to the content of the topic as well as basic information about the purpose of the study, the conditions of participation (data protection) and contact details of the researcher. Survey participants who click "continue" thereby agree to the conditions of participation and accept them. In the first part of the survey, the dependent variable is surveyed. It is to be tested whether the survey participant has already taken a glamping vacation, is planning a glamping vacation, is interested in glamping vacations but has nothing concrete planned yet or whether the participant is not interested in glamping. This question serves as a test variable, as only participants from the first three answer categories will be forwarded. If

the participant is not interested in glamping, he/she will be redirected directly to the end of the survey and cannot answer any further questions. The scale level is nominal.

Socio-demographic data are also requested for the first part of the survey. Both, the age of the participants as well as the gender and residence are relevant for the survey. As previously stated, the minimum age to participate in the survey is 18. If the answer option "under 18" is selected, the participant is again directly forwarded to the end of the survey and cannot answer any further questions. The participant can type in the numeric value of his/her age. Furthermore, the gender (male, female, non-binary) is asked in this part of the survey. This information serves the researcher at the end of the work to see how well the comparison group is represented. Both the gender (three options) and the state of residence questions (drop-down selection) are nominal. I expect that most participants will reside in Schleswig-Holstein or Hamburg. So that this can be considered later, a question was asked about the state of residence. Besides age and gender, a third parameter is used to compare the sample to the German population: residence related to urbanization levels. 77.6 percent of the German population has its permanent residence in a city (more than 5,000 inhabitants) – only 22.4 percent live in villages (IBISWorld, 2021).

The second part of the survey deals with camping motives. The statements in this part were taken from Van Heerden (2020). The survey asked about motivation and involvement in camping is validated and reliable and can therefore be used without a test run. Validity and reliability are the most important requirements of a survey to ensure both accuracy and precision of measure. Five motives (escape, nature, bonding, learning and social) were asked with 3 statements each. The statements from the existing survey were translated into German and supplemented with an "I" so that these became complete sentences. The translation took place in several steps, so it can be assumed that the statements are very close to the English original.

The third and thus final part of the survey contains 17 statements on six luxury travel motives (social value, conspicuous value, status, uniqueness, public display and self-esteem). The statements used here also come from an existing survey by Correia, Kozak,

and Del Chiappa (2020). In their study titled "Examining the meaning of luxury in tourism: a mixed-method approach," they examine travel motives of luxury tourists. This survey is also valid and reliable and can therefore be used without a test run. A Likert scale with five scale points is also used here. The expressions do not differ from those of the previous questions. It is therefore not clear to the respondent which topic is being asked about.

Since the survey is conducted in Germany, the language of the survey is German. The survey is spread over six pages so that it remains clear and easy to complete even on mobile devices. Survey participants can see the progress of answering and there is also the option to save the survey and continue later. Since the survey is quite long with 36 questions, this feature should increase the response rate.

The survey consists of three parts with different content. The scale levels of the items also differ. Both nominal and ordinal scales as well as a Likert scale – a quasi-metric ordinal scale (interval scale) are used. Participants can vote on a 5-point scale from "I strongly disagree" to "I strongly agree." The Likert scale is a quasi-metric ordinal scale with, in this case, five scale points. Since respondents do not necessarily interpret the intervals from "I do not agree at all" to "I fully agree" as being the same, these categories are numbered 1-5 and considered interval scaled. This allows for later statistical analysis. As mentioned above, a 5-point-scale is used. This is unipolar, as there are different expressions, and also odd. Participants are allowed to take a neutral position on a statement.

#### 4.5 Data Collection and Preparation

The survey was posted online on January 30, 2022 and was distributed via a web link. I distributed the survey via WhatsApp to family and friends as well as via social networks (Instagram, Facebook). On the mentioned social media, the link was not only published on the own profile, but also camping and glamping relevant sites were contacted and asked to share the link in their community. As an example, "Hof Frida - Glamping mit Lamas" (eng. Farm Frida - Glamping with llamas) shared the survey link for 24 hours in their Instagram Story. On Facebook, I as the researcher wrote posts for groups. Here, both topic-specific groups such as "Reisen und Ferien" (eng. Travel and Holidays) or "Glamping" and survey-specific groups such as "Umfragen für Studienarbeiten" (eng. Surveys for Student Research Projects) were selected. Furthermore, the survey was published on SurveyCircle. This platform publishes surveys of all kinds. By participating in surveys on the site yourself, you collect incentive points for your own study as a study publisher. Thus, students and graduates support each other in collecting data. The weblink was active until March 15, 2022 - survey results were collected until that day.

For data analysis, the reports were pulled and the data was sifted. Participants who did not express interest in glamping were counted, but then not considered further. The demographic data they provided was saved, but deleted from the data sheet for now. In order to be able to process the data in SPSS, the individual variables were named and missing values were defined as "0". These were included in the analysis, and the descriptive statistics show how many responses were given per variable. In general, the response data were not changed. One change that did take place was the merging of the "glamping trip planned" and "interested in glamping" groups. The response option "glamping trip planned" was given by only 6 survey participants. Since these people have not necessarily been glamping before, but obviously show interest in the topic, the regrouping is considered reasonable and useful.

#### 4.6 Tools used for Analysis

This subsection presents the systems and tools relevant to the survey. The explanations are rather brief and serve the understanding of what I applied as a researcher during the analysis. Detailed explanations about the SPSS system with all functionalities as well as detailed explanations about the statistical operations are not part of this thesis.

Table 1. Systems and tools used for analysis

Systems:	<b>Webropol</b>	Webropol 3.0 is a survey and reporting tool that works web-based (Webropol, 2021). It was chosen because this is provided free of charge by the University of Lapland and includes all the functionalities I needed for my survey. I could choose from different question types, set rules for individual questions, customize the web link and send it directly from the system, and had an overview of the answers already given at any time.
	<b>SPSS</b>	The SPSS system from IBM was used for data analysis. IBM SPSS Statistics is a software platform that provides a variety of statistical analyses. (Sievers-Group, 2022) This platform was chosen because it has more functionalities than the statistical analysis of the survey tool Webropol. The clarity and simple evaluability of the collected data were decisive for the choice.
Statistical operations:	<b>Mean</b>	The mean value describes the arithmetic mean of the specified values. It is calculated from the sum of the measured values divided by their number. Thus, the mean value is sensitive to outliers (Lois, 2015, p.29).
	<b>Median</b>	The median is the exact center of a distribution ordered by its size. At least 50% of the values are both less than and

		greater than or equal to the median. Thus, it is insensitive to outliers (Lois, 2015, pp.26).
	<b>Standard Deviation</b>	Standard deviation is a measure of scatter that describes the average deviation from the mean (Lois, 2015, p.42).
	<b>Skewness and Kurtosis</b>	Skewness and kurtosis describe the distribution in height. Skewness 0 if the distribution is symmetric. The skewness value is negative for a right-sloping distribution and positive for a left-sloping distribution. If the value of the kurtosis of the curve is high, there is a steep peaked distribution with high kurtosis (Lois, 2015, p.51).
	<b>Mann-Whitney U-Test</b>	The Mann-Whitney U-Test is used to compare two non-normally distributed groups and is thus the equivalent of the t-test of normally distributed groups. The rank sums of the groups are used here in contrast to the mean values. In addition to the rank values, the z-value and the two-tailed asymptomatic significance are also calculated. If the values are above the significance level of 0.05, there is no difference between the groups (DATAtab Team, 2022).
	<b>Spearman's rho</b>	Spearman's Rho determines the correlation between at least two variables that are ordinally scaled. This analysis can be used to determine whether the variables under review have a correlation and also reveals the strength and direction of the correlation (Benning, 2021).
	<b>Cronbach's alpha</b>	Each item is treated as a parallel test and correlated with every other item. The quality of an item can be determined by calculating the internal consistency if the item were not included in the scale. Cronbach's alpha ranges from 0 to 1. A value of 0.7 is acceptable and thus indicates the reliability of the measurement instrument (Fretschner, 2019).

## 5 ANALYSIS AND DISCUSSION

A total of 357 people participated in the survey. Of the participants, 91 have indicated that they are not interested in glamping. Questions about glamping motives were not answered. These 91 participants not interested in glamping were not included in any further statistical calculations - these are based solely on those of the 266 participants interested in glamping.

Table 2. Demographics

Participants		Age		Federal State****	
Interested in glamping*	266	Mean	33.64	Schleswig-Holstein	43.1%
Not interested in glamping**	91	Median	28	Hamburg	19.8%
Gender		Community		North Rhine-Westphalia	6.9%
Female	70.7%	City***	64.3%	Bavaria	6.5%
Male	29.3%	Village	35.7%	Lower Saxony	6.5%
				Others*****	17.2%

\* Includes "interested in glamping, & "went glamping before"  
 \*\* Not considered for any further questions  
 \*\*\* More than 5,000 inhabitants  
 \*\*\*\* only federal states with more than 5% listed separately  
 \*\*\*\*\* Baden-Württemberg, Berlin, Brandenburg, Hesse, Mecklenburg Western Pomerania, Rhineland-Palatinate, Saxony, Thuringia

The participants interested in glamping include those who indicated that they have either already done glamping; are planning a glamping vacation; or are interested in the topic but have not made any specific plans. 70.7 percent indicated they were female and 29.3 percent male. According to official statistical figures on gender distribution in Germany, the proportion of women is 50.7 percent and the proportion of men is 49.3 percent (GENESIS-Online, 2020). Thus, the sample of this survey has a significantly higher proportion of female participants than provided representatively for the average of the German population. The mean age of the 266 participants is 33.64 years. Table 3 shows that the youngest participant was 18 and the oldest 75. Since the mean is greater than the median,

the age distribution of the sample is not evenly distributed but positively skewed. Here, too, a comparison with the overall German population can be made. The average age of Germans at the end of 2019 was 44.5 years (BiB, 2022). This means that the sample in this survey is more than 10 years younger than the average age of the German population. Another factor taken into account in the survey is the participant's living environment in terms of urban or rural areas. 64.3 percent of respondents said they lived in a city with more than 5,000 inhabitants. 35.7 percent, on the other hand, live in a village or small town with a population of less than 5,000. 77.6 percent of the German population has its permanent residence in a city (more than 5,000 inhabitants) - only 22.4 percent live in villages (IBISWorld, 2021). With this, too, it can be said that an above-average number of survey participants come from the village and that the urban population is underrepresented. Germany is divided into 16 states - participants from 13 of the 16 states were represented in the sample. By far the most represented federal state is Schleswig-Holstein with 107 participants (43.1%). Furthermore, about one fifth of the survey participants live in Hamburg, about 7% in North Rhine-Westphalia and 6.5% each in Bavaria and Lower Saxony. Bremen, Saarland and Saxony-Anhalt were not represented. The remaining 8 states not mentioned by name were represented by participants - but the percentage points were less than 5.

Table 3. Descriptive statistics on demographics

	N		Mean	S. E. of Mean	Std. Deviation	Variance	Skewness	S. E. of Skewness	Kurtosis	S E. of Kurtosis
	Valid	Missing								
What is your glamping experience?	266	0	1,793	0,025	0,406	0,165	-1,456	0,149	0,122	0,298
Gender	266	0	1,293	0,028	0,456	0,208	0,914	0,149	-1,174	0,298
Age of participant	266	0	33,639	0,806	13,141	172,684	1,120	0,149	0,181	0,298
What federal state you live in?	248	18	9,944	0,317	4,989	24,887	-0,279	0,155	-1,413	0,308
What type of community you live in?	266	0	1,357	0,029	0,480	0,230	0,600	0,149	-1,653	0,298



Table 4. Descriptive statistics on variables

	N		Mean	S. E. of Mean	Median	Std. Deviation	Variance	Skewness	Kurtosis
	Valid	Missing							
I like to be away from the everyday routine of home.	264	2	3,99	0,055	4	0,896	0,802	-0,472	-0,680
I like to get away from crowded areas.	262	4	4,10	0,055	4	0,897	0,805	-0,621	-0,596
I like to experience the solitude/privacy of camping.	259	7	3,79	0,062	4	1,003	1,005	-0,354	-0,763
I like to be in a natural setting.	263	3	4,35	0,050	5	0,809	0,655	-1,147	0,962
I enjoy the natural scenery.	263	3	4,56	0,041	5	0,668	0,446	-1,535	2,229
I enjoy the tranquility of the area.	263	3	4,46	0,046	5	0,740	0,547	-1,259	0,996
I like to share quality time with family/friends..	265	1	4,52	0,044	5	0,723	0,523	-1,283	0,571
I enjoy doing things with family/friends.	265	1	4,49	0,043	5	0,708	0,501	-1,175	0,472
I like that family/friends are close together.	265	1	4,20	0,051	4	0,822	0,676	-0,674	-0,418
I like to develop knowledge of the area.	263	3	3,59	0,064	4	1,044	1,091	-0,179	-0,984
I like to learn more about nature.	258	8	3,59	0,062	4	1,003	1,006	-0,107	-0,863
I like to learn more about natural history and the ecosystems of the area.	250	16	3,24	0,063	3	0,990	0,980	0,195	-0,754
I like to be around people with similar interests.	265	1	4,11	0,049	4	0,799	0,639	-0,476	-0,566
I like to talk to new people.	257	9	3,36	0,065	3	1,040	1,082	-0,068	-0,863
I like to meet new campers.	245	21	3,27	0,063	3	0,980	0,960	0,175	-0,586
I like to visit destinations recommended by my family and friends.	259	7	3,75	0,059	4	0,955	0,912	-0,278	-0,743
I like to visit familiar destinations.	257	9	3,30	0,062	3	0,993	0,986	0,085	-0,810
I like to visit places where most of my friends like to go.	236	30	2,72	0,057	3	0,874	0,764	0,577	-0,012
I like to visit places with fame and prestige.	244	22	2,88	0,063	3	0,981	0,964	0,460	-0,405
Prestige and luxury drive my touristic choices.	197	69	2,37	0,070	2	0,979	0,959	0,582	0,084
I like to visit places where others are unable to go.	221	45	2,80	0,069	3	1,025	1,051	0,229	-0,405
In choosing a holiday destination I always prefer to flee places where I will not be recognized.	184	82	2,67	0,087	3	1,184	1,401	0,257	-0,648
On holidays, I like to not to be recognized in order to enjoy holidays without censoring.	174	92	2,97	0,088	3	1,155	1,334	0,034	-0,704
I am much more popular because I travel.	108	158	2,01	0,101	2	1,046	1,093	1,081	0,818
People have more respect for me because I travel.	126	140	2,08	0,086	2	0,960	0,922	0,721	0,155
I like to show others that I am able to travel to where I like.	136	130	2,44	0,097	2	1,134	1,285	0,612	-0,374
While on holidays, I take photos to show to my friends and family.	242	24	3,71	0,066	4	1,027	1,055	-0,244	-0,989
While on holidays, I take pictures to be shared on my personal social profiles (Facebook, Twitter, etc.)	183	83	2,98	0,087	3	1,181	1,395	0,103	-0,798
While on holidays, I take pictures to be shared on tourism-related social media (TripAdvisor etc.)	71	195	1,66	0,113	1	0,95534	0,913	1,745	3,131
I feel fulfilled when I travel.	260	6	4,10	0,057	4	0,91618	0,839	-0,625	-0,655
Holidays are a way of achieving my dreams.	256	10	3,87	0,060	4	0,95278	0,908	-0,444	-0,620
Holidays are my gift, my way of pampering myself.	256	10	4,08	0,058	4	0,92554	0,857	-0,665	-0,532

The table above (Table 4) shows the descriptive statistics of each surveyed variable. The maximum number of responses is 266, but some questions were answered by fewer participants. Especially the fourth last variable stands out. Only 71 participants rated this statement on a scale of 1-5. It can be assumed that this statement has little relevance for the respondents. Based on the presentation of the statements and answer options, it can be assumed that the participants wanted to rate this statement with a "1", but it was not clear from the presentation on the website that the question remained unanswered. Nevertheless, these assumptions should not falsify the statistical calculations. Questions left unanswered by participants were included as "missing". Table 4 also shows skewness and kurtosis in addition to the means and medians relevant for further data analysis. These two values show whether the variables are normally distributed. Since not all values lie between -1 and +1, not all variables are normally distributed, which is relevant for further analysis.

The overall reliability of the variables from the survey was checked. 266 cases were considered and Cronbach's alpha was calculated with a value of 0.781. Since a value greater than 0.7 is considered acceptable (Fretschner, 2019), the reliability of this measurement instrument is ensured.

In a next step, the 32 statements were combined into eleven joint variables. These thematic joint variables are motives that have already been addressed in chapter 4.3. The respective statements were merged and new mean and median values were calculated. It is also clear from data table 4 that not all of the eleven variables have a normal distribution. Here, too, one variable in particular stands out, regarding the distribution, namely the motive "nature". With a skewness of -2.0 and kurtosis of 6.636, this motive is very polarized. Since all other motives are more or less normally distributed, only the histogram of the motive "Nature" is shown separately below.

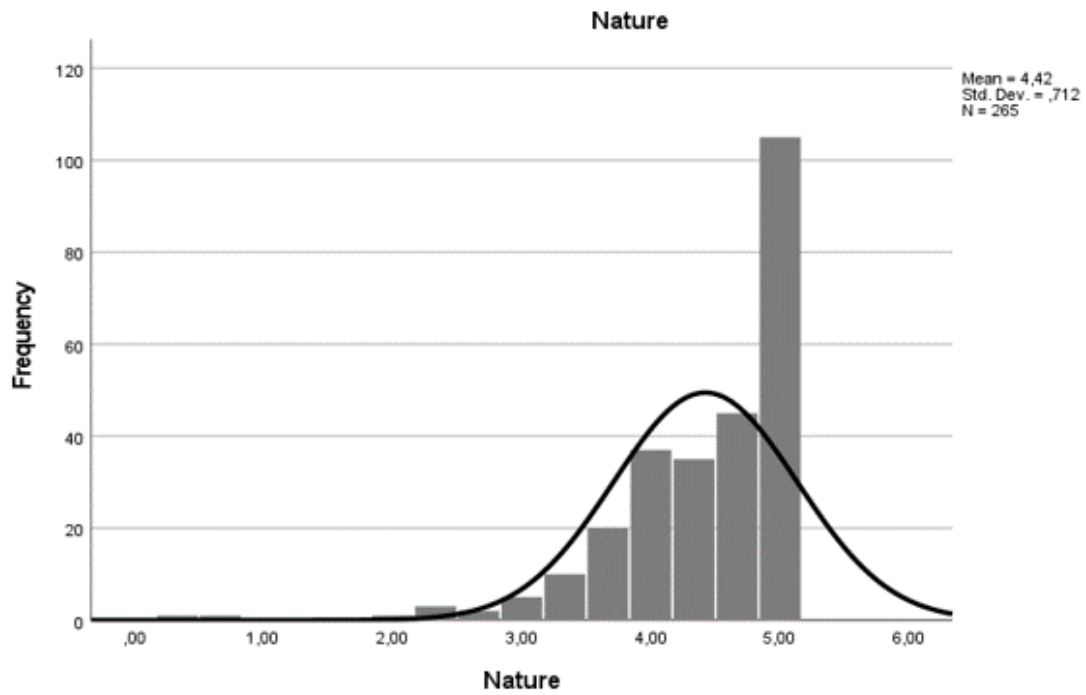


Figure 2. Mean value frequencies "Nature"

Table 5. Descriptive statistics on joint variables (motives)

	N		Mean	S. E. of Mean	Median	Std. Deviation	Variance	Skewness	S. E. of Skewness	Kurtosis	S. E. of Kurtosis
	Valid	Missing									
Escape	265	1	3,913	0,042	4,00	0,688	0,473	-0,369	0,150	-0,182	0,298
Nature	265	1	4,421	0,044	4,67	0,712	0,507	-2,019	0,150	6,636	0,298
Bonding	265	1	4,405	0,042	4,67	0,676	0,457	-1,022	0,150	-0,005	0,298
Learning	265	1	3,371	0,059	3,33	0,963	0,928	-0,566	0,150	0,381	0,298
Social	266	0	3,451	0,053	3,33	0,869	0,755	-0,458	0,149	0,011	0,298
Social_Value	265	1	3,096	0,054	3,00	0,872	0,760	-0,329	0,150	0,094	0,298
Conspicuous Value	260	6	2,292	0,055	2,33	0,888	0,789	0,026	0,151	-0,186	0,301
Uniqueness	201	65	2,510	0,090	2,50	1,284	1,647	0,003	0,172	-0,819	0,341
Status	187	79	1,445	0,073	1,00	1,001	1,001	0,849	0,178	0,069	0,354
Public Display	250	16	2,080	0,058	2,00	0,920	0,847	0,174	0,154	-0,892	0,307
Self-esteem	265	1	3,899	0,056	4,00	0,918	0,843	-0,949	0,150	0,841	0,298

The mean scores for the eleven glamping motives are from 1.45 to 4.42 - these scores were taken from the mean scores of the statements standing for each motive. The motive "Status" was evaluated with only 187 recorded responses. With a mean of 1.45 rounded and a median of 1, status is not important to glamping-interested travelers. The three statements standing for the motive were evaluated with low scores on the Likert scale. Nevertheless, it can be seen from the data table that the maximum value included in the calculation is 4.67. This shows that status is of great relevance to some of the participants. Nevertheless, with the data and the standard deviation of 1, it can be said that status is the lowest rated motive for glamping. The mean values of the motives "Public Display" (mean=2.08), "Conspicuous Value" (mean=2.29) and "Uniqueness" (mean=2.51) are all below 3 and thus rather unimportant for glamping tourists. Social Value (mean=3.10), Learning (mean=3.37), Social (mean=3.45), Self-esteem (mean=3.90), Escape (mean=3.91), Bonding (mean=4.41), and Nature (mean=4.42) follow in ascending order of mean.

Figure 9 once again provides an overview of the mean values for the individual motives. As already mentioned, nature is the strongest motive for the respondents. Nevertheless, the results are very close to each other, which is why the motive "bonding" was also marked in color. The mean value deviates from that of the nature motive by only 0.02 and can therefore be classified as similarly important.

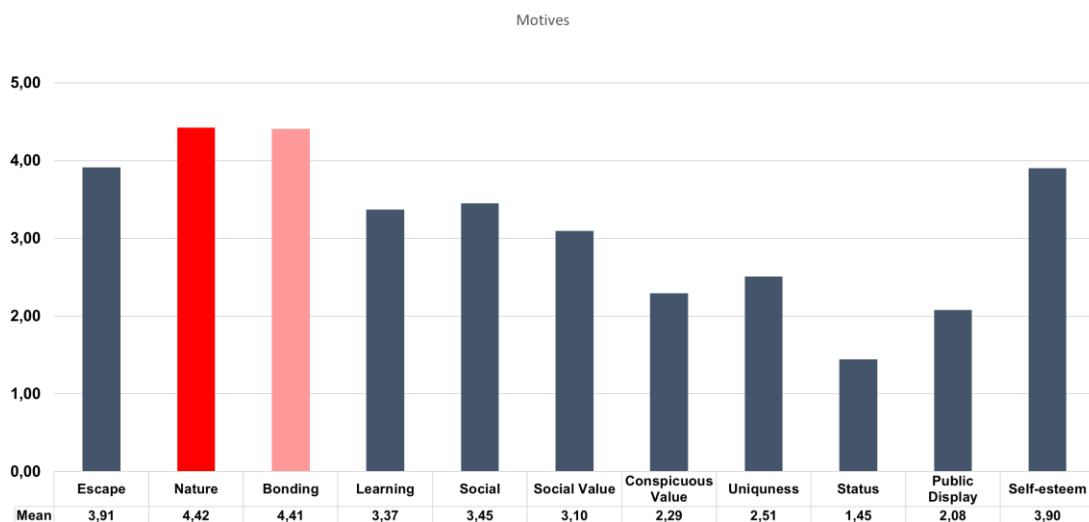


Figure 3. Mean value comparison for joint variables (motives)

Two independent samples (glamping experience and the eleven glamping motives) were used to find statistically significant differences between the two groups. The results (Table 6) show that there is no significant two-tailed difference between the mean scores of the motives of participants who have already taken glamping vacation and those who are only interested in glamping.

Table 6. Results of Mann-Whitney-U-Test for “experience”

Experience (Went glamping/Interested in glamping)	Escape	Nature	Bonding	Learning	Social
Mann-Whitney U	5249	52260	5671	5153	5399
Wilcoxon W	27404	27381	7211	27519	6939
Z	-1,049	-1,126	-0,213	-1,090	-0,800
Asymp. Sig. (2-tailed)	0,294	0,260	0,831	0,276	0,423

Experience (Went glamping/Interested in glamping)	Social Value	Conspicuous Value	Uniqueness	Status	Public Display	Self-esteem
Mann-Whitney U	5453	5262	3039	2496	4862	5391
Wilcoxon W	6938	6693	16405	13821	6137	27546
Z	-0,489	-0,460	-0,181	-0,953	-0,303	-0,764
Asymp. Sig. (2-tailed)	0,625	0,646	0,856	0,341	0,762	0,445

To see if demographic information has an influence on glamping motives, the same test was also conducted for gender (female/male) and type of community (city/village).

Table 7. Results of Mann-Whitney-U-Test for “gender”

Gender (Female/Male)	Escape	Nature	Bonding	Learning	Social
Mann-Whitney U	7147	6719	5184	6764	6303
Wilcoxon W	10150	9722	8187	9845	9384
Z	-0,162	-0,951	-3,756	-0,936	-1,815
Asymp. Sig. (2-tailed)	0,871	0,341	0,000	0,349	0,070

Gender (Female/Male)	Social Value	Conspicuous Value	Uniqueness	Status	Public Display	Self-esteem
Mann-Whitney U	6804	6976	3711	3206	5020	5135
Wilcoxon W	9885	23812	14296	12659	7231	8138
Z	-0,865	-0,125	-0,952	-0,673	-2,099	-3,743
Asymp. Sig. (2-tailed)	0,387	0,900	0,341	0,501	0,036	0,000

In Table 7, significant differences were found between the two genders (female/male) for the Bonding, Public Display, and Self-esteem motives.

Table 8. Variable analysis of differences among male and female participants

variable	Z	p	Mean rank	
			female	male
<b>Bonding</b>	<b>-3,756</b>	<b>0,000</b>	<b>143,92</b>	<b>106,33</b>
<b>Public Display</b>	<b>-2,099</b>	<b>0,036</b>	<b>131,12</b>	<b>109,56</b>
<b>Self-esteem</b>	<b>-3,743</b>	<b>0,000</b>	<b>144,18</b>	<b>105,69</b>

The mean ranks of these three motives show statistically significant differences: For Bonding (f=143.92; m=106.33), Public Display (f=131.12; m=109.56) and Self-esteem (f=144.18; m=105.69) female survey participants gave a higher score than males. It can thus be concluded that bonding, public display and self-esteem are of greater importance to women than to men.

Table 9. Results of Mann-Whitney-U-Test for “type of community”

Community (City/Village)	Escape	Nature	Bonding	Learning	Social
Mann-Whitney U	7201	7588	7596	7139	7835
Wilcoxon W	21736	22123	12156	11699	12395
Z	-1,476	-0,844	-0,829	-1,575	-0,482
Asymp. Sig. (2-tailed)	0,140	0,398	0,407	0,115	0,630

Community (City/Village)	Social Value	Conspicuous Value	Uniqueness	Status	Public Display	Self-esteem
Mann-Whitney U	7800	7064	4531	3017	7138	7850
Wilcoxon W	12360	20925	12532	4970	11324	12315
Z	-0,462	-1,274	-0,490	-2,485	-0,175	-0,316
Asymp. Sig. (2-tailed)	0,644	0,203	0,624	0,013	0,861	0,752

The statistical evaluation shows (Table 9) that there is a significant difference between the two groups only for the motive status.

Table 10. Variable analysis of differences among participants from village/city

Variable	Z	p	Mean rank	
			village	city
Status	-2,485	0,013	80,16	100,86

The mean ranks diverge (village=80,16; city=100,86). For survey participants from the city, status is a more important glamping motive than for participants from a village.

Another result of the statistical analysis is that there are significant differences between the responses of young participants and those of older ones (Table 11).

Table 11. Correlation of participants’ age and motives

		Escape	Nature	Bonding	Learning	Social	Social Value	Conspicuous Value	Uniqueness	Status	Public Display	Self-esteem
Age of participant	Correlation Coefficient	0,117	0,024	-0,075	,236	-0,057	-0,087	-0,084	-0,055	-0,115	-,327	-0,085
	Sig. (2-tailed)	0,057	0,693	0,226	0,000	0,358	0,157	0,179	0,435	0,117	0,000	0,166
	N	265	265	265	265	266	265	260	201	187	250	265

The results show that for older respondents, greater importance is attributed to the motive of learning. The correlation coefficient shows a positive result ( $r=0.236$ ), which means that both variables (age and values on the Likert scale for the motive learning) increase together. The second significant result shows the motive public display. Here there is a negative correlation coefficient ( $r=-3.27$ ). This means that interest in public display decreases with increasing age. This result was to be expected in contrast to that of learning. In the case of learning, it could be assumed that younger people are more likely to be interested in it because they have less life experience and, in principle, less knowledge accumulated over the years. Nevertheless, the survey results show that this is not the case.

A final examination of the motives could be made by grouping the eleven motives previously combined one more time. The first five motives (Escape, Nature, Bonding, Learning, Social) are camping motives, while the last six (Social Value, Conspicuous Value, Uniqueness, Status, Public Display, Self-esteem) are luxury travel motives. In this step, a correlation between the camping and luxury motives were investigated (Table 12) and a correlation was found.

Table 12. Correlation of camping and luxury motives

			Camping Motives	Luxury Motives
Spearman's rho	Camping Motives	Correlation Coefficient	1,000	,194**
		Sig. (2-tailed)		0,001
		N	266	266

The data analysis also revealed that there are statistically significant differences between the two genders (male/female) with respect to the two newly formed motives.



Table 13. Results of Mann-Whitney-U-Test for gender differences in mean scores of camping and luxury motives

Gender (Female/Male)	Camping Motives	Luxury Motives
Mann-Whitney U	6010,500	5934,000
Wilcoxon W	9091,500	9015,000
Z	-2,317	-2,449
Asymp. Sig. (2-tailed)	0,021	0,014

A comparison of the mean ranks (Table 14) shows that females rated both camping motives and luxury travel motives as stronger and more important, respectively, than males (Camping:  $f=140.53$ ;  $m=116.56$ ; Luxury:  $f=140.94$ ;  $m=115.58$ ).

Table 14. Analysis of differences of camping and luxury motives for female and male participants

Variable	Z	p	mean rank	
			female	male
Camping	-2,317	0,021	140,53	116,56
Luxury	-2,449	0,014	140,94	115,58

## 6 HYPOTHESES TEST

The previously mentioned hypotheses can now be confirmed or rejected by statistical analysis.

H<sub>1</sub>: Being in a natural environment is the most dominant motive for glamping.

Hypothesis 1 predicted that nature would be the most important motive for tourists interested in glamping. A comparison of the mean values shows that this statement is correct based on the data. At 4.42, nature is the motive with the highest numerical value on the Likert scale. This result is consistent with previous research on glamping, as the authors cited in the theoretical framework in Chapter 2 all emphasize the nature aspect in particular. Glamping combines hotel comfort with the nature experience that characterizes glamping.

H<sub>2</sub>: There are significant differences between the glamping motives of the "went glamping" and "interested in glamping" groups.

As the Mann-Whitney U-test has not found any statistically significant differences between the groups "went glamping" and "interested in glamping", hypothesis two can be rejected: Glamping experience does not significantly influence motive strength.

H<sub>3</sub>: People who live in a city have a different weighing of glamping motives than people from rural areas.

A Mann-Whitney U-test was conducted for participants from the village and the city. Results indicate that there are significant differences for the motive Status. The mean rank of participants from the village is at 80.16 while the mean rank of participants living in cities is at 100.86. Therefore, the glamping motive Status is more important to townfolk.

H<sub>4</sub>: Luxury motives are more dominant than camping motives for women.

The statistical analysis shows that camping motives and luxury travel motives are on the same level for women, but overall stronger than for men. For them, camping motives are rated slightly stronger than luxury travel motives. This hypothesis can be rejected.

## 7 CONCLUSION

### 7.1 Discussion

It cannot be conclusively clarified whether glamping is the origin of camping or vice versa. Nevertheless, it can be stated that glamping is still a fairly new topic in research. However, the topic is highly relevant, as it has shaken up and changed the camping tourism market in recent years. In addition to the well-known cheap camping, a luxury line has developed. This development goes hand in hand with a changed perception of luxury. The term New Luxury has been used several times in this thesis. The new understanding of luxury includes the experience of special moments, immaterial luxury is becoming more important in relation to the material. Here, too, I would like to come back to the democratization of luxury. More and more people can afford luxury goods, luxury is becoming more accessible to the masses. Even if this blurs the original concept of luxury somewhat, glamping also fits in particularly well here. Glamping describes luxury forms of camping, it's about experiencing special and unique accommodations in nature, customized services and an escape from urban everyday life. Glamping is cheap compared to other conventional luxury travel and accessible to many people. Glamping is new and modern, which makes it trendy.

Glamping is a topic that is attracting interest in Germany. Of the 357 survey participants, 266 expressed interests in the topic. In this chapter, however, the previously mentioned results will not be repeated, but explained in terms of management indicators. The results have shown that women generally selected higher response options than men. This shows that women perceive the queried motives as stronger than men. For glampsite management, this can be used for marketing: Women can be enthused more for the topic glamping. Especially the three motives Bonding, Public-Display and Self-Esteem showed significant differences between the genders. Women perceive these three aspects as significantly more important than men when they think of glamping. This can also be relevant to marketing, for example, by using magazines that have women as their main target audience to advertise glamping in a way that is appropriate for the target group. Bonding and self-esteem are also the most important glamping motives for the women in the survey. Furthermore, the results of the analysis mean for the marketing of glampsites that Public Display is very relevant especially for younger people. It has been said in the

literature that young generations like to take photos and share them on social media. Social media will be used at the same time as a source of information for young people to choose a destination. Therefore, I would recommend glampsite managers to create special places for photos, with the hashtags of the destination or glampsite. This allows the glampsite manager free (definitely cheap) marketing. Older people, on the other hand, place more value than younger people on the learning effect, according to my survey. There the glampsite owner should make himself about the desired target group. If this includes older people, information about the history, nature as well as special features of the region should not be missing. The top two motives that emerge from the survey are Nature and Bonding. These were also rated as the most important by far. Thus, these are also very relevant for the management. People go glamping to have a nature experience. The glamping site should therefore be well-maintained, special features in the natural environment should be highlighted, and there must be sufficient opportunities for guests to spend time outside in nature and to perceive it. Since bonding is also highly relevant, I recommend focusing on this as well. On the one hand, in marketing, family or couple vacations could be promoted on glampsites, but on the other hand, there can be special offers for couples, families or groups directly on site. Also, the additional offer of activities, which strengthens the cohesion of the travel group (couple, family, friends), could be a special plus for the choice on a glamping site.

On the whole, glamping offers many opportunities to the tourism industry. Operators of existing campsites have the opportunity to develop and expand their offer and create a product that meets the wishes and needs of customers. In the literature, as mentioned, the topic is still very new and not yet comprehensively researched. Nevertheless, it can also be determined from the literature that there is a wide range of different travel motives, which are pronounced differently in people. In this survey, only push factors were queried to determine the strength of glamping motives. Pull factors, as described in Chapter 2.4, such as the attractiveness of the destination, including the resort, naturally also play an important role in the travel decision. In the definitions on glamping, the term symbiosis of nature and hotel experience was also often mentioned. In my opinion, this is especially the challenge to create a (supposedly) luxurious experience in nature that is not completely far from camping, but still as comfortable and convenient as a hotel.

## 7.2 Limitations of the Study

There were some shortcomings in the survey, which will be highlighted again in this chapter. Conducting the survey presented me with some challenges as a researcher. For one, the original intention was to choose a lower margin of error. However, since this meant a higher number of participants, the error rate was set high, thus reducing the desired number of participants. It was generally very difficult to recruit participants for the survey. The survey link was online for a month and a half and was shared through various channels. Nevertheless, it was clear to see that only directly after sharing people answered the survey. Therefore, as the survey owner, I had to be active and share the link again and again. After the first data review, it became clear that the overall population was not perfectly reflected by the sample. Four parameters were chosen to be used to test the fit of the sample to the overall population: Age, Gender, City/County, and State of residence. As explained in the previous chapter, the average age of the survey participants is significantly lower than that of the German population. The gender ratio also does not reflect that of Germany. The participants are younger and more women are represented. This can be explained by the fact that the circle of acquaintances and friends in which the survey was shared includes many young women. It can also be assumed that the Instagram channel is also increasingly used by younger people (more female). In addition to age and gender, which do not represent the total population of Germany, the urban-rural ratio is also a good parameter for checking the extent to which German society is represented. Here, too, the result of the study shows deviations from the German value. An above-average number of survey participants live in rural areas (under 5,000 inhabitants). The figures differ by 13.3 percentage points. This result can also be explained by the fact that I, as a researcher, come from a rural region. My closer friends and family, with whom the survey link was shared, also tend to live in villages. The distribution of federal states can also be explained by the way the link was shared. With over 40% of the participants from Schleswig-Holstein, my home federal state, and just under 20% from Hamburg, the neighboring federal state where I work, it is also clear here that the survey was answered by my personal (local) environment. Upon closer data analysis, it became clear that the numbers of responses varied between variables. Most variables have a response rate of 266 (100%), yet some variables were omitted by many survey participants. One reason for this could be that they did not understand the question or statement. Another reason

could be that the presentation method of the web survey did not make it clear whether the question was answered with the lowest value 1 or not at all. When I conduct another survey in my academic future, I will take more care to ensure that the presentation does not leave room for interpretation and that it is clear whether the statement was answered "1" or omitted. If I had marked all questions as mandatory, I could have avoided this problem. Nevertheless, there were always enough answers to be able to make statistically valuable statements. Finally, I would like to address one aspect of content. For my survey, I used two existing surveys that ask about camping motives on the one hand and luxury travel motives on the other. I based my theory on these two aspects, since the word glamping is composed of glamorous and camping and therefore describe luxury forms of camping. In the survey (except for self-esteem) mainly external motives were asked, which have more to do with the external effect than with the internal effect. In chapter 2, the term New Luxury was explained in connection with the change in the understanding of luxury. It is less about owning and having and more about experiencing. The luxury travel motives I asked about in the survey unfortunately do not include experiencing unforgettable tailor-made and high-quality services. However, this aspect is very relevant and timely. Nevertheless, the results are very informative and can be used well for the purpose of this thesis. Of particular interest are the differences between young and old, urban and rural, and male and female.

### 7.3 Outlook

According to Emerić (2021, p.74), the future of camping tourism is highly dependent on the strategic direction of campsite owners, Moreover, it will be influenced by the cooperation between public and private sectors as well as the level of education of employees. The author suggests that campsites should focus on a diverse offer, on thematic camps and high quality in order to be competitive. She notes that camping tourism is a relevant segment of the tourism industry now and in the future and should therefore not be left behind.

I also recognized different factors or growth drivers of camping and especially glamping tourism that public and private campground owners should keep in mind for the future. **Rental options** such as mobile homes or other glamping accommodations (e.g., tents, yurts, log cabins) are not weather-sensitive and therefore, lead to higher occupancy rates throughout the year. As a result, higher revenues can be generated and new target groups can be reached by a wide range of products for different price segments. People who do not own camping equipment or even motor homes are addressed by the rental sector which I see as one of the most important growth drivers in the future. Renting instead of owning is a mega-trend (**sharing-economy**) that will gain influence.

Another growth driver recognized while studying camping and glamping tourism is the **age segment of seniors**, to be more precise, the Babyboomer Generation. As mentioned in chapter 2.2, Babyboomers are travel experienced – also camping-experienced -, wealthy and interested in a healthy lifestyle. Moreover, the generation orients itself to Generation Z which is internet-savvy so the Babyboomers go with the trend. In addition to that, the generation will retire in the next years and will spend as much time traveling as possible. The mega-trend **demographic change** can also be mentioned here. Society is aging and as seniors are an attractive target group for camping and glamping tourism, thought should be given to barrier-free accessibility.

A third growth driver recognized is **professionalization** and **high quality**. Visitor satisfaction is dependent on service quality of which professional employees are a part of. Quality also refers to the facilities. In chapter 2.1.5, data has shown that Germans choose their camping destination based on the sanitary facilities. Considering this and the fact that the broad mass is becoming more and more demanding, service quality but also quality of facilities will become tremendously important for competitiveness.

Two mega-trends, sharing economy and demographic change, have already been mentioned. Other (mega-)trends that influence the camping and glamping sector are climate change, mobility, empowered customers/knowledge society, experience orientation, sustainability, health, and over tourism.

**Climate change** has both positive and negative effects on camping and glamping. On the one hand, rising temperatures enable camping in regions which have not been covered by the camping market because of too low temperatures and too harsh climate. Higher temperatures in summer address target groups who would have travelled abroad to warmer regions. The problem of seasonality could be solved. On the other hand, there are noteworthy risks e.g., flooding, storms, heat waves or droughts, which complicate outdoor hospitality to a large extent. Those risks have to be considered in the future as seasonal breakdowns could be the result.

**Mobility** will positively influence the outdoor hospitality sector in the future. The better connected (e.g., by plane, bus, train or car) the easier camp- and glampsites in nature can be reached. But mobility is also changing in terms of flexibility: Through online platforms accommodation facilities can be booked fast and people can travel spontaneously.

The next trend recognized by me is the **knowledgeable customer**. Customers can inform themselves through internet platforms and can make a destination decision based on internet reviews and ratings. This trend can be seen as a threat to campsite owners who do not have a good standing in the internet. On the other hand, outdoor hospitality owners with high star ratings and good word-of-mouth advertisement can profit from this trend.



It has to be the goal for outdoor hospitality operators in the future to take feedback from customers seriously and to tailor the service offering to the customers' wishes. In chapter 2.3.3 different sources where glampsites are rated were presented.

In addition, I have already addressed the topic of **experience orientation** in chapter 2.2. People seek authentic experiences instead of mass tourism. This trend of individual tourism with a special focus on experiences can be attributed to the saturated affluent society. This trend is especially beneficial for glamping as authentic experiences are sold.

Another trend is **sustainability**, which is already now important but will shape the outdoor hospitality sector even more in the future. Customers, especially luxury customers, make their buying decisions based on sustainability aspects. Outdoor hospitality operators with eco-labels, many glampsites already have those labels, can expand their competitive position and will most likely address many new people. Being close to nature and experiencing authentic environments will be even more desired in the future.

Nowadays, people have an increased **health awareness** and understand that mental, physical and emotional health prolong life. Many glampsites offer special spa facilities to relax and calm down when being on vacation. This health trend affects outdoor hospitality tourism positively as health-conscious customers are searching for alternatives from their stressful urban daily routines.

**Over tourism** in highly frequented destinations is a chance for camping and glamping sites. Tourism oversaturation results in the desire to spend vacation in less frequented rural environments. Regional and less-popular tourist destination are rediscovered. The outdoor hospitality sector will in the future benefit from this trend.

In summary, the future outlook for glamping tourism is promising. It is particularly noteworthy that young generations with purchasing power are behind the glamping product

and this type of vacation best reflects their values. It is now up to campsite operators to expand and develop their offer in such a way as to attract tourists all year round. Glamping tourism is not necessarily the future of camping tourism - it is a more luxurious form of traditional camping that can coexist. The two tourism sectors do not compete with each other, as they appeal to different target groups and are fundamentally different.

Future research and a clear definition and understanding of the concept of glamping are crucial for managers to develop a profitable and future-proof strategy.

## REFERENCES

- Amatulli, C., & Guido, G. (2011). Determinants of purchasing intention for fashion luxury goods in the Italian market. *Journal of Fashion Marketing and Management: An International Journal*, 15(1), 123–136.
- Ariffin, A. A. M., Maghzi, A., Soon, J. L. M., & Alam, S. S. (2018). Exploring the influence of hospitality on guest satisfaction in luxury hotel services. *E-Review of Tourism Research*, 15(1), 1–20.
- Balmford, A., Beresford, J., Green, J., Naidoo, R., Walpole, M., & Manica, A. (2009). A Global Perspective on Trends in Nature-Based Tourism. *PLoS Biology*, 7(6), 1-6.
- Batat, W. In Springer Nature Switzerland, A G (Ed.), *The New Luxury Experience: Creating the Ultimate Customer Experience (Management for Professionals) (English edition) (1st ed. 2019 Edition ed.)*. Cham, Switzerland.
- BCG. (2018). 2018 True-Luxury Global Consumer Insight. Retrieved 25.11., 2021, from <https://media-publications.bcg.com/france/True-Luxury-Global-Consumer-Insight-2018.pdf>
- Benning, V. (2021). *Spearman's Rangkorrelationskoeffizienten bestimmen und interpretieren*. Retrieved 19.04., 2022, from <https://www.scribbr.de/statistik/rangkorrelationskoeffizient/>
- BiB. (2022). Durchschnittsalter der Bevölkerung in Deutschland (1871-2019). Retrieved 11.04.,2022, from <https://www.bib.bund.de/Permalink.html?id=10208850>

- Bibliographisches Institut GmbH. (2022). Luxus. Retrieved 11.04., 2022,  
from <https://www.duden.de/rechtschreibung/Luxus>
- Blichfeldt, B. S., & Mikkelsen, M. (2016). Camping tourism. In J. Jafari, & H. Xiao  
(Eds.), *Encyclopedia of Tourism* (pp. 1-2). Springer. [https://doi.org/10.1007/978-3-319-01669-6\\_468-1](https://doi.org/10.1007/978-3-319-01669-6_468-1)
- Blichfeldt, B.S., & Mikkelsen, M.V. (2013). Vacability and Sociability as Touristic  
Attraction. *Tourist Studies*, 13(3), 235-250.
- Bosshart, D. (2019). Analyse des Phänomens Luxus. In R. Conrady, D. Ruetz & M.  
Aeberhard (Eds.), *Grundlagen und neue Perspektiven des Luxustourismus. Kundenverhalten – Paradigmenwechsel – Markttrends – Best-Practice-Beispiele*. (pp. 36-39; 45-48). Wiesbaden: Springer Fachmedien Wiesbaden.
- Bosshart, D., & Kühne, M. (2014). *Der nächste Luxus. Was uns in Zukunft lieb und teuer wird*. Rüschlikon: Gottlieb Duttweiler Institut.
- Botterill, D. & Platenkamp, V. (2012). *Key concepts in tourism research*. London: Sage.  
pp. 147–152.
- Bowen, D., & Clarke, J. (2009). *Contemporary tourist behaviour: Yourself and others as tourists*. Wallingford: CABI.
- Brochado, A., & Pereira, C. (2017). Comfortable experiences in nature accommodation:  
Perceived service quality in glamping. *Journal of Outdoor Recreation and Tourism*, 17, 77-83. doi:10.1016/j.jort.2017.01.005

- Brooker, E., & Joppe, M. (2013). Trends in camping and outdoor hospitality—An international review. *Journal of Outdoor Recreation and Tourism*, 3-4, 1-6.  
doi:10.1016/j.jort.2013.04.005
- Brooker, E., & Joppe, M. (2014). A critical review of camping research and direction for future studies. *Journal of Vacation Marketing*, 20(4), 335-351.  
doi:10.1177/1356766714532464
- Chang, Y., Ko, Y. J., & Leite, W. L. (2016). The effect of perceived brand leadership on luxury service WOM. *Journal of Services Marketing*, 30(6), 659–671.
- Choo, S.-W. (2015). The Framework of Decision Making for Choice of Camping Site Selection Attributes according to Camping Motivation. *Journal of Digital Convergence*, 13(19), 225-234. <https://doi.org/10.1449/JDC.2015.13.10.225>
- CIVD (2015). Caravaning in Europa. Retrieved 08.12., 2021,  
from <https://www.civd.de/artikel/caravaning-in-europa/>
- CIVD. (2019). Umfrage unter deutschen Caravaning-Interessierten zu den Top Gründen für einen Campingurlaub im Jahr 2019 [Graph]. In Statista. Retrieved, 14.02., 2022, from <https://de.statista.com/statistik/daten/studie/1051014/umfrage/umfrage-zu-den-gruenden-der-deutschen-fuer-einen-campingurlaub/>
- Collins, D., Bates, L., Kearns, R. & Evans, J. (2020). Considering the Camp: Ambivalent Geographies of Mobile Dwelling. *Applied Mobilities*, 5 (1), 21-38.

- Correia, A., & Kozak, M. (2012). Exploring prestige and status on domestic destinations: The case of Algarve. *Annals of Tourism Research*, 39(4), 1951–1967.  
<https://doi.org/2048/10.1016/j.annals.2012.06.005>
- Correia, A., Kozak, M., & Del Chiappa, G. (2019). *Examining the meaning of luxury in tourism: A mixed-method approach*. Informa UK Limited.  
doi:10.1080/13683500.2019.1574290
- Crompton, J.L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17(4), 18–24.
- Cvelić Bonifačić, J., Milohnić, I. (2014). Change Management in Camping Tourism. *Suvremeni trendovi u turizmu*, pp. 154-173.
- Cvelić-Bonifačić, J., Milohnić, I., & Cerović, Z. (2017). Glamping- Creative accommodation in camping resorts: Insights and opportunities. *Tourism in South East Europe*, 4, 101-114. doi:10.20867/tosee.04.39
- Dann, G.M.S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184–194.
- DATAtab Team (2022). DATAtab: Online Statistics Calculator. DATAtab e.U. Graz, Austria. URL <https://datatab.net>
- Eremić, G. (2021). Novi trendovi kamping turizma – glamping i obiteljski kampovi. New trend in camping tourism – glamping and family campsites. *Geoadria*, 26(1), 59.  
doi:10.15291/geoadria.3095

Eurostat, (2021). Anzahl der Übernachtungen auf Campingplätzen in europäischen Ländern im Jahr 2019. Übernachtungen auf Campingplätzen in europäischen Ländern 2019. Retrieved 26.01.2022 from <https://de.statista.com/statistik/daten/studie/151982/umfrage/uebernachtungen-auf-campingplaetzen-in-europa-2008/>

Filipe, S., Santos, C. A., & Barbosa, B. (2018). Tourists' motivations and obstacles for choosing glamping: An exploratory study. *CBU International Conference Proceedings*, 6, 113-119. doi:10.12955/cbup.v6.1142

Fretschner, M. (2019). *Online\_Marktforschung\_Daten\_Student*. Unpublished manuscript.

Garabet, M. C. (2017). *Travel preferences and tourism motivations – a comparison between Chinese and Romanian students in north Jutland*. Aalborg University

GENESIS-Online. (2020). *Bevölkerung nach Altersgruppen und Geschlecht*. Retrieved 11.04., 2022, from <https://www.bpb.de/kurz-knapp/zahlen-und-fakten/soziale-situation-in-deutschland/61538/bevoelkerung-nach-altersgruppen-und-geschlecht/>

Glamping Hub (2021). Every site tells a story. 22,000 + Unique Outdoor Accommodations Ready to Book. Retrieved 08.12.,2021 from <https://glampinghub.com/>

Gössling, S. (2019). Luxustourismus und Umwelt. In R. Conrady, D. Ruetz & M. Aeberhard (Eds.), *Grundlagen und neue Perspektiven des Luxustourismus. Kundenverhalten – Paradigmen-wechsel – Markttrends – Best-Practice-Beispiele* (pp. 224-229). Wiesbaden: Springer Fachmedien Wiesbaden.

Gräfe, L. (2021). Anzahl der Übernachtungen auf Campingplätzen in europäischen Ländern im Jahr 2019. Retrieved 08.12., 2021, from <https://de.statista.com/statistik/daten/studie/151982/umfrage/uebernachtungen-auf-campingplaetzen-in-europa-2008/>

Harding, G. (2013). In: Johnson, P. 10 definitions of 'luxury travel' from within the industry. Retrieved 25.11., 2021 from <https://www.aluxurytravelblog.com/2013/03/26/so-what-is-luxury-travel/>

Herrmann, H.P. (2018). Reisemotive und Reisemotivation. *Psychologisches Tourism marketing* (pp. 5-7). Wiesbaden: Springer Fachmedien Wiesbaden. doi:10.1007/978-3-658-23680-9\_2

Hofstede Insights. (2022). Country comparison. what about Germany? Retrieved 11.04., 2022, from <https://www.hofstede-insights.com/country-comparison/germany/>

Hohn, D. (2019). Studienergebnisse zum Reise- und Buchungsverhalten von Luxusreisenden. In R. Conrady, D. Ruetz & M. Aeberhard (Eds.), *Grundlagen und neue Perspektiven des Luxustourismus. Kundenverhalten – Paradigmen-wechsel – Markttrends – Best-Practice-Beispiele* (pp. 48-54). Wiesbaden: Springer Fachmedien Wiesbaden.

Hollender, J.W. (1977) Motivational Dimensions of the Camping Experience, *Journal of Leisure Research*, 9(2), 133-141, DOI: 10.1080/00222216.1977.11970319



- Hsu, C. H. C., Cai, L. A., & Mimi Li. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*, 49(3), 282-296.  
doi:10.1177/0047287509349266
- IBISWorld. (2021). Urbanisierungsgrad. Retrieved 25.01., 2022, from <https://www.ibis-world.com/de/bed/urbanisierungsgrad/158/>
- IfD Allensbach. (2020). Camping-Urlauber in Deutschland. Retrieved 25.01., 2022, from <https://de.statista.com/statistik/studie/id/48813/dokument/camping-urlauber-in-deutschland/>
- IfD Allensbach. (2021). Anzahl der Personen in Deutschland, die Ausrüstung fürs Zelten, zum Campen oder für Outdoor-Aktivitäten besitzen, von 2017 bis 2021 (Personen in Millionen) [Graph]. In Statista. Retrieved, 14.02., 2022 from <https://de.statista.com/statistik/daten/studie/265665/umfrage/besitz-von-wertvollem-reisegepaeck-business-gepaeck-in-deutschland/>
- Iloranta, R. (2022). *Luxury tourism – a review of the literature*. Varna University of Management. doi:10.54055/ejtr.v30i.1925
- Jennings, J. (2010). *Tourism research (2. edition)*. Milton: John Wiley & Sons Australia.  
pp. 36–40.
- Kapferer, J.-N. (2014). The Challenge of Luxury Branding. In: Bastien, V., & Kapferer, J. (2014). *The luxury strategy: Break the rules of marketing to build luxury brands*.

Konradin Medien GmbH. Die Geschichte des Campingurlaubs. Retrieved, 07.03., 2022  
from <https://www.wissen.de/die-geschichte-des-campingurlaubs-ein-ueberblick>.

Leavy, P. (2017). Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches. New York, New York ; London, England: The Guilford Press.

Lee, C. (2020). Understanding the factors determining the attractiveness of camping tourism: A hierarchical approach. *Tourism Planning & Development*, 17(5), 556-572. doi:10.1080/21568316.2020.1758761

Lee, W. S., Lee, J., & Moon, J. (2019). Influential attributes for the selection of luxury camping: A mixed-logit method. *Journal of Hospitality and Tourism Management*, 40, 88-93. doi:10.1016/j.jhtm.2019.05.004

Lois, D. (2015). Deskriptive Statistik. Retrieved 11.04., 2022,  
from <https://www.unibw.de/hum-bildungswissenschaft/professuren/swm/methoden-skripte/deskriptive-statistik.pdf>

Ma, S., Craig, C. A., & Feng, S. (2020). The camping climate index (CCI): The development, validation, and application of a camping-sector tourism climate index. *Tourism Management (1982)*, 80, 104105. doi:10.1016/j.tourman.2020.104105

MacLeod, N. (2017) Camping Tourism. In: Lowry, Linda L., (ed.) *The SAGE International Encyclopedia of Travel and Tourism*. SAGE Publications, Inc. ISBN 978-1483368948

- Mei-Pochtler A. & Gurzki, H. (2019). Economic relevance of luxury markets. In Conrady, R., Ruetz, D. & Aeberhard, M. (Eds.), *Grundlagen und neue Perspektiven des Luxustourismus. Kundenverhalten – Paradigmenwechsel – Markttrends – Best-Practice-Beispiele* (pp. 40-45). Wiesbaden: Springer Fachmedien Wiesbaden.
- Mikulić, J., Prebežac, D., Šerić, M., & Krešić, D. (2017). Campsite choice and the camping tourism experience: Investigating decisive campsite attributes using relevance-determinance analysis. *Tourism Management*, 59, 226–233.  
<https://doi.org/10.1016/j.tourman.2016.07.020>
- Milohnić, I., Cvelić Bonifačić, J., & Licul, I. (2019). Transformation of camping into glamping - trends and perspectives. *Tourism in South East Europe*, 5, 457-473.  
 doi:10.20867/tosee.05.30
- National Advisory Board on Research Ethics. (2009). Ethical principles of research in the humanities and social and behavioural sciences and proposals for ethical review. Retrieved on 30.10.2021, from Finnish National Board on Research Integrity TENK: <https://www.tenk.fi/sites/tenk.fi/files/ethicalprinciples.pdf>
- Newsome, D., Moore, S.A. & Dowling, R.K. (2002). *Natural area tourism: Ecology, impacts and management*. (Aspects of tourism 4.) Clevedon: Channel View Publications.
- O'Neill, M. A., Riscinto-Kozub, K. A., & Van Hyfte, M. (2010). Defining visitor satisfaction in the context of camping-oriented nature-based tourism — the driving force of quality. *Journal of Vacation Marketing*, 16(2), 141-156.  
 doi:10.1177/1356766710364541

- Park, J., Ellis, G. D., Kim, S. S., & Prideaux, B. (2010). An investigation of perceptions of social equity and price acceptability judgments for campers in the U.S. national forest. *Tourism management*, 31(2), 202-212.
- Pearce, P. L. (2005). Motivation: *The travel career pattern approach. Tourist behaviour: Themes and conceptual schemes* (1st ed., pp. 53-88) Channel View Publications.
- Pearce, P. L., Morrison, A. M., & Rutledge, J. L. (1998). *Tourism: Bridges across continents*. Sydney: McGraw-Hill.
- Pernecky, T. & Jamal, T. (2010). (Hermeneutic) phenomenology in tourism studies. *Annals of Tourism Research*, 37, 1055–1075. doi:10.1016/j.annals.2010.04.002.
- Petroman, C. (2021). Types of luxury tourism consumers. *Quaestus (Timișoara)*, (18), 312-320.
- Petruša, I., & Vlahov, A. (2019). The role of glamping in development of camping tourism offer -possibilities and future prospects in the republic of Croatia.
- Polat, H. A., & Arslan, A. (2019). The rise of popular tourism in the holy land: Thomas cook and john mason cook's enterprise skills that shaped the travel industry. *Tourism Management (1982)*, 75, 231-244. doi:10.1016/j.tourman.2019.05.003

Prayag, G., & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: The role of nationality - an analytical qualitative research approach. *Current Issues in Tourism*, 14(2), 121-143.  
doi:10.1080/13683501003623802

Priskin, J. (2001). Assessment of natural resources for nature-based tourism: the case of the Central Coast Region of Western Australia. *Tourism Management*, 22(6), 637-648.

Qualtrics (2021). Stichprobenrechner - Stichprobengröße einfach berechnen. Retrieved 29.10., 2021, from <https://www.qualtrics.com/de/erlebnismanagement/marktforschung/stichprobenrechner/>

Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics and Management Sciences*, 6(2) doi:10.4172/2162-6359.1000403

Rhodes Espinoza, A. R. (2012). Motivation of Nature Tourism. Retrieved 11.01., 2022, from <http://vidasilvestre.org.uy/wp-content/uploads/2012/08/Motivation-of-Nature-Tourism.pdf>

Rice, W.L., Park, S.Y., Pan, B. & Newman, P. (2019). Forecasting Campground Demand in US National Parks. *Annals of Tourism Research*, 79, 424-438.

Rogerson, C. M., & Rogerson, J. M. (2020). Camping tourism: A review of recent international scholarship. *GeoJournal of Tourism and Geosites*, 28(1), 349-359.  
doi:10.30892/gtg.28127-474

- Ryan, C. (1998). The travel career ladder an appraisal. Elsevier BV. *Annals of Tourism Research*, 25(4), pp.936-957. doi:10.1016/s0160-7383(98)00044-9
- Saunders, M., Lewis, P., & Thornhill, A. (Eds.). (2007). *Research methods for business students*. Edinburgh: Pearson Education Limited.
- Seabra, C., Silva, C., Luís Abrantes, J., Vicente, M., & Herstein, R. (2016). The influence of motivations in tourists' involvement. *Anatolia: An International Journal of Tourism and Hospitality Research*, 27(1), 4-15.  
doi:10.1080/13032917.2015.1083204
- Shao, W., Grace, D., & Ross, M. (2019). Consumer motivation and luxury consumption: Testing moderating effects. *Journal of Retailing and Consumer Services*, 46, 33-44. doi:10.1016/j.jretconser.2018.10.003
- Sievers-Group. (2022). IBM SPSS statistics. Retrieved 11.04., 2022, from [https://www.sievers-group.com/ibm-spss-statistics?gclid=Cj0KCQjwmPSSBhC-NARIsAH3cYgbZ3JO3kmzlcRYSnhbFNLIsnwYsx7sPeLkMa\\_pk9x2ih-hUtn9pamwMaAm6zEALw\\_wcB](https://www.sievers-group.com/ibm-spss-statistics?gclid=Cj0KCQjwmPSSBhC-NARIsAH3cYgbZ3JO3kmzlcRYSnhbFNLIsnwYsx7sPeLkMa_pk9x2ih-hUtn9pamwMaAm6zEALw_wcB)
- Sirakaya, E., & Woodside, A. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26, 815–832. doi:10.1016/j.tourman.2004.05.004
- Slevitch, L. (2011). Qualitative and quantitative methodologies compared: Ontological and epis-temological perspectives. *Journal of Quality Assurance in Hospitality & Tourism*, 12, 73–81.

- Špindler, T. (2018). The influence of generations and their values on tourism product selection - theoretical overview. In M. Gorenak, & A. Trdina (Eds.), *Responsible hospitality: Inclusive, active, green* (pp. 165-192). Maribor: University of Maribor, University Press.
- Statista (2019a). Höhe des Urlaubsbudgets von deutschen Campingurlaubern im Jahr 2019 [Graph]. In Statista. Retrieved 14.02., 2022 from <https://de.statista.com/statistik/daten/studie/1044804/umfrage/urlaubsbudget-der-deutschen-campingurlaubern/>
- Statista. (2019b). Auswahlkriterien für den Campingplatz von deutschen Campingurlaubern im Jahr 2019 [Graph]. In Statista. Retrieved 14.02., 2022 from <https://de.statista.com/statistik/daten/studie/1044822/umfrage/auswahlkriterien-des-campingplatzes-der-deutschen-campingurlauber/>
- Statista Research Department (2021). Number of travel accommodation establishments in the European Union (EU-28) in 2019, by type. Retrieved 08.12.,2021 from <https://www.statista.com/statistics/412913/number-of-short-stay-accommodation-establishments-in-the-eu/>
- Steinecke, A. (2019). *Tourism Now. Tourismus und Luxus*. München: UVK Verlag.
- Timothy, D. J., & Teye, V. B. (2009). *Tourism and the lodging sector*. Oxford: Butterworth-Heinemann.
- Van Heerden, C. H. (2020). Motivation and involvement in camping – a gender perspective. *African Journal of Hospitality, Tourism and Leisure*, 9(1) Retrieved from <https://doaj.org/article/9b07f8dec2e249de8b564552cbfa69da>

Verbände der Markt- und Sozialforschung Deutschland. (2021). *Richtlinie für die Befragung von Minderjährigen*.

Verified Market Research (2021). Glamping Market Size and Forecast. Retrieved 08.12.,2021 from <https://www.verifiedmarketresearch.com/product/glamping-market/>

Vrtodušić Hrgović, A; Cvelić Bonifačić, J., & Milohnić, I. (2019). Dimensions of service quality in glamping. *Tourism in South East Europe*, 5, 773-785.  
doi:10.20867/tosee.05.14

Vrtodušić Hrgović, A., Cvelic-Bonifacic, J., & Licul, I. (2018). Glamping - new outdoor accommodation., 622-639. Retrieved from <https://www.researchgate.net/publication/344202665>

Walter, M., Comino, S., & Reimann, T. (2019). Glamping: Camping, Luxus, Nachhaltigkeit. In R. Conrady, D. Ruetz & M. Aeberhard (Eds.), *Grundlagen und neue Perspektiven des Luxustourismus. Kundenverhalten – Paradigmen-wechsel – Markttrends – Best-Practice-Beispiele* (pp. 313-323). Wiesbaden: Springer Fachmedien Wiesbaden.

Ward, C. & Hardy, D. (1986). *Goodnight Campers!: The History of the British Holiday Camp*, London: Mansell.

Webropol. (2021). *Webropol*. Retrieved 11.04., 2022, from <https://new.webropolsurveys.com/>



Woodside, A. G., & Martin, D. (2007). *Tourism Management Analysis, Behaviour, and Strategy*. Wallingford, Oxfordshire; Cambridge, MA: CABI Pub.

World Population Review. (2022). Germany Population 2022 (Demographics, Maps, Graphs). Retrieved 17.04., 2022, from <https://worldpopulationreview.com/countries/germany-population>


Yeoman, I. (2010). The changing behavior of luxury consumption. *Journal of Revenue and Price Management*, 10(1), 47–50.

Yeoman, I. (2012). *2050-Tomorrow's tourism (Vol. 55)*. Bristol: Channel View Publications.

Yeoman, I., & McMahon-Beattie, U. (2018). The future of luxury: Mega drivers, new faces and scenarios. *Journal of Revenue and Pricing Management*, 17(4), 204-217. doi:10.1057/s41272-018-0140-6

## APPENDIX 1. Survey (German)

### Glamping Tourismus

 Pflichtfelder sind mit einem Sternchen (\*) gekennzeichnet und müssen ausgefüllt werden.

Liebe/r Umfrageteilnehmer/in,

vielen Dank für die Bereitschaft, an meiner Online-Umfrage zum Thema Glamping-Motivation teilzunehmen. Die Studie wird im Rahmen meiner Masterarbeit an der University of Lapland, Rovaniemi mit dem Titel „Where nature meets luxury - a quantitative study of motives for glamping“ durchgeführt. Das Ziel der Studie ist, ein besseres Verständnis über die Motive von Deutschen, Glampen zu gehen, zu erlangen.

Der Begriff Glamping setzt sich aus den englischen Wörtern *glamorous* und *camping* zusammen und beschreibt luxuriöse Formen des Campings. Glamping vereint das Naturerleben des Campingurlaubs mit dem Luxus und Komfort des Hotelaufenthalts. Zum Glampen ist kein eigenes Equipment erforderlich, Unterkünfte aller Art (Lodge-Zelt, Tipi, Baumhaus, etc.) werden vor Ort angemietet.

Personenbezogene Daten werden nur zum Zwecke dieser Arbeit verarbeitet. Sie werden umgehend nach der Auswertung gelöscht, jedoch spätestens nach 6 Monaten. Die Teilnahme erfolgt freiwillig und anonym, sodass die abgefragten sozialen Faktoren wie beispielsweise Alter, Geschlecht oder Bundesland des Wohnsitzes keine Rückschlüsse auf eine Identität zulassen. Mit der Teilnahme wird ausdrücklich in die Datenverarbeitung zu den Zwecken dieser Arbeit eingewilligt.

Bei Fragen zur Studie stehe ich gern per E-Mail zur Verfügung (mschneeg@ulapland.fi).

Eine Registrierung ist für die Teilnahme nicht erforderlich.

Ich freue mich auf zahlreiche Antworten.  
Maite Schneegans

#### Wie ist deine Erfahrung mit Glampingurlaub? \*

- Ich habe bereits Glampingurlaub gemacht.
- Ich habe einen Glampingurlaub geplant.
- Ich bin an Glampingurlaub interessiert, habe aber nichts Konkretes geplant.
- Glampingurlaub interessiert mich nicht.

Question rules

**Wie ist deine Erfahrung mit Glampingurlaub?**

**Ich habe bereits Glampingurlaub gemacht.**  
No option rules

**Ich habe einen Glampingurlaub geplant.**  
No option rules

**Ich bin an Glampingurlaub interessiert, habe aber nichts Konkretes geplant.**  
No option rules

**Glampingurlaub interessiert mich nicht.**

Rule: End survey

If option is selected End survey and redirect respondent to thank you page.

---

**Geschlecht \***

- weiblich
- männlich
- divers

**Alter (in Jahren) \***

Question rules

**Alter (in Jahren)**

Rule: End survey

If the entered number Less than < 18 End survey and redirect respondent to thank you page.

---

**Wohnhaft in...**

- Baden-Württemberg

- Bayern
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Vorpommern
- Niedersachsen
- Nordrhein-Westfalen
- Rheinland-Pfalz
- Saarland
- Sachsen
- Sachsen-Anhalt
- Schleswig-Holstein
- Thüringen

**Ich wohne... \***

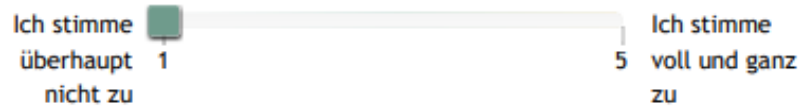
- in einer Stadt (mind. 5.000 Einwohner)
- in einem Dorf

Bitte bewerte alle Aussagen in Bezug auf dein Interesse an Glamping.

**Ich entfliehe gern der täglichen Routine zuhause.**



**Ich mag es, von überfüllten Orten zu entfliehen.**



**Ich mag es, die Abgeschlossenheit und Privatsphäre des Campings zu erleben.**



**Ich bin gern in einer naturbelassenen Umgebung.**



**Ich genieße natürliche Landschaften.**



**Ich genieße die Ruhe in der Natur.**



**Ich verbringe gern Zeit mit meiner Familie/meinen Freunden.**



**Ich unternehme gern etwas mit Familie und Freunden.**



**Ich mag es, wenn Familie/Freunde nah bei mir sind.**



**Ich eigne mir gern ortsspezifisches Wissen an.**



**Ich möchte gerne mehr über die Natur lernen.**



**Ich möchte mehr über die Naturgeschichte und das Ökosystem der Region erfahren.**



**Ich bin gern mit Menschen zusammen, die ähnliche Interessen haben wie ich.**



**Ich spreche gern mit neuen, mir unbekanntem Menschen.**



**Ich lerne gern neue Camper/Reisende kennen.**



**Ich besuche gern Reiseziele, die mir von meiner Familie oder Freunden empfohlen wurden.**



**Ich besuche gern vertraute/bekannte Orte.**



**Ich besuche gern Orte, an die die meisten meiner Freunde reisen.**



**Ich besuche gern Orte, die bekannt und angesehen sind.**



**Prestige und Luxus bestimmen meine Urlaubsentscheidungen.**



**Ich reise gern an Orte, an die andere nicht reisen können.**



**Bei der Auswahl meines Reiseziels bevorzuge ich immer Orte, an denen ich nicht erkannt werde.**





**Im Urlaub möchte ich nicht erkannt werden, damit ich die Urlaubszeit ohne Einschränkungen genießen kann.**



**Ich bin viel beliebter, weil ich reise.**



**Die Leute haben viel mehr Respekt vor mir, weil ich reise.**



**Ich möchte anderen zeigen, dass ich in der Lage bin, dorthin zu reisen, wohin ich möchte.**



**Im Urlaub mache ich Fotos, um sie meiner Familie und Freunden zu zeigen.**



**Im Urlaub mache ich Fotos, um sie auf meinen persönlichen sozialen Profilen (Facebook, Twitter, Instagram, usw.) zu veröffentlichen.**



**Im Urlaub mache ich Fotos, um sie auf tourismusbezogenen sozialen Plattformen zu veröffentlichen (z.B. TripAdvisor).**



**Ich fühle mich erfüllt wenn ich reise.**



**Urlaub ist eine Möglichkeit, meine Träume zu verwirklichen.**



**Urlaube sind mein Geschenk, meine Art mich zu verwöhnen.**



**Platz für Anmerkungen und Kommentare. (Wenn du die Studienergebnisse in Form meiner Masterarbeit lesen möchtest, dann hinterlass gern deine E-Mail-Adresse im Kommentarfeld.)**

---

---

---

---

## **APPENDIX 2. Consent form (English)**

Dear survey participant,

Thank you for your willingness to participate in my online survey on glamping motivation. The survey is being conducted as part of my master's thesis at the University of Lapland, Rovaniemi entitled "Where nature meets luxury - a quantitative study of motives for glamping". The aim of the study is to gain a better understanding of the motives of Germans to go glamping.

The term glamping is a combination of the words glamorous and camping and describes luxurious forms of camping. Glamping combines the nature experience of camping with the luxury and comfort of staying in a hotel. Glamping does not require your own equipment, accommodations of all kinds (lodge tent, tipi, tree house, etc.) can be rented locally.

Personal data will only be processed for the purpose of this work. It will be deleted immediately after the evaluation, but at the latest after 6 months. Participation is voluntary and anonymous, so that the social factors queried, such as age, gender or state of residence, do not allow any conclusions to be drawn about identity. By participating, the participant expressly consents to the processing of data for the purposes of this work.

If you have any questions about the study, please contact me by e-mail ([mschneeg@ulapland.fi](mailto:mschneeg@ulapland.fi))

Registration is not required for participation.

I look forward to receiving numerous responses.

Maite Schneegans

### APPENDIX 3. Questions asked in the survey (English)

1. What is your glamping experience?
  - I went glamping before.
  - I have a glamping trip planned.
  - I am interested in glamping, but I haven't planned anything concrete yet.
  - I am not interested in glamping.
2. Gender
  - Female
  - Male
  - Non-binary
3. Age (in years)
4. Resident in...
  - Baden-Württemberg
  - Bavaria
  - Berlin
  - Brandenburg
  - Bremen
  - Hamburg
  - Hesse
  - Lower Saxony
  - Mecklenburg Western Pomerania
  - Northrhine-Westphalia
  - Rhineland-Palatinate
  - Saarland
  - Saxony
  - Saxony-Anhalt
  - Schleswig-Holstein
  - Thuringia

5. I live...
- In a city (min. 5,000 inhabitants)
  - In a village

The following statements<sup>34</sup> have a 5-point Likert scale for scoring. 1=I totally disagree. 5=I totally agree.

6. I like to be away from the everyday routine of home.
7. I like to get away from crowded areas.
8. I like to experience the solitude/privacy of camping.
9. I like to be in a natural setting.
10. I enjoy the natural scenery.
11. I enjoy the tranquility of the area.
12. I like to share quality time with family/friends.
13. I enjoy doing things with family/friends.
14. I like that family/friends are close together.
15. I like to develop knowledge of the area.
16. I like to learn more about nature.
17. I like to learn more about natural history and the ecosystems of the area.
18. I like to be around people with similar interests.
19. I like to talk to new people.
20. I like to meet new campers.
21. I like to visit destinations recommended by my family and friends.
22. I like to visit familiar destinations.
23. I like to visit places where most of my friends like to go.
24. I like to visit places with fame and prestige.
25. Prestige and luxury drive my touristic choices.
26. I like to visit places where others are unable to go.

---

<sup>3</sup> Statements 6-19 are taken from Van Heerden (2020).

<sup>4</sup> Statements 20-36 are taken from Del Chiappa (2020).

27. In choosing a holiday destination I always prefer to flee places where I will not be recognized.
28. On holidays, I like to not to be recognized in order to enjoy holidays without censoring.
29. I am much more popular because I travel.
30. People have more respect for me because I travel.
31. I like to show others that I am able to travel to where I like.
32. While on holidays, I take photos to show to my friends and family.
33. While on holidays, I take pictures to be shared on my personal social profiles (Facebook, Twitter, etc.)
34. While on holidays, I take pictures to be shared on tourism-related social media (TripAdvisor etc.)
35. I feel fulfilled when I travel.
36. Holidays are a way of achieving my dreams.
37. Holidays are my gift, my way of pampering myself.