

## CHAPTER 9

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### GLAMPING AS A FORM OF SUSTAINABLE TOURISM

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**Abstract:** *The subject of research is glamping as a form of sustainable tourism. The aim of the research is to show the development of glamping in Serbia. Glamping is the successor of camping in a more refined form. It is important to note that the specificity of glamping is environmental awareness. Glamping is classified as ecotourism. The dependence of glamping on nature and nature on glamping is uncertain. That's why the point of glamping is to enjoy nature without harmful effects on it. Glamping is a relatively new trend, it appeared only in the last ten years. During that period, many countries developed a large offer of glamping, thus attracting many tourists. Serbia lags behind competing countries with its glamping offer. In the last few years, the glamping offer in Serbia has increased, but there is still a long way to catch up with the competition.*

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**Keywords:** *Glamping, Sustainable tourism, Camping, Nature*

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## INTRODUCTION

It has been shown that, in the case of tourism, environmental protection cannot be isolated, considering that it is an integral part of the development process, and therefore of economic development. In accordance with the above, sustainable development is necessary for tourism, given that tourism has a special position in the contribution it provides to overall sustainable development (Khoja et al., 2021).

Sustainable tourism aims for tourists to realize their wishes on the so-called eco-destinations, without destroying what attracted them. Eco-destinations attract modern tourists, providing them with a sense of closeness to the environment, natural values and the local community, in accordance with the accepted concept of sustainable development. While

tourists around the world are looking for trips that include activities in nature, cultural and recreational facilities, ecotourism in Serbia is quite underdeveloped. It is necessary to encourage and maximize positive aspects, and mitigate and neutralize negative ones in order to achieve environmentally responsible tourism (Beljanski, 2018).

Tourism based on nature is becoming more and more popular; camping as a special outdoor activity that is most often enjoyed by people around the world (Živanović & Smolović, 2022). Camping tourism continued to improve its tourist offer, increasing the comfort level of guests, offering several levels of facilities or even providing rich facilities that create a resort atmosphere in the open space. Camping offers tourists the opportunity to interact with people from different countries, cultures and lifestyles who have two points in common: freedom and connection with nature.

In accordance with the gradation of the degree of commitment to the environment, the material basis of tourism based on nature varies and ranges from hard (camping in the wilderness, surrounded by untouched nature) to soft variants (classic catering facilities for hotel-type accommodation, preferably with some of the green certificates). Finding a compromise between the two mentioned variants lies precisely in the concept of glamping, which can provide users with something different in the variant of contemporary housing culture - a sense of freedom, far from urban restrictions, with appropriate comfort. It is about a step forward from 1) classic ecologically colored forms of accommodation offered by hotel chains, 2) classic camping, as a form of accommodation intended for young people with modest means of payment (Košar, 2020).

The subject of research is glamping as a form of sustainable tourism. The aim of the research is to show the development of glamping in Serbia.

## **MODERN CAMPING TOURISM – GLAMPING**

Glamping tourism represents an innovative and modern and luxurious form of camping accommodation. It is treated as an innovation in the tourist offer which, due to the specificity of the tourist service, is currently offered by very few countries in their tourist offer.

Many tourists are still not sure about the meaning of this innovative, elite and selective form of tourism, but those who consumed glamping tourism as a tourist product experienced an unforgettable tourist experience. Although still unknown as a term among the general group of tourists, glamping tourism is a modern luxury hit and a specific innovation of modern tourism in the offer for which the demand is growing.

According to its structural composition and meaning, glamping tourism has the characteristics of basic camping tourism and takes place in camps as accommodation facilities, only this sub-specialized type of tourism has been raised to a higher, elite level of camping, whose standards of offer require a high quality of service and represents travel and tourism accommodation characterized by glamour, luxury, specific tourist services offered within this type of innovative selective tourism.

As such, it has become synonymous with the luxurious quality of camping tourism in a very short period of time, and the specificity of this tourist service is that it can only be offered by the best-equipped campsites as accommodation facilities.

### ***Basic definitions of glamping tourism***

Glamping tourism, or elite camping, represents an innovative type of camping tourism, i.e. a combination of luxury and glamorous camping. As such, it is defined as an innovative type of tourist trip described as glamorous camping (Cvelić-Bonifačić et al., 2017, Živanović & Živanović, 2021), from which the term "glamping" originated.

This innovative type of tourism in a very short time has become a very specific tourist service intended for a specific and targeted group of camping tourists and has become a synonym of high quality camping service offer, which for now, as an accommodation selective type of tourism, is still unknown to tourists, and there is very little scientific literature offered and processed in that matter.

Glamping tourism is a "novelty" of camping tourism (Rebocho & Correia, 2017) and an innovative offer of luxury camping accommodation, which is progressively offered in practice only by the best-positioned camps. This innovative tourist service has developed so strongly and rapidly that theoretically it has not yet been processed even by expert tourism scientific theory, and in practice it is already strongly applicable as a hit among camping services, for which there is a strong demand for accommodation, so elite camps are rapidly changing the existing infrastructure and offer such accommodation facilities.

As a form of appearance, glamping tourism is a combination of an impossible glamorous and luxurious vacation in the form of camping to every tourist, and there are few accommodation facilities that offer it at all because it is a modern and innovative tourist offer recognized as a hit for which there is a great demand.

Thus, glamping represents a combination of luxury vacation and high-quality glamor in the form of camping, where there is a great interest of tourists in this form of vacation.

This type of camping represents a combination of luxury and a stay in nature (Adamovich et al., 2021). It has been popular in the world for the last few years, although its luxurious beginnings date back to the ancient history of accommodation on the travels of wealthy peoples.

Finally, glamping represents a combination of glamor and camping, from which the term "glamping" itself originated. Since it has become a progressive tourist hit among the offer of selective forms of tourism, the interest and number of tourists who choose this type of vacation is increasing.

Glamping tourism allows the same tourists complete relaxation and a luxurious type of rest in nature, because it allows complete rest and escape from the urban environment, and yet all the necessary comfort provided by such luxurious tents (Brochado & Brochado, 2019).

Specifically, glamping tourism is about the stay of tourists in a quality camp and the tent itself, but basically the camping accommodation of that tent is a material tourist offer of the same equipped with equipment such as a luxury apartment that offers all accommodation tourist services such as: sanitary facilities, luxuriously equipped mini kitchen, sleeping and living area, in front of the tent a porch with luxurious deckchairs, and from smaller tourist equipment, it offers luxurious electric kettles, hair dryers, air conditioning and TV.

Therefore, it is said that it is not a classic vacation in a tent, which is called camping in the tourist language, but a luxurious vacation in a tent, which is called glamping as such. The tourism offer of glamping in the world, Europe and Serbia is still a modern innovation, so as such it is scarce and only the best camps offer it.

In terms of quality, this tourist service is diverse, ranging from really luxurious tents that are better equipped than suites in hotels, to slightly less decorated tents that provide everything you need but may not be as luxurious, but are located in great locations, up to some more decorated tents (Budiasa et al., 2019).

Recently, this kind of luxury holiday offer has become more and more interesting to tourists than classic camping itself, and the interest in this kind of luxury holiday is progressive and rapid in a short time, and the offer is still scarce, although it is recognized as significant in the form of tourist demand, so many quality camps are increasingly offering this specific tourist service.

Glamping tourism is a redesigned tourist product of classic camping, which creates a new tourist trend and concept of neo-comfort (Vrtodušić Hrgović et al., 2018). Glamping thus offers specific accommodation attributes. Tourists perceive this form of accommodation as luxurious accommodation in a tent and in nature, which is equipped with all the necessary equipment to make the tourist's stay as glamorous, high-quality and luxurious as possible, and is based on classic camping accommodation in a tent.

Therefore, the main determinants of glamping accommodation are top-quality equipment and high-quality devices in luxury tents that include high-quality services in a natural environment (Vrtodušić Hrgović et al., 2018). For now, glamping tourism is theoretically processed only by professional tourism experts, because in the modern trends of tourist demand for camping tourism, it has become only a concept of modern life style.

These trends have redesigned the classic camping tourist offer, turning it into an innovative and modern accommodation equipped with high-quality camping services, thus bringing with it a touristic symbiosis of camping tourism and luxury vacation.

### *Glamping as glamorous camping*

Glamping is a combination of glamour, luxury and camping, and is an elite type of camping tourism in which many tourists have shown great interest in recent years and are massively looking for these specific camping services.

This innovative concept of camping accommodation has given direction to new development tourism strategies in the development of camping tourism (Vrtodušić Hrgović et al., 2018), where the competitiveness and quality of service are strengthened in the camps themselves. Glamping tourism as glamorous camping offers a glamorous holiday in nature, with available high-quality tourist services and luxurious accommodation in the tent itself. In glamping tourism, accommodation facilities can be provided in the form of tents, camping houses, villas or wooden houses, the only condition is that the object is located in a camp and is luxuriously equipped. In this way, glamping tourism offers the possibility of experiencing a great tourist luxury atmosphere in nature and in a large area without sacrificing one's own luxury (Adamovich et al., 2021).

Tourists literally went crazy for this form of tourist entertainment because it combines a stay in nature with luxury accommodation. This way of camping, as a combination of luxury and being in nature, provides

tourists with complete rest, fun and leisure in healthy and beautiful nature in an open area by the sea, and the great interest and demand of tourists for this type of tourism arose from the need to escape from large urban centers in the heart of nature and the sea, where the accommodation capacity provides a luxurious tourist service, and luxurious comfort does not require the personal consumption of tourists, but is provided by the tent itself where they are accommodated.

This trend in modern times has developed in the last decade in the USA and other parts of the American continent where today it is quite developed. In the last ten years, it has also taken root and developed in Europe, especially in the northern parts, so the top glamping destinations in Europe today include Great Britain and Scotland.

Thus, in Great Britain in 2014, the best glamping destinations were named, which were awarded the Great outdoor accommodation award. Thus, the English magazine *The Guardian* listed the following best glamping destinations: (1) Vanellus, Elmley national nature reserve, Isle of Sheppey, Kent - where the offer of two nights starts from 180 pounds; (2) The Cabin at Nant yr Onnen, near Llandovery, Wales – where a night costs £85; (3) Circus wagon, near Llangrannog, Ceredigion, Wales - where a night costs £179; (4) Heather Hut, Hesleyside Huts, Bellingham, Northumberland - where two nights cost £150; (5) The Roundhouse, Somerset - where a night costs £41 with a minimum booking of three nights. U samoj Velikoj Britaniji 2014. godine došlo do imenovanja najboljih glamping destinacija, kojima se dodijelila nagrada Great outdoor accommodation (*The Guardian*, 2014).

Tents, treehouses and mobile homes are a static form of accommodation in glamping tourism, provided they are luxuriously equipped. In addition to such accommodation capacities, glamping tourism also offers dynamic accommodation capacities, such as modern and luxuriously equipped caravans and campers that allow tourists freedom of movement. The price of such mobile glamping accommodation facilities is so luxuriously equipped that the accommodation reaches the level of a stay of up to half a million euros.

As glamorous camping, glamping offers the possibility of sleeping in a tent, in a natural location in the camp, with a feeling of luxury and glamour. Glamour is manifested in the luxurious way of furnishing the space, which is the same as in a hotel room or a luxury apartment.

The area is equipped with high-quality tourist equipment, at any time a tourist can go out into nature and enter a tent or similar facility, the area is air-conditioned, and even from the closed area tourists can enjoy the view

of the sea or can enjoy it on luxurious deckchairs in front of the glamping tent.

Glamor in glamping tourism thus represents the fusion of two concepts, i.e. camping and glamour, which has developed a new conceptual tourist trend where tourists are offered luxurious accommodation of high quality instead of uncomfortable tents.

Glamor in this form of tourism is manifested in a stay in wild nature, but in a luxuriously equipped tent, in air-conditioned conditions, with a kitchen, TV, Internet and all available modern communication technology.

Since this is the newest and most innovative form of tourism, there are still not enough accommodation capacities on offer to meet the tourist demand for them, and the demand has increased because this type of accommodation is popular, interesting, luxurious and with a high level of quality.

Glamping tourism as glamorous camping has great development potential already, and it is applied by high-quality equipped camps. The disadvantage of this innovation is that it has not yet been recognized by certain interested target groups who do not even know that this form of tourism exists, so glamping tourism is still offered today only by the most developed world destinations.

Accommodation facilities for glamping tourism are stationed in special natural zones with wide space and luxury equipment, a fully furnished kitchen and a terrace, so that tourists get the luxury of accommodation as in a hotel and can limit their tourist consumption, which occurs as in classic camping tourism. Therefore, glamping is also glamorous camping, because it offers a fusion of luxury in wild nature, which is of priceless intangible value.

### ***Glamping trends in the world***

Glamping in Europe started due to the progressive progress of glamping in the USA, and the first destinations in Europe that started using glamping were Scotland, Ireland and Great Britain.

More precisely, the beginnings of glamping in Europe were started by students of the mentioned countries who were looking for a luxurious holiday in nature in the area of northern Europe. These students were inspired by the historical journey of scientists known as "Wonderwogel" in the Middle Ages who wanted a luxurious holiday in nature.

In Europe today there are 39 glamping camps that offer glamping services of staying in glamping tents (Milohnić et al., 2019). This form of tourism is attractive in European camps in the summer months, especially

for the reason that the camps offer them at cheaper prices in a package deal, unlike in other countries where the prices are higher and the organization of the arrival must be arranged on its own. Tour operators play a big role here, greatly facilitating the organization of trips for glamping tourists, so the standards of glamping services in Europe are at a high level.

In Europe, glamping is further stimulated by the wishes of the families who stay in them to provide themselves and their children with luxurious accommodation and a vacation in nature rather than classic camping, and to gain an unforgettable tourist experience of a luxurious stay in nature. Therefore, the camps in Europe provide glamping services at such a high level that they are even more than the standard glamping offers in other countries.

In Europe, most glamping is the same as in Great Britain in rural areas on farms and estates, and the reason for such glamping accommodation inland is that in Great Britain it is difficult to get a permit for any private modifications in these landscapes, especially along the coast. In recent years, Germany and Austria have recognized the advantages and interest in glamping in Europe and have continuously and progressively recorded an increase in the number of stays and overnight stays of tourists in glamping accommodation facilities.

These countries, in addition to achieving tourism profitability, in the provision of glamping services realize a high environmental awareness in terms of environmental care and apply socially responsible business in the form of saving energy resources, applying energy efficiency and by designing glamping facilities that are designed in an ecological way. All this is decisive for tourists to book their vacation in these countries.

In the USA, the glamping trend has been strongly developed and popular for 10 years, and this country is considered the originator of the development of glamping. The tourism offer of glamping developed in all major cities of the American coast and the demand for glamping services is so great that it contributes to a large share of the tourist traffic of the USA (Milohnić et al., 2019).

In Africa, glamping services are offered in developed cities that have built safaris. Africa has recognized it as a promising form of tourism, so glamping infrastructure facilities are built in all safari parks, i.e. tents with luxury equipment and accommodation, where tourists enjoy comfortable accommodation, while being surrounded by wild nature and animals, which creates a special tourist experience. The development trends of glamping in Africa are therefore strong and are oriented exclusively towards the application of glamping in safari parks, and tourists whose motive and interest in traveling is wild nature and animals use this form of



vacation where they will receive luxurious accommodation in wilderness, surrounded by wild animals with a view of the beautiful African expanses, all combined with luxurious accommodation and a pleasant stay (Ubuntu Travel, 2020).

The special attraction of glamping tourism appeared in Japan, which started this specific form of tourism in numerous destinations, creating glamping tents as accommodation facilities in the form of igloo houses in natural spaces, which are fully equipped with luxury. Such cottages are located in specially chosen places that are abundant with wooded trees and plants in order to provide tourists with maximum comfort and protection from the heat.

In Japan, one of the most famous glamping destinations is Circus Outdoor Okutama, a large glamping area, wooded structure and size of about 4,000 m<sup>2</sup>, where igloo houses are located with a view of the emerald lake. The unique interiors of the tents, which look like igloo houses, have unique interiors designed by special Japanese stylists. There are five top-quality gamp tents on offer in this area, with the main glamping tent in the form of an igloo, which is intended for dining and has the purpose of a restaurant, where tourists can try top quality traditional Japanese dishes like those offered in Japanese hotels. Here, you can enjoy meals prepared by top Japanese chefs in an open-air living room in a tent. After dinner, tourists can enjoy a private fire near the tent (Jordan, 2018). This is how Japan has developed a unique glamping offer, which is currently unique in the world due to its specificity.

It can be concluded that global and European trends in glamping tourism are on the progressive rise and are recognized as such by many tourists who show great interest and demand for glamping on a global level.

## **GLAMPING AS A CHALLENGE AND PROMISING COMMUNITY PROGRESS**

From the perspective of the domicile communities where glamping tourism is stationed, it has found its strategic development guidelines because the presence of glamping tourists directly affects the development of the destination and the domicile population, who benefit from them multiple times.

The impact of camping on the environment has become one of the key topics of discussion for their socially responsible business in the new millennium and has made glamping accommodation desirable for many communities.

The trend of building glamping accommodation facilities guarantees the acceptance of a large number of tourists while minimizing the impact on the environment by using flexible and mobile structures as accommodation facilities (Fernandes et al., 2021).

Because it is flexible and sustainable, camping tourism and accommodation is recommended for locations outside urban boundaries, such as protected natural areas or forests. Thus, new forms of economic activity can appear within glamping tourism, such as the eco-glamping industry and digital detox, in a way that allows tourists to get away from everyday stressful obligations and cleanse their bodies by moving glamping breaks.

In this way, glamping tourists get away from the everyday digital technology they use and which burdens them, and the glamping break allows them time to connect with nature (Vrtodušić Hrgović et al., 2018).

Those social communities that are protected by law as nature reserves, nature parks or naturally protected areas have a particularly strong potential for the development of glamping tourism. In this way, Horakova and Boscoboinik (2012) consider glamping tourism to be a form of rural tourism development.

The development of glamping tourism also has strong positive economic effects because it encourages investors to do business with all glamping infrastructure, especially in the sale of mobile real estate, where business is progressing profitably. Since tourist experiences in glamping become a joy for tourists, today brings the best conditions for investments in glamping tourism (Adamovich et al., 2021). Thus, tourists' acceptance and return to nature, which along the way provides them with a comfortable and luxurious life, has become the mantra of developed social communities, because in this way glamping tourism provides them with a healthy life and a change in daily routines (Hrgović et al., 2018). Therefore, the interest of social communities grows intensively because tourists naturally accept the frugal playground that glamping tourism has made famous through the use of time and spending time outdoors and in nature (Budiasa et al., 2019). In this way, glamping tourism becomes a hybrid tourist product, where the combination of camping and luxury is considered today's tourist trend (Erguven et al., 2015).

Societal communities have therefore adapted to glamping tourism as a promising form that they recognize brings them great advantages in terms of strong demand for glamping services that can bring great economic benefit to the local community. In the provision of glamping services, camps today increasingly apply socially responsible business and sustainable development and take care of the environment and nature,

which is evidently leaving positive effects on the local community, contributing to clean nature and the stay of tourists in luxurious conditions. In this way, a positive social and economic effect on the local community is realized from glamping tourism.

## **TOURISM IN THE REPUBLIC OF SERBIA**

### **Basic characteristics of Serbia as a tourist destination**

When it comes to Serbia as a tourist destination, it can be concluded that its positioning within the tourist market (domestic, regional and international) must be based on a professional assessment of factors that have a decisive influence on its overall success. The successful long-term tourism development of Serbia and its adequate position in the selected target markets are primarily influenced by three basic factors (Ministry of Trade, Tourism and Telecommunications, 2016):

1. objective interpretation of the central elements of the offer in the area of resources and attractions, that is, defined strategic potentials for success in tourism;
2. analysis and assessment of the value of current and expected trends in global tourism and assessment of real chances for market penetration and development of Serbia;
3. competition analysis, which implies structural and procedural knowledge of the situation in the real competitive environment.

The following are the main trends in international tourism that may be important when it comes to the development of tourism in Serbia (Unković & Zečević, 2017):

1. development in a safer environment;
2. the impact of technology on the development of tourism;
3. trend towards shorter vacations;
4. increasingly demanding and informed tourists;
5. growth in the participation of older people in the overall tourist demand, etc.

### **Tourist offer of Serbia**

Serbia is an important tourist destination in Europe, located in the central part of the Balkan Peninsula. It is a state in which civilizations, cultures, regions, climate and nature meet and interpenetrate. It is located on one of the most important land routes between Turkey and Europe, which ends in the Middle East. Serbia is characterized by beautiful national parks, attractive resorts, but also some of the best ski slopes in Europe. On

the territory of Serbia, there are two important mountain centers that contribute to the development of mountain tourism - Kopaonik and Zlatibor, while in recent years investments have been made in the development of the tourist offer of Stara Planina, Zlatar, Golija, Rtnja and Divčibar. In the last few years, several cable cars were built, work was also done on the arrangement of ski slopes, so the enjoyment during winter days has increased significantly. Despite the fact that it is a continental country, Serbia is connected to distant seas and oceans, as the Danube River passes through it. In the country itself, there are a large number of thermal springs that are characterized by high quality water. Spa tourism includes the offer of a large number of spas: Ovčar Spa, Gornja Trepča, Mataruška Spa, Vrnjačka Spa, Bogutovačka Spa, Jošanička Spa, Niška Spa, Sokobanja, Kuršumlijska Spa, Prolom Spa, Vranjska Spa, Lukovska Spa, Sijarinska Spa, Slankamen, etc. Serbia is a country of diverse landscapes, consisting of plains, mountains, lakes and rivers. Lake tourism in Serbia includes a large number of lakes, of which the most famous and most visited are Peručaćko, Vlasinsko, Ludaško, Paličko, Srebrno, Belockrvanska, Borsko, Zaovinsko and Bovansko. The offer of ecotourism includes activities in nature, such as: cycling and mountain biking, walking and hiking, horse riding, sport hunting and fishing, adventure activities and extreme sports (canyoning, paragliding, rafting, etc.), motocross, etc. In Serbia, there is a combination of tradition and culture, which is especially felt during the holding of a large number of festivals that represent the offer of event tourism (e.g. Exit festival, Love fest, Belgrade Beer fest, Sabor trubača in Guča, Zrenjanin Beer Days, Mowing on Rajac, Župska harvest). When it comes to cultural and historical heritage, it is reflected in a large number of sites, churches and monasteries, some of which are under UNESCO protection (Stećci - medieval tombstones, Gamzigr-Romuliana, Stari Ras and Sopoćani, Đurđevi Stupovi monastery, Church of the Holy Apostles Peter and Paul, Studenica monastery, Medieval monuments in Kosovo - Gračanica, Visoki Dečani, Pećka Patrijašija, Virgin of Ljeviška). When it comes to forms of tourism that are related to other products related to cultural heritage, we are talking about wine tourism, gastronomic tourism and product tasting: events and festivals; visits to historical sites and local museums; visiting the village; creative tourism (craft and art workshops, cooking schools, etc.); village markets - market days; thematic routes; and others. The offer of trade fair tourism includes various trade fairs, among which the International Book Fair, the Car Fair, the International Tourism Fair, etc. stand out due to their importance.

A significant accent in the tourism offer of Serbia is placed on rural tourism, for the development of which the country has great potential.

Despite the fact that there are no official data related to the number of registered households engaged in rural tourism, according to the assessment of local tourism organizations, rural tourism is supported by over 32,000 registered and unregistered beds, of which 10,000 are exclusively in the countryside. Rural tourism in Serbia is developed in the following villages: Vrtovac, Kalna, Jošanica, Gostilje, Lopatnica, Koštunići, Lisa, Žunje, Borač, Kamenica, Ramaća, Donji Taor, Seča Reka, etc. (Gašić et al., 2015). On the one hand, rural tourism represents sustainable tourism that does not have negative impacts on the environment, while on the other hand it is culturally responsible, preserves local traditions and ensures higher incomes and employment for women in the countryside. Of all forms of tourism, women participate to the greatest extent in rural tourism. What represents the biggest problem in the position of women in this respect is women's access to finances. Namely, traditional gender roles discourage women from starting a business or registering their activities, and many women are expected to stay at home and take care of the household and family. Although existing laws provide for the equal role of women in society, certain ways of thinking often prevent women from realizing their maximum potential in many areas, especially economically. Domestic property is usually owned by male members of the household partly due to traditional gender roles, and therefore women entrepreneurs have less flexibility in offering collateral for loans.

## **GLAMPING TOURISM IN SERBIA**

Glamping tourism in Serbia is still a tourist "innovation" that many tourists do not recognize either by its meaning or by its selective form of tourism. As a fusion of luxury and camping, it has already become popular in the world over a long period of time, but in Serbia it has progressively developed as an emerging selective form only since 2016. The interest of tourists who come to Serbia for this form of tourism is growing rapidly, as is the demand for it, so it has become a big hit in Serbia with strong progressive progress. Since glamping tourism in Serbia is the latest innovation taken from the world, it is still not recognized in Serbia as a promising form of tourism that is strongly represented, although the interest in it is great.

### **Glamping offer**

Today, one part of the glamping offer, which in accordance with its quality has the ability to satisfy the needs of the most demanding part of

the market, is in the highest price range of the tourist offer. The fact that a large investment in glamping is not necessary is very attractive. In the first place, it is important to understand the needs of modern tourists and to provide an inspiring environment that will provide such a guest with the opportunity to get to know him as directly as possible (Ministry of Trade, Tourism and Telecommunications, 2016). "The importance of accepting experiences and the trend of using glamping for inclusion in the offer of accommodation in the Republic of Serbia are the following facts:

1. the price of staying in this type of accommodation ranges from 80 - 460 EUR/day;
2. investments in accommodation of this type range up to 350 EUR/m for the most luxuriously equipped accommodation;
3. considering that these are mobile and temporary facilities that do not have an invasive effect on the environment, complex planning and infrastructural procedures are not required to install the facilities;
4. The Republic of Serbia has a large number of destinations that are attractive for this type of offer;
5. the concept is ideal for the promotion and development of tourist areas without large investments in infrastructure and facilities, with the obligation of highly professional logistics management and the offer of quality tourist products and services (suitable areas of application - Donje Podunavlje, Golija, Uvac, Vlasinsko jezero, Tara... )" (Ministry of Trade, Tourism and Telecommunications, 2016, 22).

On the territory of Serbia, glamping tourism, despite its potential, is not yet developed. For the development of glamping, it is important to have the beauty of nature, a good idea, a good project, while guests must be offered a variety of facilities at the same time. What is most important is that the offer is different and unique. The essence of everything is to bring the luxury of the hotel to nature. Some glamping locations in Serbia will be presented below.

*Figure 1: Glamping lake in Ovčar spa*



Source: <https://cf.bstatic.com/images/hotel/max1280x900/261/261410276.jpg>

Glamping Jezero is located in Ovčar spa, the heart of the Ovčar-Kablar gorge, which is considered an oasis of silence, peace and greenery. In this area, the West Morava has cut a fairy-tale landscape. In this area there are narrow meanders, the Ovčar spa and ten medieval Serbian monasteries, as a result of which this area is rightfully called the Serbian Holy Mountain. Glamping Jezero is the first wooden house of its type built in Serbia. It is a glamping house that offers the possibility of a clean and modern experience with all the benefits of luxury camping. Considering the ingenious use of space, the glamping house can comfortably and easily host two adults with the possibility of an additional bed for a child. The cottage features modern insulation and wide double-glazed doors, which help keep the space bright and cool during the day and cozy and warm at night. It is a pleasant haven that can be visited throughout the year (Airbnb, n.d.).

In addition, in the area of the village of Mokrin near Kikinda, a project called Mokrin house was developed. It is a unique concept of tourism for nomads, which is intended for people who have the opportunity to do their work from anywhere in the world. In a period of two and a half years, over 1,000 people from fifty different countries stayed in this accommodation. It is interesting to note that their average stay was 17.1 days. The owner's goal is to turn Mokrin into a real global village that will be visited by people from all over the world. On the other hand, the integration of the local population into the entire project is also important. As part of this project,

during 2019, approximately 200 contents were organized for the local community. The project assumed the role of a cultural and artistic educational center in the village itself and in the wider area. On that occasion, programming classes, dance for the elderly, photo camp, writing camp, outdoor cinema screenings, theater performances, etc. were organized. This type of tourism for nomads provides the possibility of reviving the rural area (ekapija, 2019).

*Image 2. Mokrin house*



*Source:*

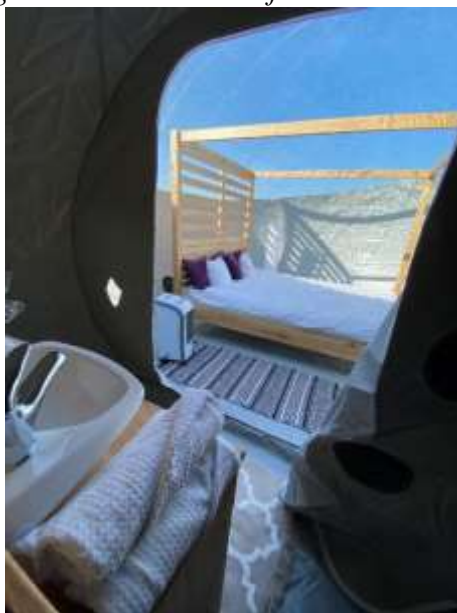
[https://www.ekapija.com/thumbs/mokrin\\_house\\_11\\_mina\\_piscevic\\_040219\\_tw1024.jpg](https://www.ekapija.com/thumbs/mokrin_house_11_mina_piscevic_040219_tw1024.jpg)

Last year, the construction of the Bubble Hotel on Zimonjic, next to the Old Artesian Well, was completed. It is a beautiful landscape surrounded by only a few farms, while everything else represents untouched nature. The next picture represents the interior of the Bubble Hotel. Namely, each tent consists of a sleeping area and a bathroom, i.e. toilets and sinks for washing hands. The shower cabin is placed outside, in the form of a solar shower. Instead of a curtain, reeds were placed in bundles, so that the appearance of the shower itself would be closer to nature and so that it would not disturb the appearance of the ambient whole. In the sleeping area, there is a bed made of wood as a natural material, with a mattress. The bed itself looks like a canopy. Visitors are provided with clean bed linen and blankets, made of natural materials. The space is equipped with a heating device in case of cold nights and days, in order to ensure the optimal temperature. The upper part of the tent is made of transparent material, in order to provide visitors with observation of the moon and stars. At the same time, each tent is equipped with a telescope for stargazing. Visitors



are provided with a guide for using the telescope. During the construction of this hotel, the emphasis was on sustainable development, sustainable tourism, and therefore natural materials were used. In the accommodation itself, tourists have available natural cosmetic products that are produced on the territory of our country, with the aim of preserving the environment and pointing out its importance (Baliž, 2021). It can be said that these tents represent a kind of eco-accommodation, promoting ecological tourism.

*Figure 3. The interior of the Bubble Hotel*



*Source: Baliž, 2021*

### **The swot analysis of glamping tourism**

SWOT analysis determines current and future opportunities and threats from the environment and own weaknesses. Below is a SWOT analysis that highlights the strengths, weaknesses, opportunities and threats of glamping tourism.

*Table 1. SWOT analysis of glamping tourism*

<b>Strengths</b>	<b>Weaknesses</b>
<p>A new perspective form of tourism, specific in its offer.                      A fusion of camping, glamor and luxury.                      A long historical tradition of the existence of this form of tourism.                      Luxuriously equipped glamping tents.                      Proximity to villages and other natural areas.                      A stay in a luxury accommodation facility in wild nature.                      Immediate access to natural beauty.                      Promotion of a healthy life                      Escape from private and business obligations into nature with luxurious accommodation                      All necessary domicile equipment available.</p>	<p>A novelty in the tourist offer that has not yet been recognized by many tourists                      A scarce offer limited only to the world's strongest destinations.                      Expensive price of glamping service.                      Limitation of the offer only to high-quality camps or spatial accommodations that are specific for selected natural beauties.                      Purpose of glamping services exclusively for targeted groups of tourists with higher paying power.                      Impossibility of using glamping services for all tourists who would like it.                      Erasing the value of classic camping                      Decrease in demand for classic camping services                      Deprivation of the accommodation capacity of classic camping, which is now being replaced by glamping.</p>
<b>Opportunities</b>	<b>Threats</b>
<p>A recognizable and attractive form of tourism recognized worldwide.                      Growing demand and interest of tourists for glamping.                      Offering glamping services in large spatial natural environments.                      A stay in pure nature.                      Promotion of the natural potential of destinations where glamping tourism is developing.                      Improving the competitiveness of destinations.                      Creation of specific visual identity of destinations.                      The development of glamping as a specific selective form that receives key attention in destinations.</p>	<p>Restrictive legislative regulations for setting up glamping infrastructure.                      Political and economic constraints.                      The impossibility of developing glamping in regions that are poorer.                      High paying power ensures the use of glamping only for the wealthy stratum of the population.                      The possibility of a sense of degradation of other target groups of tourists who are unable to provide themselves with glamping services.                      Storms, natural disasters and unfavorable natural conditions that can threaten the glamping infrastructure.</p>

*Source: Authors*

## **FUTURE RESEARCH DIRECTIONS**

The authors plan to conduct two studies related to glamping. The focus of one research would be on strengths, weaknesses, opportunities and threats in the development of glamping tourism. The research would include people who have their own glamping facilities and people who are interested in building glamping facilities. The second research would include tourists, in order to determine their interest in this type of tourism, as well as satisfaction with the existing offer, interests, locations where they would like to have glamping facilities, etc. In this way, one would gain

insight into what needs to be improved in this area and define the locations that are attractive to tourists for this form of tourism.

## CONCLUSION

Glamping tourism is also called elite camping and represents a more innovative type of camping tourism, i.e. a combination of luxurious and glamorous camping. It is directly related to the creation of a better and more innovative tourist service, which certainly contributes to the transformation of camping tourism.

This more innovative type represents the reconstruction and modernization of camping tourism in countries around the world, but also in Serbia. The accommodation unit includes luxuriously equipped houses, for example on a tree, or the luxurious interior of the tents themselves.

Glamping is an original way to attract a specific but richer target group. It is obvious that only the best-positioned campsites offer this type of accommodation. This innovative tourist service has developed so strongly and rapidly that even expert tourist scientific theory has not had time to process it theoretically, but in practice it is already strongly applicable as a hit among camping services for which there is definitely a strong tourist demand.

Today's camping tourism faces continuous and rapid changes, growing competition and pressures from internal and external stakeholders. The advantage of glamping tourism is certainly greater care for the environment and sustainable development.

In conclusion, it can be said that it is primarily in Europe but in Serbia it is still insufficiently developed; it has been shown that they achieve strong growth year after year, and accordingly it is necessary to definitely create a growing tourist demand for this selective form of tourism.

The tourist offer of accommodation glamping capacities in Serbia is still scarce due to the slow introduction of this more innovative form of tourism.

Tourist demand for glamping in Serbia after the Covid-19 pandemic is very high, therefore an increase in such accommodation capacities is necessary if relevant tourist indicators and the popularity of this accommodation capacity are to be achieved.

Certainly, the development of glamping tourism in Serbia has great potential because it is not found anywhere in the region as a specific form of tourism, so it should experience its real flourishing in the coming years.

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