

Concept and practice of marketing glamping as an eco-friendly tourism product

Evgeniy Bikmetov^{1}, Elena Kuznetsova¹, Igor Ruvenny¹, Oksana Ignateva¹, and Zarina Sizonenko¹*

¹Ufa University of Science and Technology, 450076 Ufa, Russia

Abstract. The article updates the application of a marketing approach in the glamping industry to maximize the use of all the opportunities that this environmental innovation provides for solving economic and social problems. The purpose of the study is to formulate the foundations of the conceptual model of glamping marketing as a type of marketing management in the service sector, combining, on the basis of the principle of complementarity, on the one side, the realization of the needs and motives (rational, emotional, mental) of clients in active leisure and on the other side, green, cultural, economic development of territories into a single synergetic process of creating socially significant products that combine the characteristics of tradition and modernity. In their study, the authors rely on the results of an analysis of the Russian glamping market and note the increased interest of consumers in the new format of the tourism product. The glamping industry can bring quick profits, but less long-term results combined with a weak social effect. The scientific novelty of the research is as follows: based on clarifying the characteristics of marketing in the glamping industry, the term “glamping marketing” was proposed and justified, which, despite its industry nature, can become the basis for the creation of other innovative products of the green industry; the relationship between green marketing, territorial marketing and glamping marketing has been identified; the elements of the service package were adapted to the glamping industry and an algorithm for its strategic marketing management was proposed, based on the logic of strategic management and technological entrepreneurship.

1 Introduction

In the modern world, two main trends can be traced that determine the future of humanity. Firstly, this is the problem of the negative impact of society on the environment and the real possibility of a serious environmental disaster. Urbanization contributes to significant load on nature in the vicinity of megacities and deterioration of the environmental situation, which leads to health problems for residents. Therefore, it is necessary to move to the green development of the socio-economic system, which involves meeting the needs of people without damaging the environment, and the formation of an ecological culture of society. It is implemented through environmental innovations, which fall into the category of

* Corresponding author: bicprof@mail.ru

technological and process innovations and help reduce the negative human impact on the environment. Secondly, the flow of information is significantly increasing, which plunges people into a kind of information trap (fast rhythm of life, diversification and complexity of social roles, constant learning, digitalization, etc.).

Modern man must quickly respond to changes and constantly develop. This pace of life has a negative impact on the physical and mental state of the body. In this regard, city residents organize out-of-town trips during their free time from work activities. Traditional types of leisure activities outside the city, including not only recreation and entertainment, but also creative and amateur activities that develop a person, require physical training and significant financial and time costs. At the same time, many citizens are not ready to give up comfort while relaxing in nature. The Russian worldview is characterized by a desire for breadth and space. For many citizens, the combination of traditional national and modern, technological, and comfortable is important for relaxation. Understanding the mentality of consumers is an important factor in the development of domestic tourism in Russia.

These trends contribute to the development of ecological or green tourism. The following reasons for its popularity can be identified: the emergence of new tourist routes, the development of tourism infrastructure, growing interest in environmental issues and traditional lifestyles, the need for self-development, recreation, temporary escape from a polluted urban environment, and an intensive, high-tech urban lifestyle.

Within the framework of green tourism, which harmoniously combines traditional and modern lifestyles, a fairly new format of active tourism – glamping – is attracting attention. According to the level of comfort in their expectations and needs, tourists are divided into refined (they value status, exclusivity, extravagance, comfort) and adventure seekers (downshifters on a limited budget, lovers of hiking). The first need luxury and beauty in privacy, the second need cleanliness, comfort and digital technology. The presence of these two categories of tourists actualizes the development of glamping as a business.

Objectives of the author's research:

- clarify the features of marketing in the glamping industry;
- identify the relationship between green marketing, territorial marketing and glamping marketing;
- apply the marketing model of 7 Ps and propose marketing strategies for the glamping industry with examples of glamping development in the territory of one of the largest regions of the Russian Federation, the Republic of Bashkortostan.

2 Literature Review and Methods

A detailed content analysis of foreign literature on the development of camping sites is given in the work of E. Brooker, M. Joppe [1]. The genesis of glamping in historical, literary and sociological contexts is revealed in the interdisciplinary research of N.E. Khairtdinova and O.A. Khairtdinova [2]. The typology of glamping accommodation facilities and their characteristics in Russian and foreign practice is studied by N.L. Bezrukova [3], N.V. Krasilnikova and L.V. Sotova [4].

An analysis of the requirements of consumers, who are the target audience of the tourism product, allowed I. Milohnić to identify a new type of consumer – «omni-consumer», who consume only clean environmental products and refuse services that negatively impact the environment [5]. D. White and J. Hendee studied the relationship between the legally established attributes of wild nature - naturalness and solitude, and three constructs that cover the benefits of human life in the wild, described in the literature [6]. The works of E. Brooker and M. Joppe rethought the reasons for innovative changes in the technology of serving consumers in campsites, which led to the «re-design» of tourist services [7, 8]. Elements of the glamping system are considered by J. Cvelic-Bonifacic, I. Milohnić, Z.

Cerovic [9]. New needs in tourism create new requirements for personnel and organization of the hotel business, which is reflected in the scientific research of S.L. Newport, which systematizes its own practical experience in organizing a glampsite [10]. The development of tourist destinations as a set of infrastructure and services that meet the needs and expectations of tourists is the subject of research by A. Lew, J. Cheer, N. Leiper and others [11, 12]. F. Go and K. Dinnie consider territorial branding as identifying the most valuable assets of a territory [13, 14]. T. Hardy, assessing the loyalty indicators of consumers of services to this tourism product, comes to the conclusion that there is no dependence on the demographic indicators of consumers (gender, marital status, age, etc.) [15].

The glamping marketing model in Russia is currently in its early stages of formation. An interdisciplinary theoretical analysis of the content and conditions of trust of market agents in Russia made it possible to draw conclusions about the significance of this definition for reducing losses and increasing the efficiency of the glamping marketing management system. Given that companies use green marketing principles to attract consumers, they must have competitive strategies to improve the environmental safety of their products [16]. Marketing-oriented management is a tool for successfully introducing new green technologies to the market [17]. Thus, the development of the glamping marketing model is appropriate and relevant, which determined the object and subject of this study.

3 Results and Discussion

Territorial marketing acts as a means of creating a sustainable balance of the socio-ecological economic system, developing the glamping industry, which is inextricably linked with a particular tourist destination. The authors present it as a form of strategic marketing management of the territory in the interests of its internal and external subjects in order to create and consolidate its positive image, improve the quality of life of the territory's residents and the attractiveness of the place of residence, increase the export of goods and services of the territory, attract investment for the development of the territory and increase tourism flow into the territory.

The glamping industry is closely related to green development of territories, green economy and, in particular, green marketing. The synthesis of the principles of territorial and green marketing in relation to the main elements of the marketing mix allows us to formulate the main provisions of green territorial marketing:

1. A green regional product is an environmentally friendly product (minimizing environmental pollution, using recycling technologies, saving energy to preserve natural resources, reducing the use of toxic substances, modern waste disposal technologies).

2. Green price is the perceived value of living in this particular region by residents of a region. The growing level of socio-economic development of the region and, as a result, the high quality of life of residents means that they «pay a fair price for life».

3. Green place – natural resource features of the region. The region can, relying on its natural features, integrate into the exchange of goods and services, as well as develop eco-tourism. However, it is necessary to maintain this unique ecological natural potential.

4. Green promotion is the formation of a sustainable connection between environmental initiatives in the region and the personal benefits of residents. Green promotion is about building trust in the environment through the use of communications. The success factor for green marketing is trust, which arises not only as a result of the consumer using a quality product, but also in the consumer's participation in the process of creating value [18].

It should be noted that the rate of self-constitution of a socio-ecological economic system due to natural and artificial processes must exceed the rate of its degradation. Man acts not only as a natural one, but also as a connecting, self-reproducing, intellectual

element of the system with his own needs and interests. The future of humanity is connected with the consideration of economic (including marketing activities), taken together with the biosphere and noosphere. This position is incompatible with social egoism, which focuses on economic gain here and now. Therefore, glamping should be considered as a socially oriented complementary product and as an object of social entrepreneurship.

Glamping activities are based on these principles. Glamping is an eco-friendly tourism product. The price of this product is within the acceptable price range for most working citizens. Glamping is based on the natural and climatic features of the territory. When promoting glamping, the main success factor is the trust of potential clients and the high reputation of the tourist destination.

The authors of the study believe that glamping as a tourism product is based on the principle of complementarity, which allows one to harmonize a person’s urban lifestyle, his expectations for a comfortable organization of leisure time with a system of various relations of a traditional cultural and natural character, in which the tourist is included. It is the complementarity of these characteristics that creates value for consumers that can satisfy the need for leisure activities, active recreation, organized in a single functional space of traditional cultural practices, natural conditions and innovative technologies.

Summarizing the considered aspects of the glamping industry, the authors actualize the need for *glamping marketing*, which is understood as a type of marketing management in the service sector, combining, based on the principle of complementarity, on the one hand, the implementation of the needs and motives (rational, emotional, mental) of clients in active leisure, and on the other side, green, cultural, economic development of territories into a single synergetic process of creating socially significant products that combine the characteristics of tradition and modernity.

You can deepen your understanding of the features of glamping marketing by revealing the content of the elements of the classic model of 7 Ps, taking into account the specific features of the glamping industry in Table 1.

Table 1. Adaptation of elements of the service package (model of 7 Ps) to the glamping industry

Model element	Characteristics and contents of the element
Product	A type of glamping that depends on the geography of the location, the terrain, natural and climatic conditions, the needs of travelers, and the level of comfort. Product strategies – placement format and «housing» policy (availability of furniture, living accessories and amenities in the house). Types of accommodation: house (A-frame, tiny house, barn house, barrel, house on the water, house on stilts, container, mobile home); spherical cabin (dome, ecocapsule, geosphere); tent (yurt, tipi, wigwam, Safari tent, Luxury tent); natural space (tree house, igloo, dugout). The life cycle stage of the glamping industry is growth (in 2018 the number of glamps in the Russian Federation is about 20, in 2024 - 650). Brand strategies and branding – logos often contain the names of the location of the glampe, reflecting the environmental friendliness of the industry. Service policy – maximum convenience compared to camping.
Price	The pricing policy in the glamping industry depends on the type of accommodation and the number of tourists staying, location, seasonality, availability of food, leisure, excursions, and the behavior of competitors. The industry is turning from an oligopoly into monopolistic competition, which is why it is characterized by different levels of prices per night of accommodation and a differentiated pricing strategy. Prices vary depending on the day of the week (weekdays, weekends/holidays/children's holidays) and the segment (b2c, b2b).
Place	Glamping companies primarily sell directly (their own website, social media accounts) or use an indirect distribution channel through a single intermediary (travel agencies or booking aggregator platforms). Glamping accommodation plays a critical role in positioning. These can be floating houses on the water, geo-domes in the rocks, or tree houses. The location of glamping depends on the territory and geographical features of the region.

Promotion	Communication policy in glamping marketing involves the use of classic ATL and BTL and modern digital tools. In promoting glamps, the image of the region – the location of the tourist site – is important. Motives for marketing communications can include health, sports, emotions and adventure experiences [19].
People	Employees are an important resource for the glamping industry. Tourists return to those people who made a good impression in their vacation spot. The team typically includes: a senior administrator (a responsive, responsible, kind specialist who skillfully manages conflicts, knows how to manage staff and produce content); line staff (waiters, maids, administrators, instructors, who can be updated every year with maintaining service standards); foreman (for minor repair and construction work, and at the same time a security guard). It is recommended to create a team of rotating employees rather than local residents. The more glamping facilities there are, the more staff are required. Not every element of the glamping infrastructure can increase the average bill, but each will lead to an increase in the number of personnel.
Process	Glamping business processes should be built on systemic, situational and process approaches, combining strategic and tactical marketing. The systematic approach is manifested in the fact that the glamping industry inseparably integrates the services of accommodation (types of glamps), food (various cuisines), transfer (bus tours, jeep tours, walking), entertainment and excursions (horseback riding, rafting on the Bashkir rivers, traveling through caves and mountains, etc.). The situational approach is implemented on the basis of customer experience [20] and the values of target audiences identified in the process of marketing research and market monitoring.
Physical evidence	A unique interior and exterior in glamping marketing will allow you to differentiate yourself from competitors and use a «blue ocean» strategy focused on creativity, luxury and environmental friendliness. For example, in foreign practice you can find glamp capsules in tequila barrels, a glamp-helicopter, a glamp in the shape of an avocado, a transparent glamp igloo with a view of polar bears. In the Russian Federation, some glamping sites also use a differentiation strategy: glamping on the edge of the Arctic Ocean with views of whales and the northern lights, or glamping among active volcanoes in Kamchatka. It is recommended to stylize the glamp depending on the natural features of the area.

Developing the fundamentals of a conceptual model for glamping marketing is associated with the process of strategic marketing management in the glamping industry. The authors propose to include several successive stages in this process, based on the logic of strategic management and technological entrepreneurship:

1. Implementation of a SWOT analysis, which involves identifying internal strengths and weaknesses relative to the competitive environment, using the opportunities of the external environment, while avoiding threats.

2. Determining the target audience and segmenting it according to characteristics that are significant for the entrepreneur, which will further allow you to personalize the offer.

3. Analysis of the glamping market and competitors will allow us to create a niche in the market for hotel and tourism services, as well as implement projects not only near large cities, but also in underdeveloped natural areas.

4. The formation of a unique selling proposition (USP) and positioning of the glampelier company logically follows from the previous paragraph, because the possibilities for implementing unique formats in this area in Russia have not yet been exhausted.

5. Developing a glamping marketing strategy is an essential step in the management process. A necessary condition for this stage will be the determination of the seasonality or year-round nature of the project, network/non-network type of operator, transport accessibility, availability of utilities, impact on the social sphere (creation of new jobs), etc.

6. Implementing 7 Ps glamping marketing will help entrepreneurs identify key aspects that influence the promotion of their product (for example, the presence of a mobile offer, creative advertising, barriers in internal processes, gaps in employee skills that require filling, searching for new strategic partners, etc.).

Based on known classifications of reference business strategies, a set of possible glamping marketing strategies can be proposed (Table 2).

Table 2. Reference strategies in the glamping marketing model

№	Model name	Strategy name
1	Ansoff Matrix	Strategy for deeper market penetration, market development strategy, product development strategy
2	Porter's five forces analysis	Focused differentiation strategy
3	Competitive strategies of L.G. Ramensky	Patent strategy of «sly foxes»
4	Vertical Integration	Reverse vertical integration into the tourism construction industry
5	Diversification	Strategies for related diversification of glamping and the HoReCa industry
6	BCG-matrix	Star and Cash Cow strategy

Let us illustrate the proposed concept of glamping marketing in terms of types of glamping accommodation and branding using the example of the Republic of Bashkortostan (Russia). In general, the development of the agricultural sector in this region attracts attention, which allows glamping to develop mainly in this direction through dairy farms, kumis therapy and creameries, horse tours, honey hunting and apitherapy, herbal medicinal baths and teas.

Types of glamp placement in the Russian region (Republic of Bashkortostan) and their description are given in Table 3.

Table 3. Characteristics of glamping in the Republic of Bashkortostan in 2024 [compiled by the authors based on open sources]

Name and seasonality	Type of accommodation, meals and features	Facilities and leisure
«Scandinavia», vil. Karamaly / year-round	Eco-house without meals, in the forest, hygge atmosphere	Wi-fi, banya, siberian vat, shop, fire pit, mangal, board games, cinema
«Arsky», co. Arsky Kamen / year-round	Hotel, eco-house, dome house, ski resort	Lounge area, playground, banya, mangal, transfer, alpine skiing, cliff descent, sledge, snowshoes, bicycles, horse rides
«INAYA», vil. Sergeyevka / year-round	Dome house, tipi, yurt, full board. National Park on the shore of the Nugush reservoir	Banya, siberian vat, fire pit, mangal, horse rides, excursions, master classes
«LIPA DA IVA», vil. Tolparovo / сезонный	Hotel, hut, eco-house, full board. Zilim Nature Park, part of the Toratau Geopark	Wi-fi, sauna, mangal, amenities in the house, horse rides, sup-boards, excursions, master classes, photoshoot
«Kedr Kemp», co. Okhlebinino / year-round	A-frame, without food, in the forest, near the Belaya River	Wi-fi, furako font, banya, mangal, smart home system, cinema, bicycles, massage, board games
«Otdykhaevo», Tuymazinsky dist. / year-round	A-frame, eco-house, no meals, near Lake Kandra-Kul	Wi-fi, banya, siberian vat, mangal, fire pit, mushrooms, berries, excursions
«ZeBirsk», vil. Shamsutdin / year-round	Tent, eco-house, no meals, on the shore of Lake Shamsutdin	Wi-fi, banya, mangal, pier, shop, playground, fishing, mushrooms, berries, sup-boards, boats, bicycles, sledge, volleyball
«Natura Park», vil. Blokhino / year-round	Eco-house, no meals, on the lake shore	Heating, bathroom with shower, terrace, fishing, sup-boards, equipped beach, party tent for master classes
«Mia Terra», vil. Shamsutdin / year-round	Hotel, tent, bar, near Lake Shamsutdin	Wi-fi, furako font, banya, kitchen, amenities in the house, fishing, kayaks, supsurfing, bicycles, exercise equipment, nordic walking, ice skating, skiing
Floating houses on the Yumaguzinsky reservoir / year-round	House on the water, without power, on the Yumaguzinsky reservoir	Banya, mangal, kitchen, amenities in the house, boats, sup-boards
«Blagolend», Ufa / seasonal	Tent, breakfasts, on the shore of the Belaya River	Wi-fi, banya, kitchen, fishing, sup-boards, quad bikes, bicycles
«Pine club», vil. Karamaly	Dome house, trailer, no	Banya, siberian vat, furako font, amenities in

/ year-round	power, in a pine forest	the house, walk outdoors
«Forest Glamp», co. Kushnarenkovo / year-round	Eco-house, no meals, on the lakeshore	Wi-fi, banya, kitchen, amenities in the house, cinema, yoga, massage, bicycles, walk outdoors
«Zuyakovskiy Dachi», vil. Zuyakovo / year-round	A-frame, without food, on the shore of the Inzer River	Wi-fi, banya, mangal, kitchen, siberian vat, amenities in the house, cinema, walk outdoors
«Ha бeпepы», co. Krasny Klyuch / year-round	Eco-house, without meals, on the banks of the Ufa River	Wi-fi, mangal, kitchen, terrace, amenities in the house, skating rink, skiing, snowmobiles, boats, fishing, excursions
«My Glamp», vil. Verkhnekirovsky / year-round	A-frame, modular house, without power, in the forest, on the shore of the Ufa River	Wi-fi, mangal, banya, gazebo, kitchen, terrace, siberian vat, amenities in the house, vinyl turntable, board games
«Bashkirskaya koza», kh. Andreyevsky / year-round	House on the water, cottage, eco-house, without meals. National Park «Bashkiria» on the shore of Lake Teylovo.	Mangal, fireplace, Russian stove, sauna, gazebo, SPA, amenities in the house, excursions, kumis tastings and cheese making master classes.

4 Conclusions

The research showed that the use of effective environmental innovations will ensure the sustainable development of the socio-ecological economic system. This ensures a higher quality of life in harmony with the surrounding conditions. The global experience of glamping marketing is built taking into account the most important accents of this tourism product: environmentally friendly recreation and the possibility of privacy in underdeveloped territories. With the rapid growth of the glamping market, the requirements for the main participants are also increasing. As an incentive to maintain consumer interest, key market players are looking for unique solutions that make the market accessible and transparent. Based on the example of European experience, it can be argued that the future of the sector lies in the concentration of glamping in specially protected natural areas and popular resort areas, where the development of format hotels is limited or prohibited.

Today in Russia, conditions have been created for the creation and development of glamping: from consultations with the glamping association to the implementation, scaling and audit of finished projects under acceleration programs. A variety of glamping experiences are being implemented in Russian regions with a wide range of possible formats, each of which can become innovative. If the marketing approach is successfully used, this direction of green development will contribute to the improvement of human ecology and territorial community. Despite the fact that traditionally glamping is aimed at developing remote natural areas, in Russia glampings are grouped around regions where there is an established infrastructure.

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