

THE IMPORTANCE OF CAMPING AND GLAMPING IN THE DEVELOPMENT OF TOURISM

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Abstract: This article highlights the importance of camping and glamping, which are important objects of tourism, in the development of the economy.

Key words: tourism, ecotourism, camping, glamping

Most people love to travel. Some prefer to relax in comfort and stay in hotels. Others seek to be alone with nature and, despite the lack of all the benefits of civilization, get a lot of impressions and pleasure. The main thing is to prepare properly. What to do for those who also want to enjoy the beauties of nature, but in more comfortable conditions? This is what glamping is for. What is this new type of recreation, and how does it differ from traditional camping?

What is camping? Most often, this fashionable word means rest in a beautiful clearing or on the shore of a reservoir in the open air with an overnight stay in a tent. But it was like that for a long time, somewhere in the 90s, and it was called “going on a hike” - always with a fire and songs with a guitar in the evening.

Now camping is not just a base with tents, but a comfortable place with a developed infrastructure, where there is:

- car parking;
- a special place for setting up a tent (equipment is also available for rent);
- shower and toilet;
- kitchen;
- electricity;
- Internet;
- security.

In some campsites, tourists do not spend the night in tents, but in their mobile homes or rent small separate houses.

The disadvantage of such a holiday is that it is not free, but staying in a hotel would be more expensive. The fee is charged for the number of places under the tent or for the number of camping or driving cars. A number of campsites set prices per night, for others the cost depends on the location of the camp, the season, the availability of wi-fi, a pool, etc. In addition, tourists will have to comply with the internal rules of conduct on the campsite: check-in and check-out times, silence after 23:00, making fires in specially designated places, etc.

If you want freedom, listen to music loudly, there is only one way out - to relax as a savage. Find a place and set up a tent. But you have to sacrifice those minimal benefits that are in campsites.

Слово «глэмпинг» образовалось в результате соединения двух слов “glamorous” и “camping”, что в переводе с английского означает «гламурный кемпинг». Термин «глэмпинг» начал использоваться сравнительно недавно, однако это явление возникло ещё в Средневековье. Прообразом глэмпинга можно считать выездные поселения средневековых королей. В своих путешествиях они выстраивали не просто палаточные лагеря, а огромные королевские шатры с роскошным убранством, мебелью и предметами декора [1].

When creating a glamping project, designers advise using environmentally friendly materials when forming a camp. Hotel promotion methods product can be:

1. Launching an advertising company in search engines and social networks, working with bloggers and opinion leaders, active sales and media coverage.
2. Development of a tourist package of services and services.

3. Attracting investors and partners. Development of a detailed financial model of the network

glamping hotels, work with funds and communication with investors.

4. Attracting foreign tourists. Exhibitions and participation in forums in different countries,

partnership with foreign travel agencies.

One of the most important criteria when planning a glamping trip is the choice of location.

A site for a tourist camp can be owned, or it can be issued in contract lease. When determining the location of glampings, it is important to understand inquiries of the target audience of potential tourists. At the first level of semantic perception of the concept "tourist" is understood as a person staying in the system of recreation,

recreation, leisure, on the second - an agent of social and cultural interactions, on the third an actor constructing an individual, group, collective identity. Glamping location can be focused on:

beach, family vacation, weekend vacation outside the city, rest on the road at

stop at a more comfortable version of a motel.

For travelers who cannot imagine life without hot water and a soft bed, and have come up with such a direction as glamping. This is a hybrid camping with the prefix "glamorous", i.e. such a luxurious outdoor recreation in a cozy heated home with its own bathroom and full meals from the restaurant.

For lovers of ecotourism, glamping is an ideal form of recreation. Various types of stylish "huts" are offered: a yurt, under a glass dome, a safari tent, built from environmentally friendly materials. Plus, these are picturesque views and leisure activities for tourists: fishing, quad biking, yoga, sauna, etc.

It all depends on the goals, financial capabilities and desires of travelers. Fans of active and budget holidays who specifically want to stay away from civilization and test their endurance prefer camping. If comfort and unity with nature are fundamentally important, then only glamping.

Organizing camping or glamping is a great way to make money. Such a business is very easy to arrange, because it belongs to the category of non-capital buildings. This makes it possible to place glamping even in nature and water protection zones. The payback of the project is 2-3 times faster than in the hotel business, and the first profit will be in 20 months. All you need to implement the project is to purchase a piece of land.

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