DEVELOPMENT OF GLAMPING IN RUSSIA AND ABROAD

INTRODUCTION

Tourism is an inherent part of every human life. It is also a major factor of development of many countries, regions, and cities. Each subject of the Russian Federation with its individual features has potential for establishment and development in the area of tourism and hospitality. Reasonable planning and design in this area promote cultural enrichment not only of Russian but also of foreign citizens. Every year more and more Russian tourists, while selecting recreational facilities, prefer tourist centers in Russia. This is confirmed by statistical data. Thus, according to analytical results of NAFI center, in 2019 each fifth domestic tourist (21%) travelled in Russia, while only 8% travelled abroad.

The choice of recreation at Russian resorts is confirmed by such factors as development of transport and hotel infrastructure, flexible price policy, enhanced quality of tourist services, etc. In addition to development of new areas in tourist industry, the pattern of modern consumers of hotel services and their preferences changes, which leads to development of new formats of accommodation means, for instance, glamping.

The relevance of glamping is also stipulated by modern realities, since the dynamics of modification of human demands are high, new advanced buyers emerge, who define the development trends of market supply. As a consequence, demands for comfort and convenience in combination with recreation in wild nature force owners of camping sites and alternative means of accommodation to adapt and to create unusual recreation areas. In the future, glamping has all chances to occupy leading market positions, since the development and use of eco-construction, resource saving, eco-engineering in glamping format would maintain the balance of concerns of human and nature. Attractiveness of this area is stipulated by novelty, lack of rigid rules and requirements, which allows potential entrepreneurs to express freedom of thoughts and to develop creative projects.

There is no location reference for a glamping site, it is even better when it is very far from civilization, which makes it more attractive for discerning consumers of eco-tourism and glamping. In addition, low investments into promising projects should be mentioned, nonmodule glamping sites (for instance, Safari tents) are reasonably priced, and the internal equipment is also minimum and does not require for high investments (depending on the concept).

From scientific point of view, the term ‘glamping’ is very new, it is not supported by theoretical base, precise definitions, classification is unavailable, which creates opportunities for analysis of this topic in more expanded key. An advantage of glamping is that this format of accommodation is dynamically adapted to the tourism forms, namely: it can be located in different places, for instance, in mountains, or near water bodies; the locations can be changed, since the applied structures are mobile; various technologies can be used; glamping sites can be combined in one territory, referred to regional events, for instance, cinema festivals can be held using Safari tents in summer. A legal advantage of glamping is that it is unnecessary to own the plot of land, it is sufficient to lease it for a certain period.
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LITERATURE REVIEW
This article is based on legal regulations, analytical and statistical materials, empirical material from the experience of existing projects. The legal regulations are as follows (ROSSTANDART, 2018; FEDERAL LAW OF THE RUSSIAN FEDERATION, 1996):

1. Federal Law No. 132-FZ “On foundations of tourist activity in the Russian Federation” dated November 24, 1996
2. State standard GOST R 58187-2018. Tourist services. Camping-sites. General requirements.

The following publications were analyzed: by Kruzhalin V.I. (2014), describing scientific and theoretical foundations of tourism, main definitions and terms, modern research methods, estimations of tourist recreational potentials, formation of main tourist flows; by Putrik Yu.S. (2014), disclosing content of initial steps of establishment and development of tourism; by Zorin I.V. and Kvartalnov V.A. (2003), describing terms in tourism sphere, development trends, as well as the essence of functional mechanisms of tourist business.

The main data sources in terms of the formulated targets were official sites of World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), Federal Agency for Tourism of the Ministry of Culture of the Russian Federation, Russian Union of Travel Industry, Rosstat. In addition, the following portals of analytical data were used: Booking.com, World Travel & Tourism Council.com, Aritzon, Ask Your Target Market, Research and Markets, Yandex. The empirical material was taken from official websites and social networks of already existing Glamping sites in Russia, as well as direct requests.

METHODS
General scientific theoretical methods were used in this article:

- analysis of publications on history of development of camping and glamping sites in the world and in Russia;
- systematization of theoretical data about glamping sites as of new recreation format;
- generalization of statistic data of tourist flows;
- synthesis combining positions of tourist experts regarding glamping.

Application of general scientific theoretical methods with analysis of relevant problem allowed to disclose a set of advantages and disadvantages of glamping development in Russia. The empirical material was collected and studied using logic, historical and system methods.

RESULTS AND DISCUSSION
Glamping is a portmanteau of “glamorous” and “camping” (BITTON, 2017). The concept of glamping originates from the Scottish Earl of Atholl, who prepared lavish experience in the Highlands for the visiting King James V and his mother. Here, the Duke pitched lavish tents and filled them with all the provisions of his own home palace. It is also known that Ottoman sultans comfortably accommodated in military campaigns (BEARNE, 2017; DIKIY DOM, n.d.).

It is believed that the first camping sites appeared in the USA. In 1901 President Theodor Roosevelt appealed to the Congress to create free tent camps on federal lands. Small camping sites were generally arranged nearly tourist destinations, no rules existed for motorists, they appeared randomly. Such chaos negatively influenced camping reputation. With governmental support, Association of Trailer Manufacturers developed and established sanitary standards for camping sites. The representatives of the Association promoted economic efficiency of camping development, supported development of new sites. Thus, due to the efforts of trailer manufacturers and the Association, the number of tent camps in Trailer Travel Magazine had doubled to 1,650 till the end of 1936. According to responses from
tourists, the first tent camps in the USA were large, specialized fields for tourist groups (GRITCHINA, 2012).

Already in that time, upon active growth of camping sites, the influence of such tourism on nature was analyzed. In post-war years the amount of camping sites increased significantly, though, they had no infrastructure. Due to dynamically changing demands and intensive technological advances, the market could not meet the demands of tourists. Popularity of camping sites was promoted by caravaning: travelling by trailers. This exemplifies that camping became an accompanying element of development of tourism and respective infrastructure in the USA and Australia (BROOKER, 2014). At present, according to statistical data, in USA and Australia camping sites are selected for vacation by about of 4.5 million tourists, 4 million of them are citizens of these countries.

The average duration of staying at camping site is 11 days, or 495 million days in a year. It should be mentioned that 60% of caravaning travelers are persons aged 25 years and older, with high income, travelling in groups (HISOUR.COM, n.d). The term ‘glamping’ initially appeared in Great Britain in 2005, in 2016 it was included into Oxford dictionary (34 TRAVEL, 2018). The main reason for the popularity of this type of vacation is not only human desire to unite with nature but also the opportunity to relax without giving up everyday and familiar things for a modern person. It should be mentioned that economic crises and political instability also exert their impact, all stressing factors have a repulsive effect and cause desire to move to wilderness, far from the stress sources. For instance, in Great Britain the peak of glamping hotels occurred in the period after Brexit. Dan Yates, a founder of Pitchup website for camping and parking mentioned: “Brexit increased the number of visitors, the growth of bookings for domestic holidays had increased from 34% to 46%” (DIKIY DOM, n.d).

At present, glamping is at the stage of development, analysis and implementation into masses. It has precise definition neither in Russian laws nor in specialized literature. Glamping is usually characterized as vacation in nature with all the amenities and full hotel service. The world practice defines an important condition: it should be harmonic, mobile, and not make harm to nature. An important issue is classification of glamping. World of Glamping company in cooperation with the Slovenian Tourist Board and the Ministry of Economy and Technologies proposed three types of tourist activities: scouting, glamping, lodging. For each of these types, from 1 to 7 stars are provided, total number of all criteria is 150. In their turn, they are subdivided into six main categories (ISSUU, 2018):

- uniqueness,
- landscape architecture,
- policy of sustainable development of tourism,
- range of offers,
- individual accommodation,
- service and staff.

Scouting is the intermediate quality level between camping and glamping. It is not comprised of a fundamental building, is not equipped with individual bathroom, luxury auxiliaries and supplemental special offers, the service level is low. Glamping is a synonym of exclusive boutique hotel, where the facilities are developed with consideration for environmental safety, unique luxury, and glamour. This category includes tents, tree houses, yurts, etc. with wide range of offers, as well as with services at the level of top hotels; however, there is direct contact with nature. Lodging has been designed with accounting for main parameters of green housing, since the object is constantly located in natural environment. Supplemental offers and list of services in terms of their scope and content are at the peak of luxury and glamour. According to the tourism experts’ opinion, glamping is referred to peculiar type of accommodation, since it can be not a fundamental object but temporal one (that is, it can be moved and modified), it is more harmonic with nature. In this case, it is possible to subdivide glamping as follows (GLAMPINGHUB, n.d.):
• glamping site with transparent materials providing maximum visual overview of ambient nature: dome model, ‘bubble’;
• glamping site on the basis of national folk features: igloo, yurt, tipi, marquee;
• glamping site according to location: houses in trees, on rocks, in and under earth, on water;
• glamping site with maximum isolation: single islands, boats, beacons, etc.;
• other glamping sites: Pods (wooden semicircular structure), Cabins (wooden bungalow as hunting box), Caboose (railroad car with special properties), vans and house trailers (elements of camping), containers (modern variant of house trailer).

The relevance of glamping implementation as an incentive of development of domestic and incoming tourism can be exemplified by the experience of Switzerland. Thus, Touring Club Schweiz company analyzed not only demand for classical camping but also the increasing development of comfortable accommodation trend. The report by this company detected that the camping owners invested more and more into development of glamping. In addition, in 2016 the sales in this segment increased by 4.1%, overnight variants increased by 7%. The growth of the latter index was attributed to the inflow of tourists from Germany, France, the Netherlands. The major portion of tourists was comprised of the Swiss (75% of total number) (TCS, n.d.; BUNDESAMT FÜR STATISTIK, 2020).

According to the data of Swiss Federal Statistical Office, in 2018 each resident of Switzerland made an average of 3.2 overnight trips and 10.6 day trips. 67% of overnight trips were made abroad, most of day trips (88%) were in Switzerland (Table 1). The main difficulty of glamping development in Switzerland is high cost of land plots, each site should be connected to facilities (water supply and sewage), high level of competition, as well as the established high-quality level of camping sites (due to the national laws and cultural upbringing).

Table 1. Number of trips per person in Switzerland, 2012-2018 (Bundesamt für Statistik, 2020).

| No. | Type of trip                        | Year |
|-----|------------------------------------|------|
| 1   | Number of overnight trips per person |
| 2   | Number of day trips per person      |

|       | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|-------|------|------|------|------|------|------|------|
| 1     | 2.8  | 3.0  | 2.9  | 3.1  | 3.0  | 3.3  | 3.2  |
| 2     | 9.9  | 10.5 | 10.3 | 10.7 | 10.2 | 10.0 | 10.6 |

Source: Search data.

Glamping is not very popular in the Russian Federation; however, this segment is highly interesting for businessmen and entrepreneurs. Due to economic situation, certain worldview, the residents of Russia (most of them) cannot travel consciously, that is, do not estimate the consequences of their leisure, do not attempt to do less damage to nature. The world trend of ecotourism as well as of conscious consumption only now enters into the life of Russians. It is known that in 2018 in Russia, 15 glamping sites were created, in 2019 their amount was 63. Information about glamping in some regions of the Russian Federation is summarized in Table 2.
Table 2. Reference information about glamping sites in regions of the Russian Federation

| Name of glamping site | Room rate per day in RUB | Availability of attractions | Maximum accommodation | Room area and facilities | Seasonality |
|-----------------------|--------------------------|----------------------------|-----------------------|--------------------------|-------------|
| Pine River, Kaluga Oblast | 4,000 - 5,000 | Horse and bike rides, baths, pottery, fishing, ropes course. | 2 +1 | 20 sq. m. Wi-Fi, individual bathroom, air conditioner, tea set, breakfast | May-September |
| Clover House in Nikola-Lenivets art-park, Kaluga Oblast | 4,400 - 6,000 | Landscape installations, horse rides, craft workshops. | 4 | 13 sq. m. Wi-Fi, tea set, breakfast, heater | All-year-round |
| Pesochnya Camp, Kaluga Oblast | 3,000 | Ecopathway, ropes course, hiking and kayaking trips | 2+1 | 4 sq. m | June-September |
| Glamping site in Welna Eco Spa Resort, Kaluga Oblast | 8,600 | Spa-complex, baths, yoga, workshops, bike rides, fishing, Pioneer House Museum, laser tag, archery, Japanese garden, playgrounds (football and tennis) | 2+1 | 30 sq. m individual bathroom, gown, slippers, minibar, satellite TV, phone, Wi-Fi, visit to spa, breakfast and dinner | June-September |
| Glamping site in Yasnopole ecopark, Tula Oblast | 2,200 | Excursions to stable yard, farm and cheese factory with opportunity to taste cheeses, hippotherapy, riding lessons, rental of equipment for outdoor activities and gyms, baths, participating in Progoolka audio-performance. | 2 | 12 sq. m Wi-Fi | May-September |
| Glamping site Gulyagorod, Tula Oblast | 4,000 | Water and bike rides, fishing, baths, playgrounds, excursions, workshops, tastings, library | 4 | 24 sq. m Wi-Fi, barbecue, tea set | May-September |
| Glamping site Green Pathway, Tula Oblast | 5,100-10,000 | Walks to the farm, library, baths, font basin, sports activities | 2 | 18 sq. m Wi-Fi, individual bathroom, tea set | Cabins: all-year-round; marquees: from May to September |
| Pchelintsevo Place, Ryazan Oblast | 4,500 | Sports activities, fishing, boat rides, baths, excursions. | 4+2 | Wi-Fi, individual bathroom, kitchen, refrigerator | May-September |

Source: Search data.

Three price segments are highlighted: budget, medium, exclusive. Budget glamping can be exemplified by the retreat center for yoga and ecotourism in Crimea: Gornaya Obitel. Accommodation is in the form of bell-tent: roomy marquee (14 m²), with electricity, individual shower and toilet built according to the highest standards and situated 5 m away from the marquee. There are 7 marquees and 7 toilet facilities in Gornaya Obitel. This is seasonal glamping from May to October, the whole complex is on wooden platforms with all communications. Peculiar feature is the huge marquee for yoga practice and Ayurvedic cuisine based on local products. Price starts from RUB 900 per night for the group of 14 persons (RETREAT CENTER “GORNAYA OBITEL”, n.d).

Medium price range can be exemplified by the Shiksha glamping site in Tver Oblast on Khachin Island. It is comprised of six Safari tents; breakfasts and dinners, boat transfer, bikes, boats, tennis, badminton, table-top games are included in the price. Price starts from RUB 5,000 per day (SHIKSHA, n.d). Exclusive price segment can be exemplified by Les i More (Forest and Sea) glamping site in Altai, it is comprised of six tents equipped according to recent trends. There are a lounge with restaurant area, campfire area, cedar basin fonts. 8-day tour
and individual billing are available. The price of 8-day tour is RUB 150 thousand for a person, and RUB 40-60 thousand will be required for helicopter to Les i More site. The basic price includes transfer from airport to helicopter site (and back), accommodation, Chef’s cuisine, medical insurance, daily trekking tours with a professional guide.

Another step to development and popularization of glamping in Russia was establishment of Glamping Association in 2018. The participants are businessmen and entrepreneurs who initiated formation of glamping sites and its promoting in the masses. Their aim is exchange with experience and development of internal ecotourism (DIKIY DOM, 2020; ALTAI, LES I MORE, n.d). Glamping in the world is quite recognizable phenomenon, though, not in Russia. The following advantages and disadvantages of glamping have been revealed after analysis of various publications.

The main advantages are mobility, minimum investments in comparison with other accommodation means, land lease option, opportunity to buy ready project, possibility of expansion and supplement, possibility of all-year-round use. The main disadvantages are as follows: in the Russian Federation, it is impossible to create glamping sites in any territory, accommodation type cannot be classified, legal status of glamping sites is not determined. In the case of disputes, it will be difficult to present claims without standards and norms, and the object can change its location. Advantages are greater; for more confident positioning in market, the legislative base is required; however, based on experience of hostels, it can be assumed that it will be formed in the future.

CONCLUSION
The final conclusion about the considered problem can be obtained. There is sufficient experience in foreign practice for data systematization and formation of glamping theoretical base. In the Russian Federation, there also exists possibility of not only active growth and distribution of this specialization but also of creation of networks, associations, and amalgamations of glamping sites. Taking into account various levels of accommodation facilities, flexible prices are possible, which makes glamping sites available for tourists with any budget.

At present, glamping is very relevant and popular accommodation format in terms of savings: low amount of required investment (in comparison with hotels and resorts); low level of competition; depending on the prices, the market of customers of glamping sites is wider than that of hotels and resorts. Increasing number of cars also increases potential customers of glamping sites, which leads to increase in tourist flows to regions and development of tourism in whole. Networks of glamping sites, establishment of associations, close cooperation with tour operators would allow to form interesting programs of tourist services, offer special accommodation in tourist routes, develop various types of tourism, such as sports, ecological, event, countryside.

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Development of glamping in Russia and abroad

Desenvolvimento de glamping na Rússia e no exterior

Desarrollo del glamping en Rusia y en el extranjero

Resumo
Este artigo discute o formato inovador de acomodação durante a viagem: glamping. São consideradas pré-condições históricas desse formato de acomodação no mundo, sua popularização desde a época de sua origem até os tempos atuais, bem como as principais diferenças entre glamping e camping são analisadas. Atualmente, o glamping está na fase de desenvolvimento ativo e implementação da tecnologia de alojamento turístico em todo o mundo. A classificação unificada de glamping como meio de acomodação também não está disponível. Este artigo apresenta informações sobre sites de glamping localizados no exterior e em algumas regiões da Rússia. São resumidas informações sobre serviços e política de custos dos sites de glamping mais interessantes. A análise de vários materiais possibilitou descrever o estado de glamping na Rússia e concluir que esse formato de acomodação é muito promissor para a Rússia, uma vez que promove o desenvolvimento do turismo nas regiões.

Palavras-chave: Glamping. Campismo. Turismo. Hotel boutique. Regiões da Rússia.

Abstract
This article discusses the innovative format of accommodation during traveling: glamping. Historical preconditions of this accommodation format in the world are considered, its popularization from the time of its origin to present times, as well as the main differences between glamping and camping are analyzed. At present, glamping is at the stage of active development and implementation into the technology of tourist accommodation all over the world. Unified classification of glamping as means of accommodation is also unavailable. This article presents information about glamping sites located abroad and in some regions of Russia. Information about services and cost policy of the most interesting glamping sites is summarized. Analysis of various materials has made it possible to describe the state of glamping in Russia and to conclude that this accommodation format is very promising for Russia, since it promotes development of tourism in regions.

Keywords: Glamping. Camping. Tourism. Boutique hotel. Regions of Russia.

Resumen
En este artículo se analiza el innovador formato de alojamiento durante los viajes: glamping. Se consideran las condiciones históricas de este formato de alojamiento en el mundo, su popularización desde el momento de su origen hasta los tiempos actuales, así como las principales diferencias entre glamping y camping. En la actualidad, el glamping se encuentra en la etapa de desarrollo activo e implementación en la tecnología de alojamiento turístico en todo el mundo. La clasificación unificada del glamping como medio de alojamiento tampoco está disponible. Este artículo presenta información sobre sitios de glamping ubicados en el extranjero y en algunas regiones de Rusia. Se resume la información sobre los servicios y la política de costos de los sitios de glamping más interesantes. El análisis de diversos materiales ha hecho posible describir el estado del glamping en Rusia y concluir que este formato de alojamiento es muy prometedor para Rusia, ya que promueve el desarrollo del turismo en las regiones.

Palabras-clave: Glamping. Camping. Turismo. Hotel boutique. Regiones de Rusia.