



**An authentic overnight experience: What does glamping look like
from the perspective of foreign luxury tourist visiting Finland?**

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Abstract

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<p>This thesis is a qualitative research study exploring the luxury tourism and glamping in southern Finland from perspective of a foreign luxury tourist visiting Helsinki metropolitan area. The thesis is part of Service Sprint for New Luxury project at Haaga-Helia University of Applied Sciences where long-term goals are to improve Finland's overall international competitiveness and attractiveness in the tourism industry.</p> <p>The research process followed a Service Design methodology, which involved six distinct phases of research and development. Moreover, a zipper model was employed to carry on through the process to able the author to use a pragmatic and user-centred approach. Author conducted a literature review of existing literature on characteristics and expectations of luxury tourists, as well as the phenomena of glamping, which in return abled to form a framework for the study.</p> <p>Based on the insights gained, the author created a concept for mockup website for a glamping in Helsinki metropolitan area ensuring that it would meet the expectations of luxury tourists. The concept for glamping aimed to exceed existing standards, thus deliver a one-of-a-kind overnight experience for luxury travelers. The objective of the thesis was to identify the specific requirements of the foreign luxury tourists thus enable the service providers to tailor their services and products accordingly therefore enhancing the overall quality of glamping experience.</p> <p>To evaluate the success of the objective, a prototype of the mockup website, was presented to luxury travel experts based in Helsinki metropolitan area. The mockup website aimed to present the concept as close to reality as possible thus allowing to assess if the created concept effectively captured the characteristics and expectations of luxury tourists visiting Finland.</p> <p>This thesis aimed to enable the service providers to tailor their offerings to meet the needs and desires of the luxury tourists. By addressing these needs, the research sought to enhance the overall quality and satisfaction of glamping experiences in Helsinki metropolitan area, thus promoting southern Finland as a desirable destination for luxury travellers' and establish a competitive advantage in the global luxury tourism market.</p>
Key words Glamping, overnight experience, luxury tourism, luxury tourist, service design

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1 Introduction

Not everyone enjoys the rustic charm of a traditional camping trip. Camping is appealing to many travelers in theory, but only a few ever experience it because of the lack of comforts they are used to having at their hand when on holiday. According to research (Petruša & Vlahov, 2019; Milohnić, Bonifačić and Licul, 2019; Cvelić-Bonifačić, Milohnić and Cerović, 2017), many travellers are eager for new and unique travel experiences, therefore demand for glamping, or "glamorous camping", a phenomena in tourism and hospitality industries has developed significantly in recent years and is expected to continue to increase in the coming years. For example, Petruša and Vlahov (2019) suggest that, although camping has a reputation as a "poor man's holiday," it is more of a way of life that stresses embracing the outdoors, keeping things simple, and being ecologically sensitive. Glamping, as an alternative to traditional camping, enhances the outdoor experience with luxurious amenities. Additionally, Milohnić and al. (2019, 458) claim that glamping is getting more popular due to several elements of increased demand, including people's need for escape, leisure, relaxation, and personal wellbeing; their interest in trying out unusual accommodations; their thirst for adventure; and their yearning to make new friends. Finally, Cvelić-Bonifačić and al. (2017, 102) believe that overcoming seasonality and expanding into new market segments among customers who are not typical campers may be possible via the use of glamping accommodations at camping establishments. Such studies prove that glamping provides a solution to the problem of traditional camping by offering a more comfortable and luxurious camping experience. Glamping combines the best of both worlds by offering the natural beauty and serenity of the great outdoors with the comfort and amenities of a hotel room. This allows people to enjoy the camping experience without having to sacrifice comfort, making it a more accessible and appealing option for a wider range of people.

1.1 Significance of studying glamping experience of foreign luxury tourists in Finland

According to Simillon (2016), luxury travel is predicted to grow almost a third faster than regular travel, thus providing a lucrative market for tourism service providers. Moreover, while between 2021-2025 Asia Pacific's rapid growth in luxury travel is predicted to deaccelerate the European luxury travel continues its steady growth. Renfors (October 2022, 5-24min) claims that high-end travels worth in Europe presents 22% of tourism incomes amounting to approximately 130 to 170 billion euros. Additionally, luxury traveler spends eight times more than a regular consumer during their travels. Thus, promoting Finland to foreign luxury tourists is important as tourism plays a significant role in the Finnish national economy. It creates new businesses, infrastructure, jobs, and livelihoods. In 2019, tourism employed in Finland 154,000 people, with the gross domestic product

(GDP) amounting to 11.2 billion euros in 2021. (Finnish Ministry of Economic Affairs and Employment (s.a))

Visit Finland is the national tourism organization of Finland. Its aim is to promote Finland as an attractive travel destination for international tourists and to develop the Finnish tourism industry in a sustainable manner. (Visit Finland c, s.a.) Visit Finland's (Visit Finland d, 2020) tourism strategy for 2021-2025 is to promote Finland as a unique, high-quality, and sustainable destination for international travelers seeking authentic experiences in nature, culture, and modern lifestyle. The mission of Visit Finland is to promote Finland as an attractive and sustainable travel destination globally, and to support the sustainable growth of businesses, enterprise groups, and travel regions in the global marketplace. Visit Finland envisions Finland as the leading sustainable travel destination in the world, where the society and customers are valued, and the unique environment is well-preserved. Finland aims to become the preferred choice of mindful travelers.

The strategy aims to attract visitors from key target markets, such as Europe and Asia, by highlighting Finland's distinct features and offerings, such as its four seasons, pure natural surroundings, unique accommodations, wellness services inspired by nature, and cultural experiences. The Visit Finland 2021-2025 strategy emphasizes the importance of developing and promoting unique, high-quality tourism offerings in Finland that cater to the needs and preferences of different target groups, including luxury tourists. Furthermore, the strategy emphasizes the importance of promoting sustainable tourism practices and fostering collaboration between stakeholders in the tourism industry.

Studying the glamping experience of foreign luxury tourists in Finland is significant for supporting this strategy because it can provide valuable insights into the specific factors that appeal to luxury tourists and what they consider to be high-quality and unique experiences. By understanding their preferences and expectations, glamping providers and other stakeholders in the tourism industry can develop and promote glamping offerings that meet those needs, thus attracting more luxury tourists to Finland.

Furthermore, studying the glamping experience of foreign luxury tourists can also help in identifying potential opportunities for collaboration between glamping providers, local businesses, and other stakeholders in the tourism industry. By working together, they can create unique and memorable glamping experiences that meet the expectations of luxury tourists and promote sustainable tourism practices, thus contributing to the growth of Finland's tourism industry.

Visit Finland collaborates closely with Finnish tourism businesses and destinations to develop and promote high-quality tourism products and services that meet the needs and preferences of

different types of travelers. The thesis is part of service Sprint for New Luxury project at Haaga-Helia University of Applied Sciences where long-term goals are to improve Finland's overall international competitiveness and attractiveness in the operating tourist environment. (Haaga-Helia, s.a.) The project seeks to strengthen participating companies' ability to adapt to changing circumstances in order to readjust and develop their products and services to a higher level of quality and expertise to meet today's demanding consumers requirements. Companies will be able to generate better customer experiences and hence please the more demanding luxury conscious consumer with the aid of the provided training.

The objective of the thesis is to identify the specific requirements of the foreign luxury tourists thus enable the service providers to tailor their services and products accordingly therefore enhancing the overall quality of glamping experience. By identifying the specific requirements of luxury travelers, this research aims to contribute to the improvement of the overall glamping experience and enable glamping service providers to tailor their offerings to meet the expectations and desires of luxury consumers. By addressing these needs, the research seeks to enhance the overall quality and satisfaction of glamping experiences, promoting Finland as a sought-after destination for luxury travelers and establishing a competitive advantage in the global luxury tourism market.

1.2 The research questions

While glamping has gained popularity in recent years, most research has focused on domestic tourism and the motivations of tourists in general. However, as noted earlier, there is a growing trend of luxury travelers seeking unique and authentic experiences, and glamping has the potential to cater to these desires.

As the development of luxury glamping tailored for luxury tourists visiting Finland has not been extensively studied, this research aims to explore the characteristics and expectations of this target group visiting Finland. To achieve this, the main research question aims to explore what a unique overnight experience looks like from the perspective of a tourist visiting Finland. The supporting questions help to gain better understanding of the topic and develop a more comprehensive answer to the research question, as suggested by Kananen (2008, 51).

The main research question is:

- What does a unique overnight experience look like from the perspective of a person visiting Finland?

Supporting questions help to seek answers to the research question:

- What are the characteristics and expectations of foreign luxury tourists visiting Finland for a glamping experience?

- What are the factors that contribute to the authenticity of the glamping experience for foreign luxury tourists in Finland?
- What type of luxury accommodation experiences does the defined target group have in Finland?
- What makes the target group choose glamping above other forms of luxury accommodations?

1.3 Motivation for the subject

With a background in luxury tourism, the author has always been passionate about the industry and the experiences it can offer. However, during ongoing studies in the tourism field, the author developed a deep interest in destination development and the impact it can have on local communities and economies. This led the author to explore ways in which it could be possible to combine the passion for luxury tourism with the newly developed interest in destination development.

As the author dived deeper into the subject, there was a moment of realization that conducting research in a context of a unique overnight experience could be the perfect way to bring everything together. It would allow the author to explore the potential of a destination, while also providing travelers a truly unforgettable experience. Moreover, by focusing on luxury tourism, the author could contribute to the growth and development of the luxury tourism industry in a way that is both sustainable and beneficial to local communities thus contributing to the 2021-2025 strategy of Visit Finland.

The author believes that there is a gap in the market for luxury tourism that caters specifically to the foreign market. Through research, the author found that the point of view of foreign luxury tourists in destination development has not been explored before. This is where the author saw an opportunity to make a difference and create something truly unique.

1.4 Definition of terms

The definition of terms includes luxury tourism, luxury tourist, and glamping. As this thesis revolves around luxury and glamping, author thought it was pertinent to evoke these terms briefly.

Luxury tourism refers to sector of the tourism industry that caters to the wealthy travellers. It often involves personalised services, luxurious accommodations, private transfers, unique itineraries, and activities catered to luxury traveller's individual needs and desires. Luxury tourism is emphasized by characters such as, privacy, exclusivity, comfort, discretion, exceptional service standards and attention to detail. (Renfors, October 2022, 5-24) The aim of the luxury tourism is to provide luxury travellers VIP services and amenities, sumptuous palaces, luxury hotels, -resorts, and spas, exclusive experiences, and gourmet meals. The mission of the luxury service providers is to cater

to the needs and desires of luxury travellers to create extraordinary and memorable experiences that will meet and exceed their expectations.

Luxury tourists' demographics is changing as the luxury is becoming available to a larger consumer group. While luxury travellers use to thrive with conspicuous consumption, they are now more conscious and seek rather for opportunities for mindful moments. "The next generation luxury consumer is a much more open-minded than past generations. They prioritize personalization, inspiration, a sense of discovery, and a drive toward self-actualization above all else." (SKIFT 2015). Luxury travelers seek after life changing experiences and undiscovered destinations. (Amadeus, 2016)

Glamping, according to Cambridge Dictionary, the definition for glamping is "a type of camping that is more comfortable and luxurious than traditional camping. The word is a mixture of 'glamorous' and 'camping': Our glamping holidays provide all the fun and outdoor lifestyle of camping with just a little more luxury." (Cambridge Dictionary online, s.a.) Indeed, the traditional camping has gotten a facelift with glamping's becoming more and more popular. However, while the literature does not agree on the definition of what is THE real glamping Adamovich, Nadda, Kot& Haque. 2021; Vrtodušić Hrgović, Cvelić Bonifačić, Licul. 2018), the concept of glamping is evolving towards more glamorous than camping as the glamping's are getting more luxurious with unique accommodation options taking over the traditional tents. Petruša and Vlahov (2019)

1.5 Thesis outline

The first chapter of the thesis serves as an introduction to the subject of the research. It provides an overview of the significance of luxury tourism and the growing interest in glamping as a unique form of luxury accommodation. The chapter highlights the importance of understanding the characteristics and expectations of luxury tourists and explores the concept of glamping as a response to their evolving preferences. The chapter serves as a roadmap for the following chapters by presenting the research objectives, research questions, and the overall structure of the thesis.

The second chapter dives into the characteristics and expectations of luxury tourists. It reviews relevant literature and empirical studies to identify the essential characteristics, and preferences of luxury travelers. The chapter explores their desire for unique and personalized experiences, and their expectations of high-quality service and amenities.

The third chapter focuses on the phenomenon of glamping. It conducts an extensive literature review to examine the origins, evolution, and current trends in glamping. The chapter explores the various forms of glamping accommodations, the integration of nature and luxury, and the experiential aspects associated with glamping. It also discusses the potential benefits and challenges of

glamping from the perspectives of both tourists and service providers. This chapter provides an understanding of glamping as an emerging sector within the tourism industry.

The fourth chapter outlines the research methodology employed in the study. It describes the research design, data collection methods, and data analysis techniques used to investigate the specific research questions. The chapter introduces the service design approach by Moritz (2005), which emphasizes user-centered design and co-creation. The Zipper model is applied to guide the research process, ensuring a systematic and structured analysis of the collected data collected through website analysis and expert interviews.

The fifth chapter presents the results of the research and provides a discussion of the findings. The chapter also addresses the limitations of the study, and challenges encountered during the research process. Additionally, it identifies future research and suggests areas where further investigation could contribute to the advancement of knowledge in the field of glamping. Finally, the chapter includes a self-reflection section, where the author reflects on experiences, learnings, and personal growth throughout the research journey.

2 Characteristics and expectations of luxury tourists

Luxury used to be available only for a selected few but has become increasingly accessible to larger consumer groups in current years. (Simillon, 2016) Moreover, everyone has their own perception of luxury. What luxury means to one person may be very different to another. From everyday luxury, such as enjoying the simplest things like clean air or a moment spent with close ones, to an ultra-luxurious lifestyle, where flying a private jet on a daily basis seems like taking a bus for the majority of the population. (Amadeus 2016,15) Indeed, perception of luxury is changing with arising notion of new luxury, which is not replacing but rather complementing traditional luxury. Overall, new luxury is gaining popularity, with tourists seeking unique and personalized luxury experiences that are more authentic and less focused on conspicuous consumption.

2.1 Overview of Finland's tourism industry and Finland as a luxury tourism destination

Promoting Finland to foreign luxury tourists is important for the country's economy and employment. According to the Finnish Ministry of Economic Affairs and Employment (s.a), tourism has become an important part of Finland's economy, with foreign tourism demand increasing at an annual rate of about 8% between 2017-2019. However, the outbreak of the coronavirus pandemic in March 2020 and the resulting restrictions had a significant impact on tourism, with the GDP share of tourism decreasing from 2.7% to 1.7% in 2020. Despite this, the total demand for tourism recovered to 11.2 billion euros in 2021, with the share of domestic demand for tourism increasing from 67% to almost 90%. Foreign demand continued to decline in 2021 despite the recovery in the latter half of the year.

In 2019, the majority of tourism consumption in Finland was concentrated in Uusimaa and Lapland, with more than half of tourism demand being foreign in Lapland and South Karelia. During the pandemic, regions with significant inbound tourism demand saw the largest decreases in tourism demand, with Uusimaa experiencing a 55% decrease in 2020. In contrast, South Savo and North Karelia had much smaller decreases in tourism demand.

In 2019, tourism-related industries employed 154,000 people, accounting for 5.8% of all employed individuals in Finland. The number of employed people increased by 6,000 in 2018-2019. Tourism also has significant multiplier effects on other sectors such as construction, transport, and commerce. However, in 2020, the number of people employed in tourism decreased by 25,400 (16%) to 128,700 due to the pandemic. The number of hours worked in the industry also decreased by 22% (55 million hours) compared to pre-pandemic levels. Therefore, promoting Finland to foreign luxury tourists is essential to boost the industry and employment, especially in regions with significant inbound tourism demand.

While Finland does not offer the traditional image of luxury destination with glittering shopping districts, for those in a hunt for authentic experiences it does offer a unique blend of nature, culture and modern lifestyle that creates a unique setting for unforgettable experience. Mäki and Tervo (2019) argue that, despite being known as a popular winter nature destination, Finland lacks a distinctive character of its own. Unlike Iceland, Finland does not have a unique identity and is often seen as similar to neighboring countries such as Sweden and Norway, and to some extent, even Central-European countries. According to Iloranta (2019, 06) rather than simply offering traditional luxury services, Finnish luxury is focused on providing personal experiences that improve one's quality of life. It's about valuing the things that are important to people, such as beauty of the nature. Finland has unique seasonal changes, untouched natural surroundings, and plenty of space. Additionally, the country offers wellness services that are inspired by nature, as well as many options for accommodations and outdoor activities that allow visitors to connect with nature. Indeed, this is exactly how the Finnish luxury is perceived by the foreigners as according to Godfrey (October 2022, 1h34-1h54) from the perspective of the British, Finnish luxury does not necessarily involve extravagant amenities such as six-star hotels, butler service, or limousine transfers. Instead, it is primarily focused on providing excellent services and convenient arrangements that take care of all aspects of the travel experience. Finnish luxury travel is centered around offering authentic and meaningful experiences in the midst of diverse and unspoiled natural surroundings. What attracts visitors to this type of luxury is the opportunity to connect with nature and immerse themselves in the local culture. Renfors (October 2022, 1h34-1h54) states that, in Finland, there are four distinct seasons, pure and unspoiled natural surroundings, plenty of space, and wellness services inspired by nature. Furthermore, tourists can choose from a variety of unique and innovative accommodation options and nature-based activities. Finnish tourism offerings also include cultural experiences such as the Finnish, Sami, and Karelian cultures, Finnish design, traditional customs, and sauna culture, all of which add value and richness to the tourism industry.

According to Hietasaari (Visit Finland a, s.a.) Finland's appeal as a tourist destination is owed to its natural beauty, but it is also becoming popular for visitors to experience Finnish culture and lifestyle. The trend of living like a local has given Finland an opportunity to stand out from neighboring countries, and highlighting local and authentic experiences has enhanced its image as a tourist destination. Moreover, it is crucial to target the right audience with products and communication, especially as competition for tourists' attention intensifies. We need to provide compelling reasons for tourists to choose Finland as their vacation destination, attract first-time visitors to return, and increase their length of stay. Finland must remain an essential part of a broader Northern Europe tour, and transit travelers must be enticed to stop and explore Finland.

Finally, according to Visit Finland b (2020) Finnish luxury tourism is defined as offering meaningful and authentic experiences in a unique, pure environment. Successful luxury tourism in Finland requires high-quality, diverse, and sustainable service offerings, as well as hospitable, flexible, and individualized service. Finnish luxury offerings can be tailored to provide an authentic experience for demanding customers seeking unique experiences. It offers travelers the opportunity to explore Finnish culture, be active or take a break from the stresses of everyday life, and experience something unique. Accordingly, Finnish luxury tourism service providers should focus on five key areas: accommodation, food and beverage, activities, nature experiences, and cultural experiences. The recommendations emphasize the importance of authenticity, sustainability, and personalized service, and suggest offering unique and tailored experiences to meet the needs and preferences of individual travelers. "To guarantee a successful luxury travel experience in Finland requires a customized and high-quality product selection as well as personalized service that seamlessly considers the customer's wishes. Unusual forms of accommodation, natural phenomena, tailored activities in pristine nature, memorable cultural experiences, and eco-luxury destinations ensure an exceptional Finnish luxury experience for international travelers." (Hietasaari 2020, 1)

Overall, Finland's luxury tourism offering is unique and focuses on providing personalized experiences that value nature and local culture. Although Finland may lack a distinctive identity, its natural beauty and focus on authenticity and sustainability make it an attractive destination for those seeking meaningful experiences. To succeed in the luxury tourism market, Finnish service providers must offer high-quality and diverse services, with a focus on tailored experiences that meet the needs of individual travelers. It is important to target the right audience with compelling reasons to choose Finland and to offer personalized and hospitable service.

2.2 Experience driven luxury

Luxury in hospitality and tourism is associated traditionally with five-star hotels, sumptuous palaces, private airplanes, and Michelin star restaurants. Moreover, the notion of ownership and luxury brands is omnipresent. Consumers are often seeking high-quality, unique luxury goods and experiences that stand out from the mainstream market. The idea is supported by literature as Thomsen, Holmqvist, von Wallpach, Hemetsberger and Belk. (2020, 445) argue that motivation for buying luxury products is "conspicuous consumption and having a high-quality physical good that provides pleasure by the sheer fact of owning it". (Thomsen& al 2020,445) Similarly, the traditional definition of luxury by Wirtz, Holmqvist, and Fritze (2020) is built upon two fundamental ideas that are central to the luxury industry. Firstly, they focus on the importance of high-quality products that come with a high price tag, exclusivity, and convey status symbols, social order, and prestige. Secondly, they emphasize the need to create positive emotional experiences for customers, such as

pleasure, indulgence, and a sense of authenticity. Moreover, the authors discuss the current challenges and opportunities that the luxury service industry faces, including the emergence of new technologies, shifting consumer preferences, and rising competition. They highlight the significance of maintaining an agile and adaptable approach to remain competitive in this rapidly changing landscape. Finally, Danziger (2005, 248) points out the shift in consumer segments, as before luxury was only available to higher class it is nowadays available also for the middle class. Consequently, creating new market opportunities for businesses. As demonstrated literature, traditional luxury is product focused. There is a feeling of prestige connected to purchase as luxury products are typically made with high-quality materials, intricate designs, and exceptional craftsmanship. Finally, there is a social acceptance as consuming luxury products and services gives consumer certain sensation of positive emotions and feeling of perceived social status through ownership of luxury products. Unconventional luxury in the hospitality and tourism context refers to the trend of providing guests with unique and memorable experiences that go beyond traditional notions of luxury, such as extraordinary accommodations or exclusive amenities. Unconventional luxury refers to luxury that is unexpected, and often outside of the traditional definition of luxury. It emphasizes the uniqueness and exclusivity of the experience, rather than the price or material possessions. In other words, the notion is on *how* luxury is experienced.

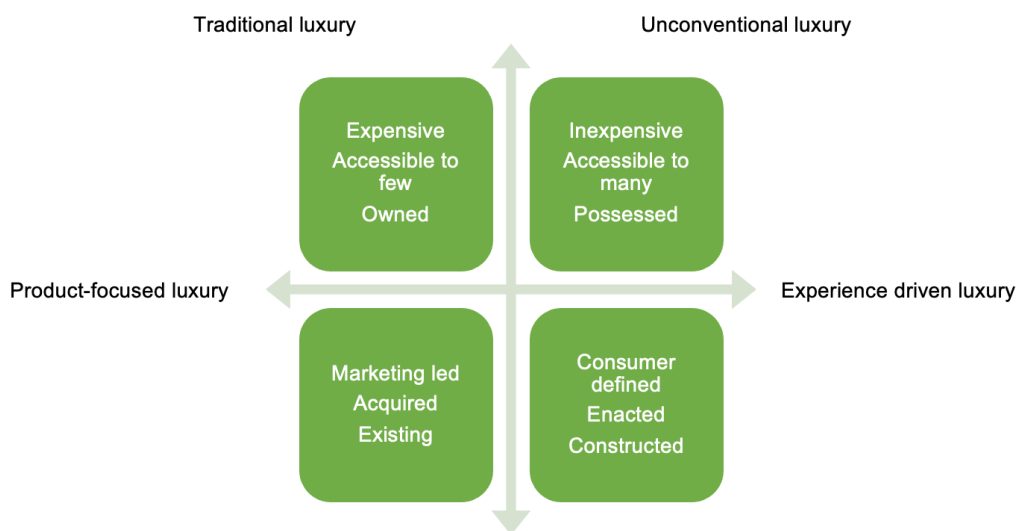


Figure 1. Differences between perceptions of luxury (adapted from Danziger, 2005)

To further understand unconventional luxury, few studies explore the notion of unconventional luxury. Danziger (2005, 7) believes that it is not the ownership nor possession itself but rather the experiences embodied in the goods and services bought that matter for the luxury consumers as demonstrated in figure 1. Luxury is more than material possessions - it is about the experience of

connecting with other people. Renfors (October 2022, 5-24min) believes that by engaging in genuine, sincere interactions, we have come to appreciate the importance of time, personal space, and unique experiences. The concept of luxury has evolved to include collaborative efforts, environmentally friendly practices, cultural exploration, a feeling of belonging, transformative encounters, and the ability to live like a local. Finally, Thomsen & al (2020, 443) reiterates that true luxury is found in the meaningful connections we make with one another, which are more powerful than any material luxury. Indeed, according to Amadeus (2016, 15) the current trend is that people are prioritizing luxurious experiences over material possessions, and as a result, they are choosing to invest their money in experiences rather than buying things. This change in values is playing a significant role in shaping the future of luxury travel. To contextualize literature in hospitality and tourism industries, rather than simply offering a place to stay or a set of services, unconventional luxury focuses on creating meaningful interactions and connections with guests, providing them with opportunities to explore local cultures, try new activities, and learn new skills.

Overall, unconventional, experience-driven luxury is about providing guests with unique, authentic, and memorable experiences that help them connect with the local culture, community, and environment. This approach to hospitality and tourism has become increasingly popular in recent years as travelers seek out more meaningful and sustainable ways to engage with the world around them.

2.3 Overview of luxury tourist segment

Foreign luxury tourist segment visiting Finland is a lucrative market for the hospitality and tourism industry. The forecast for the international luxury market is predicted at an annual increase of 4-5% by 2025, with an estimated size of 1,135 billion euros. (Iloranta, 2019, 06) Luxury tourists seek exclusive, high-end experiences, and are willing to pay a high price for personalized services and amenities. According to SKIFT (2015), these travelers spend more than the average tourist, with a higher expenditure on accommodation, food, and sightseeing. Moreover, rising trend amongst these tourists is to “learn new things” while travelling. Also, Danziger (2005, 149) notes that “travel is the priority for luxury consumers”. Moreover, during their travels they look for rest and relaxation, privacy is highly important, as they do not wish to engage in competition with other guests for access to guest services. However, Mäki and Tervo (2019) point out that Finland is not commonly considered a traditional luxury destination, thus, it may face challenges when competing in luxury sector. Therefore, Finland is more suited for the experienced traveler who prioritizes unique and authentic experiences when selecting a destination. Indeed, “Investing in luxury necessitates a shift in mindset and knowledge from Finnish service provider, as luxury today is mostly about creating positive feeling’s, enjoyment, and high-quality services “. (Iloranta, 2019, 06) Finally, Wirtz

and al (2021) discuss the role of service quality in luxury services, arguing that it is essential to maintain consistent high levels of service quality to meet customers' expectations. They suggest that service quality can be achieved through employee training, standard operating procedures, and regular performance monitoring and evaluation. As seen from literature, the growth in luxury travel segment presents an excellent opportunity for hospitality and tourism businesses that operate within the luxury market to expand their operations and capitalize on the increasing demand. However, it is crucial to adapt to changing market dynamics, understand the needs and preferences of customers, and provide high-quality products and services to remain competitive in the market.

2.4 Characteristics and motivations of foreign luxury tourists

The luxury tourist segment is a diverse group of individuals, and their demographics, preferences, and behaviors vary significantly. Understanding expectations and preferences of luxury tourist segment is crucial for providing exceptional and personalized experiences.

2.4.1 The importance of personalized services

Renfors (October 2022, 5-24min) stresses the importance of friendly, flexible, and personalized service in new luxury, as it is the outmost important part of new luxury. Service should start before arrival and continue even after departure, paying attention to every detail, service provider should put oneself in the guest's shoes. Finally, If the guests' expectations are not filled, the experience is not appreciated by luxury travelers. On the other hand, according to Wirtz and al (2021, 680), traditional categorical definition of luxury goods does not consider the varying levels of exclusivity and extraordinariness that a service can have and propose a continuum from ordinary services to elite luxury as demonstrated in figure 2.

The authors focus on the luxury service industry and how companies can compete by providing high-quality services and innovative experiences to their customers. The luxury services must go beyond providing a high-quality product and instead focus on delivering unique, personalized experiences that create emotional connections with customers.

The perception of luxury is personal, with some individuals finding pleasure in everyday luxuries that provide a small contrast to daily life. Furthermore, different customer segments and cultures have varying understandings of what constitutes luxury, which is also based on social class and country of origin of travelers.

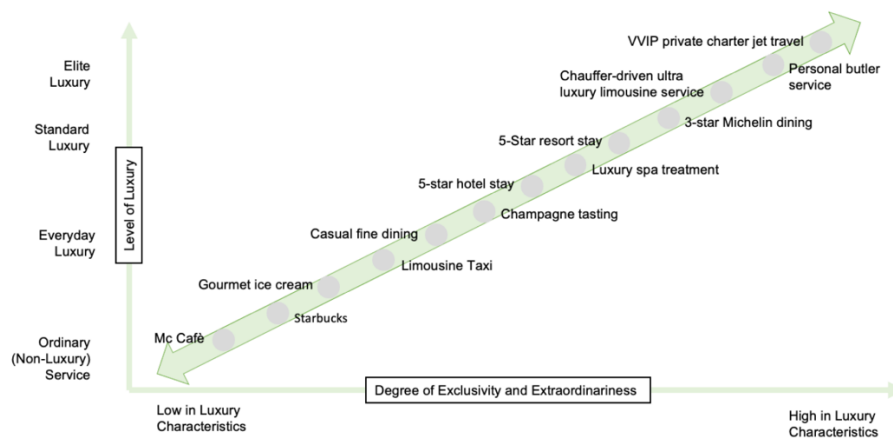


Figure 2. Continuum in different levels of services varying from ordinary services to elite luxury (adapted from Wirtz & al, 2021)

In conclusion, the concept of luxury has evolved over time and now includes not only high-end goods but also personalized and extraordinary services. The perception of luxury is subjective and varies among individuals and customer segments. To provide luxury experiences, service providers must focus on friendly, flexible, and detail-oriented service that meets the unique expectations of each guest.

2.4.2 Modern humanist

Visit Finland's target group, Modern Humanists, are experienced travelers who prioritize local experiences over mass tourism and prefer to personalize their trips according to their preferences. (Visit Finland 2020d, 22) Modern Humanists typically have higher levels of education and income, and value sustainability, new cultures, and local communities. Visit Finland uses value-based segmentation to identify groups of customers who share similar characteristics, thus divides main groups according to their travel motives:

- **Nature Explorers** (16%) motive for travel, peace of nature and recovery. They are interested in, National parks, Forests and lakes, Seaside views, Archipelago, Northern lights, Midnight sun, Wilderness retreats, Mushrooms, and berries.
- **Natural wonder hunters** (12%) motive for travel, unique experiences in nature. They are interested in, Northern lights, Midnight sun, National parks, Forests, and lakes.
- **Activity enthusiasts** (14%) motive for travel, active holidays in natural surroundings. They are interested in, Extreme sports, X-country skiing, Animal spotting, Activities in water, snow & nature.

- **Authentic lifestyle seekers** (22%) motive for travel, experiencing local lifestyle. They are interested in, Museums and events, Festivals, and concerts, Being in nature, Sauna, Food culture, Cultural destinations, Design districts, Unique accommodation.
- **Comfort seekers** (16%) motives for travel, general wellbeing, and relaxation. They are interested in, Unique accommodation, Wellness services, Spas, Husky & reindeer safaris, Easy exercise in nature.
- **City breakers** (22%) motives for travel, urban experiences, and sights. They are interested in, City sights, Urban culture, Distinctive character, Museums and design districts, Food culture, Events, Shopping.

By doing so, service providers in tourism can tailor their products and services to the group that has the greatest potential for generating revenue.

Visit Finland uses a strategic and forward-thinking approach to maximize potential in each market during the travel recovery period after pandemic. The focus markets for Visit Finland in 2022 are Germany, the United Kingdom, and Sweden.

2.4.3 Target market, the United Kingdom

The British market presents a promising opportunity for target market as according to Visit Finland (2023e) in today's British market, Finnish Lapland continues to be a popular winter travel destination compared to other Nordic destinations, while Denmark and Sweden remain popular for summer trips. Despite the pandemic, British tourists still made up a significant portion of international tourists in Finland last year, and expectations for the finishing winter season were high. In Finland, British travelers still show a strong interest in the Northern Lights, clean nature, local culture, and lifestyle. This suggests that there is a high level of interest among British consumers in Finnish Lapland as a winter travel destination. As Visit Finland aimed to focus more on marketing summer sales for year 2022, with fly&drive-type trips, trips to the archipelago and Lakeland Finland, cycling, and hiking trips remaining popular products for tourism operators, the development of a glamping concept of this thesis is an ideal way to support Visit Finland's efforts to promote summer tourism as well as present an opportunity for this thesis to address the interests and needs of British tourists looking for summer travel options.

British consumers may be more cautious about their spending habits, including their travel plans. While travel remains important, they may be more willing to compromise on other expenses, such as clothing purchases and restaurant visits. Despite the pandemic and, the current geopolitical climate and inflation concerns, British consumers are still willing to prioritize travel over other expenses. This aligns also with Danzigers (2005) claim that travel is the priority for luxury tourists.

Additionally, group travel and multi-generational family trips continue to be a growing trend, along with interest in cruises, wellness trips, ecological responsibility, meaningful trips, and luxury themes. This indicates that there is a strong demand for travel-related products and services among British consumers.

2.4.4 The luxury traveler of tomorrow

Amadeus (2016, 18) provides an analysis of the key demographic groups that are expected to shape the luxury travel industry in the coming years. The report identifies six distinct "traveler tribes," each with its unique characteristics and preferences, including:

- **Always luxury** (4%) travelers have no budget constraints and considers luxury a basic requirement for their lifestyle. They often travel in first-class or by private jet, stay in high-end accommodations, and rely on trusted individuals to make decisions.
- **Special Occasion** (20%) travelers sees luxury travel as a special occasion and prioritizes "wow factor" experiences despite their financial means. They are open to compromising on comfort during certain parts of their journey to have an extraordinary travel experience.
- **Bluxury** (31%) travellers include top-level executives and business leaders who travel primarily for business purposes but have the means to incorporate luxury leisure travel into their trips. While they prioritize their business objectives, they also value their free time and seek to maximize their travel experience.
- **Cash-rich, Time-poor** (24%) travelers don't necessarily have a specific goal to accomplish while traveling, but they have obligations that determine their travel schedule. They often make spontaneous changes to their plans, so they may opt for flexible tickets. These travelers would likely desire privacy during their leisure time, as it's a precious opportunity to reconnect with themselves and their loved ones.
- **Strictly Opulent** (18%) travelers seeks the most luxurious and glamorous travel experiences and considers social media an important aspect of their trip. They want to share their experiences with others and showcase their indulgence and enjoyment. They also seek advice from luxury influencers to enhance their travel experiences.
- **Independent & Affluent** (3%) travelers enjoy luxury travel as a way to pamper themselves or try new things. They have few obligations or commitments and can make travel decisions based on their own desires. They may travel alone or with a small group of friends and seek out travel options and destinations that cater to solo travelers. They value personalized attention and guidance from their travel provider.

Overall, the report highlights the importance of understanding these emerging demographic groups' unique preferences and designing luxury travel experiences that cater to their needs and expectations.

2.4.5 Luxury Travel Preferences

On the quest for the authentic experiences' tourists want to learn about cultures, encounter rich culinary experiences, explore the local communities, and get to know the locals, and much more when at a destination. To ensure a successful experience for luxury travelers visiting Finland, it is crucial to comprehend their expectations. According to Danziger (2005, 138), luxury consumers, who often possess an abundance of material possessions, a supportive family, and a high-status career, prioritize self-actualization as their ultimate goal. This involves the pursuit of spiritual growth, enlightenment, knowledge, inner peace, and appreciation for art, culture, and aesthetics in order to become their best selves. Skift (2015) claims that "Today, the highest rates of conversion in the luxury travel segment are achieved by delivering a combination of the "Five C's of Luxury Travel": Culture, Cuisine, Content, Community and Customization." (Skift, 2015) Below is a short summary of the Five C's by Skift (2015), complimented with reflections from a luxury travel agent Godfrey.

Culture: When traveling abroad, a significant number of tourists are interested in discovering and experiencing new things. A major focus for these travellers is the exploration of cultural heritage, including performances, storytelling, and unique luxury products that showcase the distinctive traditions and skills of the destination. The value placed on cultural experiences is high among these travelers. According to Godfrey (13 October 2022, min), sophisticated luxury clients perceive themselves as explorers who highly appreciate cultural heritage, storytelling, and luxury products with compelling narratives. Saunas are considered a luxurious experience due to their history and the various types of saunas available, which contribute to the overall experience. The Karelian and Sami cultures are examples of cultural heritages that these luxury clients may seek out during their travels.

Cuisine: Food plays a crucial role in the travel experience for all types of travelers. It is especially significant for luxury tourists who are seeking unique and authentic culinary experiences that showcase local products and culinary traditions. In this sense, local cuisine made with locally sourced ingredients can become the focal point of a luxury trip. "Without exceptional dining experiences, you lose the luxury customer immediately because good food is the ultimate analog connector and a direct link to local culture." (Skift, 2015) According to Godfrey (13 October 2022, min), luxury travelers are on the lookout for genuine and sustainable experiences, including local culinary adventures such as cooking lessons that involve locally sourced ingredients, and the chance to delve

into the history of the village. They feel privileged to have the opportunity to participate in these experiences and listen to local stories while being entertained by traditional musical instruments.

Content: In order to appeal to luxury travellers, it is crucial to ensure that marketing materials, website design, activity programs, and social media content are all easily accessible and user-friendly. The easier it is for luxury travellers to find the information they need, the more likely they are to make a booking. An impeccably designed website is essential, while offering high-quality activity programs can be seen as an added bonus. According to Godfrey (13 October 2022, min), it is important for the UK market to provide their rates in advance, as British travelers tend to book their holidays well in advance. This makes it challenging for travel agents to create tailor-made bookings for them. As noted by Batat (2019, 36) The main difference between traditional and experiential marketing is the “purpose of consumption”. The perceived consumption goal, as each consumer would define it according to his/her own perspective, goes beyond the “maximization of the utility value” related to luxury goods in search of the “maximization lived experience”, which incorporates not only functional criteria but also symbolic, emotional, relational, and aesthetic criteria.

Community: While luxury travelers may not necessarily seek out shared experiences, they are usually willing to share their own experiences within a community setting. They are interested in hearing and sharing stories and appreciate the opportunity to connect with locals during their travels. However, Godfrey (13 October 2022, min) suggests that while luxury travelers may prefer exclusivity, they are also open to sharing moments of conviviality with other customers. This can include discussions about their adventures and experiences over a shared breakfast, for example. As mentioned by Wirtz & al (2020) there are customers who prefer to dissociate themselves from others, and this is especially true for luxury customers who may seek to only associate with those from the same socio-economic class. In situations where there is a poor fit between certain customers and non-customers in a servicescape, it may lead to dissatisfaction, and service providers must manage this carefully. To address this issue, service firms can utilize three types of exclusivities. The most common and easiest form of exclusivity for luxury goods and services is through pricing strategies.

Customization: Personalization is highly valued by luxury travelers, as their perception of luxury is unique to them. The more opportunities there are for customization, the more likely luxury travelers will be tempted to return for future visits. According to Godfrey (13 October 2022, 1h34-1h54), travel agents craft bespoke travel experiences that closely match the desires and interests of their clients. Iloranta and Eskola (2019, 32) note that the significance of luxury to an individual is connected to their cultural and societal background. Nowadays, people create their own perception of what luxury means. Therefore, for a traveler, meaningful, authentic, and high-quality experiences

combined with personalized and individualized service and an aesthetically harmonious material environment guarantee the satisfaction of even the most demanding customers, regardless of their nationality. Understanding what a customer values and expects from an experience, as well as providing effective and high-quality service, is the key to a successful experience.

3 Glamping: Fairytales and authentic experiences

Glamping, or glamorous camping, is an increasingly popular form of vacationing that blends the amenities of traditional camping with the comfort of a hotel. Glamping allows people to enjoy the beauty of the nature while still having access to the comforts of a hotel.

This second part of literature review will explore several aspects related to glamping. Firstly, the background of glamping, followed by the perception and authenticity of the glamping experience. Different types of glamping accommodations and the demographics of guests who opt for glamping will also be discussed. Additionally, the review will examine potential future trends in the glamping industry. Finally, the author's own framework will be presented, created specifically for analyzing different types of glamping experiences, from luxury glamping resorts to budget-friendly camping sites featuring glamping accommodations. The ultimate goal of this literature review is to provide readers with a better understanding of glamping and its role in creating memorable, authentic outdoor experiences.

3.1 Difference between camping and glamping

Misunderstanding and confusion between the notions of camping and glamping lead to inaccurate expectations from glamping sites. The common notion of glamping is sleeping on a comfortable bed in a tent. Consequently, glamping is often mistaken for camping. Even though the title "glamping" is growing increasingly popular, no agreement has been reached on the kind of accommodation units, amenities, features, or the qualitative qualities to which glamping refers. (Adamovich, Nadda, Kot& Haque. 2021; Vrtodušić Hrgović, Cvelić Bonifačić, Licul. 2018)

To distinguish between the notions of camping and glamping, Adamovich and al. (2021, 1437) suggest that traditional camping involves bringing and setting up one's own tent, whether as glamping involves that accommodation is pre-set upon the arrival of guests. According to Vrtodušić Hrgović and al. (2018, 635) glamping is in the junction of camping and hotel by creating a symbiosis between both industries. Thus, permitting the redesign of camping products towards a new strategic shift of higher quality and competitiveness. As indicated by these studies, the notion between camping and glamping lies in the level of comfort. Glampers' expectations are growing as the phenomenon grows in popularity. Therefore, providing new opportunities for innovative glamping sites reply to the current trend in tourism.

It is also worth noting that there are not only differences between camping and glamping, but also distinct styles of glamping. The glamping sites are further divided into permanent, temporary, and semi-permanent structures. According to Adamovich and al. (2021, 1437), there are not only

permanent glamping sites, but also temporary "travelling pop-up hotel under canvas" type glamping's in the context of events, which are referred to as event-glamping. Consequently, the "high-end structures with all types of varied facilities" are the opposite end of the glamping range. Guests in the latter case are not willing to sleep in canvas shelters and instead demand holiday cottage-style accommodations. As the study demonstrates, there is a wide range of glamping ideas. Nevertheless, while developing a new glamping concept, it is necessary to consider the various demands of the guests. Because of the range of demands, glamping sites may distinguish themselves by focusing only on certain demographics.

3.2 Perception of glamping experience

As already evoked, glamping is a relatively new concept that can be seen as a modern twist on traditional camping. (Vrtodušić Hrgović& al., 2018) While some may enjoy the idea of roughing it in the great outdoors, others may prefer a more luxurious camping experience. To address this perception of glamping, there are a few solutions in literature that can be explored.

Glamping does not have to mean sacrificing comfort. Ahn and Lee (2015,16) claim that glamping is the embodiment of a fantasy world; it is the ideal destination with breath-taking landscape, amazing food, attentive service, and cosy accommodations. Glampers are treated as VIPs and given access to the finest sights, without having to deal with the more challenging aspects of nature. As a result, glampers have an experience in nature that is comparable to escapism in a "Fairy Tale", thus glamping gives its guests a genuine feeling of exclusivity. As indicated by this study, glamping allows people to have an intimate and exclusive connection with nature that allows them to relax and enjoy the outdoors in an entirely different way.

By promoting unique experiences glamping provides an opportunity to experience nature in a way that traditional camping does not. Brochado and Brochado (2019) suggest that guests are looking for opportunities to take a break from routine and do something different during their stays. Therefore, they should be able to participate in outdoor sports and other activities, learn new things via interactive programmes, and get to know the business's owners and hosts. On the other hand, Brochado and Pereira (2017) claim that glamping experiences have all been identified to include the element of activities, with eco-activities and eco-learning playing an important role in enhancing the glamping experience for guests. Sun and Huang (2022, 33) believe that the fundamental motivation for the ongoing development of glamping is to increase guests' feelings of connection to nature and sense of wellbeing. Moreover, Frederick (2022, 23) suggests that any new glamping operations should be set up in scenic areas that are easily accessible by public transportation, as well as it is important that outdoor pursuits like hiking and kayaking are available to guests. These studies suggest that glamping provides a unique experience that traditional camping does not. Guests

are looking for opportunities to break from their routine and participate in outdoor activities and eco-learning experiences, which will increase their connection to nature and sense of wellbeing. To ensure that guests have the best possible experience, new glamping operations should be set up in scenic, easily accessible areas with plenty of outdoor activities to choose from.

Finally, the increased demand for luxurious and sophisticated camping experiences in remote natural settings has created a need for glamping sites. As Petruša and Vlahov (2019, XX) suggest that modern influences have resulted in a qualitative shift in the camping experience, with modern campsites offering a full range of services, including sophisticated facilities, planned activities, and an observation of each guest's unique personality. However, not everyone is ready to abandon camping sites as there is also controversial opinions towards glamping. According to Adamovich and al. (2021, 1438), campers' unfavourable opinions of glamping include greater prices and a less authentic camping experience. As indicated by these studies, glamping sites have sprung up in response to the increased desire for high-end accommodations with personalised attention paid to guests needs, yet traditional camping sites will not disappear as there is still a fiddle customer base not willing to abandon their camping habits. Indeed, sited studies demonstrate that glamping sites provide guests with high-end accommodations and amenities, such as gourmet meals, exclusive activities, and personalized services, while still allowing them to enjoy the outdoors and the beautiful scenery in secluded locations. These sites have become increasingly popular. They offer a unique experience that is both comfortable and enjoyable and provide a chance for people to get away from the hustle and bustle of modern life and possibility to reconnect with nature.

3.3 Role of authenticity in glamping experience

The perception of glamping as an authentic outdoor experience is subjective and can depend on factors such as personal preferences, past camping experiences, and the level of luxury and amenities provided by the glamping sites. Furthermore, some people may feel that glamping takes away feeling of the authenticity of traditional camping, which could lead to a lack of appreciation for the outdoors. Several studies explore these ideas. According to Adamovich and al. (2021, 1438) the oversaturated modern mindset has contributed to the rise of experiential solo travel. Thus, instead of mass tourism, people are looking for unique, personal experiences. Consequently, glamping appears to gain the most from this development since such travelers are seeking authentic experiences provided by glamping. Ahn and Lee (2015, 16) explain, as illustrated in figure 2, how campers and glampers perceive authenticity in their outdoor experiences. Glamping, a form of camping that combines luxury and nature, is seen as less authentic by traditional campers due to its focus on luxury and comfort. The authors demonstrate how campers and glampers have differing relationships with nature and modes of escapism, with campers seeing nature as "interactors"

and escaping through "adventure," while glampers see nature as "spectators" and escape through a "Fairy Tale." Despite both fall under the category of outdoor holiday makers, they occupy different ends of a continuum from extreme wilderness enthusiasts to luxurious glampers, and thus have different paths to authenticity. Ultimately these studies demonstrate how the appeal of glamping lies in its ability to offer a combination of luxury and nature that satisfies the desires of a growing number of travelers seeking a unique and personalized outdoor experience.

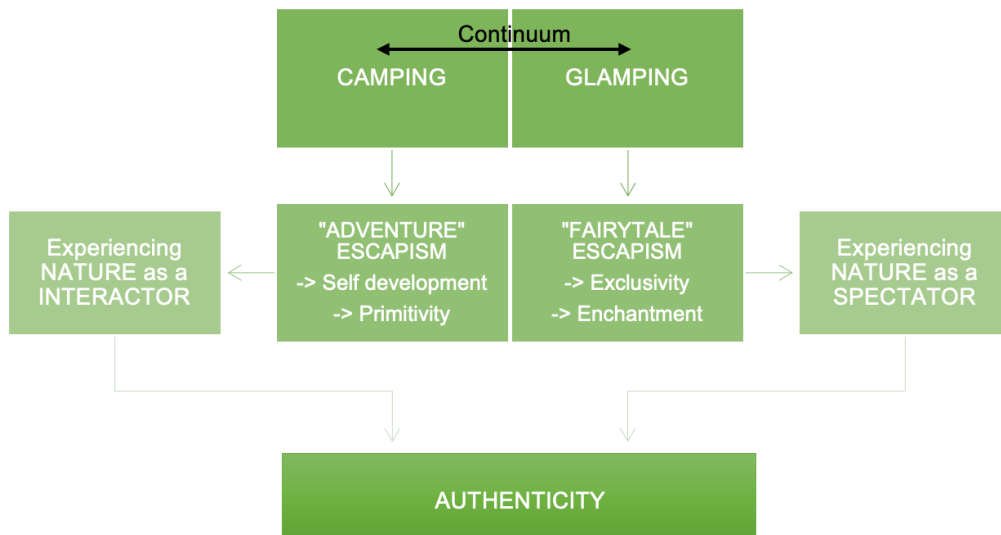


Figure 3. Search for authenticity in camping and glamping (adapted from Ahn & Lee, 2015)

3.4 Factors that contribute to perceived authenticity of glamping experience

Glamping experiences offer an authentic and immersive experience for travellers to enjoy nature in a comfortable, luxurious setting. Glamping is all about providing an authentic, unique experience! Factors that contribute to authentic feeling include the location, amenities, and activities offered. Quality accommodations, a genuine connection to the local culture, and access to unique experiences all help to make a glamping experience truly memorable and special. This hypothesis is supported by several research.

3.4.1 Environment

First, the natural environment of the campsite is important. According to Vrtdušić Hrgović, Cvelić Bonifačić, and Milohnić (2019, 783) an appealing and well-maintained natural environment (view, horticulture, well-kept surroundings, vast plot), the facility's location, and the facility's equipment and fittings are the most important aspects of the quality of a glamping accommodation. Brochado and Pereira (2017) suggest that when opposed to the hustle and bustle of city life, glamping not only gives guests the opportunity to unwind in a peaceful environment but also, glamping guests

may experience the great outdoors and take in the sights of the area's stunning natural attractions (e.g. rivers, mountains and oceans). With a slightly different approach to the subject, Brochado and Brochado (2019, 25) believe that in addition to ensuring the comfort of the sites' physical features and providing proof of eco-management practises and concerns it is the managers of glamping sites who should encourage their guests to engage and interact with nature as much as possible throughout their visits. Finally, Adamovich and al. (2021, 1436) point out that even if nature is important in both camping and glamping, the concept of privacy is emphasised in glamping. As demonstrated by these studies the natural setting of a glamping site and privacy play a significant role in the perceived authenticity of the glamping experience. Glampers seek out sites that are rugged, remote, and offer spectacular views, as well as access to a variety of outdoor activities.

3.4.2 Amenities

Second, the amenities provided by the glamping sites are important. While the word "glamping" has expanded to include a wide variety of tents, mobile homes, and other camping odds and ends, there is still no agreement on what characterizes "glamping" in terms of quality. Although luxury and comfort are strongly associated with glamping, it is also the level and type of amenities and services provided that can also impact the perceived authenticity of the experience. Milohnić and al. (2019, 471) suggest that glamping is aimed at nature-loving vacationers who also value comfort and service. Sun and Huang (2022, 12,33) agree and add that the camping experience as a whole must be upgraded, from site selection to and environment. Schneegans (2022, 73) suggests that to help guests unwind and recharge during their getaway, several glamping sites now have luxurious spa facilities. Because health-conscious consumers are looking for ways to escape the stress of city life, this trend has a favourable impact on the outdoor hospitality tourism industry. As the results of these studies have shown, glamping sites provide guests with high-end accommodations and amenities, such as gourmet meals, exclusive activities, and personalised services, while still allowing them to enjoy the outdoors and the beautiful scenery in secluded locations. amenities, equipment, food, and activity content, and this process must begin with the physical surroundings.

3.4.3 Service quality

Third, the quality of the service provided by the staff is extremely important. Glampers expect a high level of customer service, they want to feel welcomed and taken care of. One of the key challenges facing the glamping industry is the recruitment and retention of professional staff. There seems to be a rather important resistance to set quality standards for glamping's. Although Adamovich and al. (2021, 105) point out imminent need to properly manage guest's expectations as there is glamping's with quality problems, not everyone is ready to set regulations and standards as there is gaps in between nature of glamping businesses. The variety of accommodation

structures, and different levels of services from basic to high-end are the main obstacles to create unified industry standards. Moreover, as indicated by this study there is a worry of increase in costs for providers should the glamping industry be regulated. Vrtodušić Hrgović and al. (2019, 783) believe that quality glamping experiences are characterised by attentive care, an immaculate environment, and professional personnel as both, managers and guests, rank "Friendly personnel" as the most important quality of glamping service, while "Cleanliness" and "Professional staff" come in a close second. Less significant are the trendy glamping extras like having food and beverages delivered to you, being escorted to the facilities, and having your needs met quickly. Also, Brochado and Pereira (2017) agree that the individuals who are employed at the glamping site are crucial to creating memorable stays. Overall, due to the niche nature of the industry and its unique service offerings, finding and retaining experienced and knowledgeable staff is essential.

3.4.4 Activities

Fourth, offering a variety of activities can help to further enhance the glamping experience and make it more enjoyable for guests. Besides interacting with employees, and other travelers, guests should also have the chance to mingle with locals. Brochado, (2019, 323) explains that families rank access to educational opportunities highly, suggesting there is need to expand programs that provide parents and kids with hands-on chances to learn about and appreciate biodiversity. Couples value relaxing atmosphere and closeness to nature. Friends enjoy their physical interaction with the forest via activities such as walking and trekking. Moreover, locals should be included in nature-based experiences since they may improve the image of destinations as positive encounters with locals strengthen the host country's brand image for guests. Also, Brochado and Brochado (2019, 25) suggest different activities for different demographic segments. To attract families, glamping sites should provide a range of outdoor activities, with a focus on guests' opportunities to appreciate nature and have fun together. In particular, ecotourists who are taking their kids on a trip appreciate experiences that teach them something new about the natural environment. Theme dinners (like an outdoor movie screening) prepared with healthy, organic, and locally sourced products may be included in glamping packages for groups of friends travelling together so that they can bond over their shared love of nature and good food. Couples should be accommodated by adding special touches to their tents to make their stay more memorable and intimate. Lastly, glamping packages for solo travelers should include outdoor activities in the natural environment (e.g. surfing and practicing yoga). These studies demonstrate the importance of offering nature-based activities tailored for different demographics, allowing everyone to enjoy the glamping experience. Additionally, offering activities can help to provide a unique and exciting way for guests to bond and create memories. Glamping is meant to be a fun and unique experience, and providing a variety of activities can make it even more memorable.

3.4.5 Food and beverages

Fifth, the food and beverage options available to glampers can play an important role in the perceived authenticity of the experience. According to Brochado and Brochado (2019, 25) camp sites that advertise as "glamping" should provide meals that are both healthy and delicious. Brochado and Pereira (2017) claim that as with any kind of vacation, the food is a major component of glamping. Managers must provide authentic flavours and simple preparation methods in keeping with the glamping philosophy, as well as use healthy, organic, and fresh foods. Also, Leci Sakáčová (2013, 72) suggests that five-star restaurant's level of service and the quality of the food and beverages is underlined. As emphasized by these studies, food plays a major role in glamping experience, providing locally sourced and organic food and beverage options is part of a holistic glamping experience.

3.4.6 Aesthetics and atmosphere

Finally, the overall aesthetics and atmosphere of the campsite is essential. Sun and Huang (2022, 12) suggest that guests require the ambience and comfort of modern amenities and equipment while they embrace nature. More and more tourists are looking for stunning natural settings for their vacation pictures, thus glamping facilities with amenities like starlight's, cassette stoves, and campfires have sprung up to accommodate them. Likewise, Schneegans, (2022, 68) reiterates that since today's youth are so fond of snapping photographs and posting them online, it's important to provide them with dedicated photo ops that include location or glamping-specific hashtags. On the contrary, the elderly wants to get away from the hustle and bustle of everyday life and unwind in a peaceful environment when they go glamping. According to Leci Sakáčová (2013, 72), to satisfy their need for a return to nature, glampers should be provided with opportunities to spend time in the great outdoors. However, spending quality time together in full privacy seems to be the most valued aspect of their vacations. For families, glamping may be a way to bond in a new way. These studies demonstrate how glampers look for a relaxed and inviting atmosphere, where they can feel comfortable and snap those pictures to linger the memories of their glamping stay.

3.5 Glamping accommodation

Glamping offers an opportunity to experience nature while still enjoying the luxuries of a hotel. Nevertheless, it can be challenging to identify the types of accommodation unit as "the real" glamping accommodation. According to Milohnić and al. (2019, 457) As more people discover the charms of glamorous camping, the demand for unique accommodation is expected to rise. Glamping, or the use of luxurious tents and other camping amenities, is a growing trend that should provide a strategic advantage to campsites and resorts. Similarly, Schneegans (2022, 67) claim that

glamping is about experiencing a stay in unusual settings with premium amenities and personalized service as a means to disconnect from the stresses of urban life. When compared to other types of luxury vacations, glamping is affordable and open to more people. Because of its novelty and trendiness, glamping has become a popular pastime. A few studies have tried to identify what is and what is not classified as glamping accommodation.

3.5.1 Type of accommodation

While the precise nature of the accommodations that go under the umbrella term of glamping is still up for debate, several qualities are agreed upon without arguments. Innovative accommodation options are changing the face of camping. Milohnić and al. (2019, 470) claim that the market for camping accommodation is projected to evolve in the future with an emphasis on unique accommodation options. There has been a shift in the layout of campsites to provide more sleeping options for people who don't bring their own tents and sleeping bags. Furthermore, this shift is not unexpected, given that traditional camping accounts for just 60 percent of the camping market, while camping in novel accommodations accounts for the remaining 40 percent. Similarly, Petruša and Vlahov (2019, 842) suggest that the accommodation itself becomes a popular tourist destination.

From service providers perspective, Adamovich and al. (2021, 1437) suggest that the common notion for glamping accommodation should be "unique, authentic, or even magical". The idea is to divide glamping structure between canvas, for example, yurt, tepee, geo-dome, safari tent, or bell tent, and non-canvas for example, shepherd's hut, log cabin, tree house or even a boat. On the other hand, Vrtodušić Hrgović and al. (2019, 635) associate glamping accommodations with tree-houses, unusual types of accommodation and fully equipped (safari) tents. Thus, not making a distinction in between canvas and non-canvas. In comparison, from guest's perspective, tree houses are known to bring back childhood memories as according to Brochado (2019, 321), experiences in tree houses (in Costa Rica) are remembered as the greatest part of vacations. Treehouse accommodations bring guests even closer to nature, providing immersive, all-day adventures that make it seem like they are really living in the wilderness. Guests are drawn to tree houses because of the chances they provide to see animals and listen to the sounds of nature. Milohnić and al. (2019, 470) suggest that if mobile homes match high standard for amenities, space, and service, then they are considered glamping accommodations. Finally, Milohnić and al. (2019, 471) highlight the importance of how managers of modern campsites need to keep up with the ever-evolving camping offering, which means doing things like choosing unique accommodation options and maintaining a balanced representation of units throughout a campsite. Similarly, Petruša and Vlahov (2019), suggest that modern influences have resulted in a qualitative shift in the camping

experience, with modern campsites offering a full range of services, including sophisticated facilities, planned activities, and an observation of each guest's unique personality. Glamping sites have sprung up in response to the increased desire for high-end accommodations in secluded natural settings.

Even if there seems to be an ongoing discussion between the sorts of accommodation units classified as glamping, there appears to be similar reasons for excluding types of accommodations. Adamovich and al (2021, 1437), for example, exclude caravans and recreational vehicles as glamping accommodations. Similarly, Vrtodušić Hrgović and al. (2019, 636) do not consider bungalows, caravans, or mobile homes to be glamping accommodation. As a result of these studies, it is safe to conclude that although different types of accommodations have each their own attributes, unique accommodations and tree houses come across as a versatile type of accommodation liked by customers. Furthermore, there seems to be a common accord for excluding caravans and recreational vehicles out of glamping category.

3.5.2 Key characteristics of glamping accommodation

Some glamping sites may not have private spaces, making it difficult for guests to feel comfortable and enjoy the experience. While mass accommodation is acceptable in camping, restricted space and more than ten accommodation units are considered as a bad trend in glamping. "Glamping site should not be more than 10 units; otherwise, it starts losing sense of privacy and originality and 'turns' into a holiday park". (Adamovich& al. 2021, 1436) To solve this problem, glamping sites can provide private tents, cabins, and other accommodation options that offer more privacy.

Glamping sites may not provide the same level of amenities as other types of accommodation. Filipe, Claudia and Barbosa (2018, 116-118) proclaim that even if it is possible to build a hotel in the middle of the nature, glamping allows closer contact with nature. Glamping is associated with remote locations, foreign cultures, and exotic vacations. A remote and spectacular setting would enhance the effectiveness of luxury and glamour. Instead of leaving a hotel room and entering a hallway, glamping guests just exit their accommodation and are directly in the midst of nature. Leci Sakáčová (2013, 72) suggest that the accommodations should include all the amenities one may need, including bathrooms. Such amenities are listed by Adamovich and al (2021, 1437) as their study reiterates that glamping site is referred to being an "outdoor hotel" with intangible features such as "privacy", "escape", "service quality", "nature", "authentic experiences", and glamping accommodation is referred to a hotel room with tangible features such as "pre-set structures with proper flooring", "comfortable beds with linen", "amenities and features". To solve this problem, glamping accommodation can offer amenities such as comfortable beds, showers, electricity, and other luxury items that can make the experience more enjoyable.

Glamping sites may not be regularly maintained, making it difficult for glampers to enjoy the experience. Vrtođušić Hrgović and al. (2019, 783) point out that the quality of a glamping site might be seen quite differently by the managers and the guests. When asked to rate the importance of various aspects of a glamping site, both guests and managers place a high value on an "attractive and well-maintained natural environment," which is followed by "location" for the former and "equipment and fittings" for the latter. Consequently, Schneegans (2022, 68) highlights that the glamping site should be kept in good condition, unique aspects of the surrounding environment should be promoted, and there should be plenty of possibilities for guests to experience nature outdoors. To solve this problem, glamping sites should regularly inspect the property and update any necessary features or amenities to maintain a high level of quality.

Overall, the glamping accommodation should provide direct access to nature. Moreover, glamping accommodation is commonly considered to refer to unique types of accommodation set up in a manner that each guests privacy is respected. The essential characteristics of a glamping accommodation are high-quality equipment and amenities, high-quality services, and a well-maintained natural environment.

3.6 Glamping customer profile

Camping and glamping are regarded differently from the viewpoints of campers and glampers, thus target obviously distinct customer groups. Even as there seems to be a similar desire to be near to nature in both camping and glamping, the perspective of glamping varies by individual. For example, Filipe and al. (2018, 118) suggest that glampers seek unique experiences in private and unique locations in foreign countries, they emerge in privacy, luxury, and comfort without regard for the cost. Ahn and Lee (2015, 17) suggest that glampers are distinguished from other types of tourists because they place a high value on the natural environment throughout their trips, however, campers are wary of glamping because of the expensive cost, limited availability, unfamiliarity with the place, and an overall perception of inauthenticity. Some traditional campers may look down on glamping as it has softened the outdoorsy elements that they enjoy so much. Research has shown that glampers are more likely to view camping as an opportunity to relax and enjoy nature, while campers are more likely to view camping as an adventure and a way to connect with nature. This difference in perspective further highlights the difference between the two customer groups.

3.7 Summary of literature and theoretical framework of the study

In summary, luxury travel is all about providing unique and authentic experiences that showcase local culture, cuisine, and heritage. To appeal to luxury travelers, it is crucial to offer high-quality activity programs, provide easily accessible and user-friendly marketing materials, and ensure a

personalized and individualized service that meets the expectations of the customer. While luxury travelers may prefer exclusivity, they are also open to sharing moments of conviviality with other customers, and service providers must manage this carefully. Understanding what a customer values and expects from an experience is the key to a successful luxury travel experience.

Glamping involves pre-set accommodations with a higher level of comfort. Moreover, glamping sites can vary in style and level of amenities. The perception of glamping as an authentic outdoor experience is subjective and can depend on personal preferences and past experiences. The natural environment and setting of a glamping site, including a well-maintained natural environment, the location, and equipment, are important factors in the quality of a glamping experience.

3.8 Glamping Framework Diagram

The diagram demonstrated in figure 3, illustrates how luxury travel and glamping combined form a unique and luxurious glamping experience. Luxury travelers seek authentic cultural experiences, unique culinary experiences, community connections, high-quality website content, and personalization. According to the Amadeus report future luxury travelers will belong to different traveler tribes such as cultural purists, simplicity searchers, and ethical travelers, each with their own unique preferences and expectations. Additionally, the British target market, modern humanists seek to create meaningful and fulfilling experiences that align with their values and contribute positively to the world around them. These considerations should be taken into account when designing glamping experiences that cater to the unique preferences of luxury travelers.

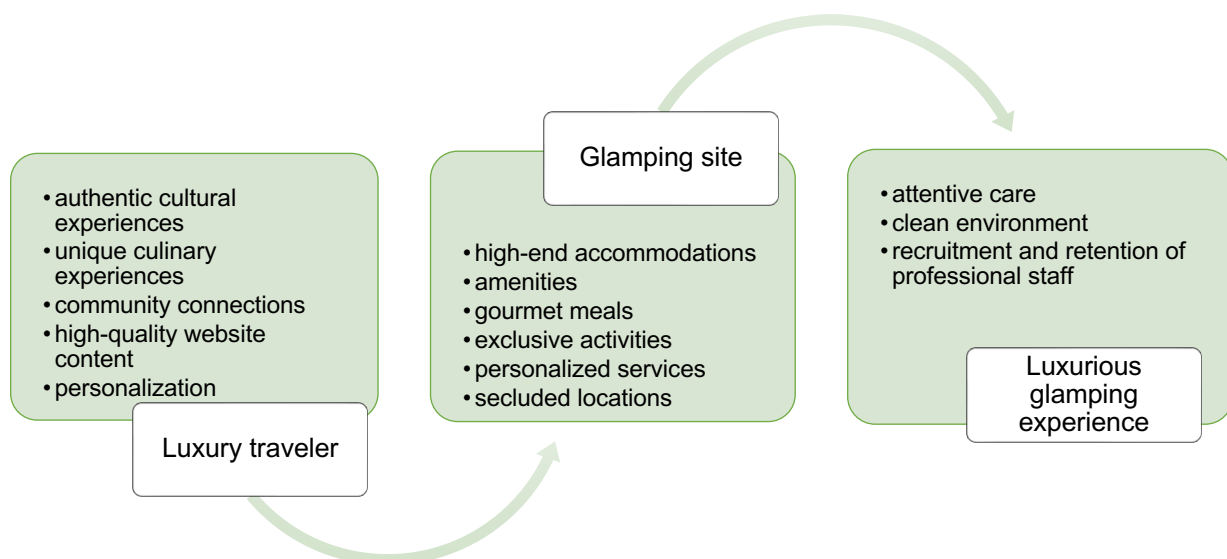


Figure 4. Glamping framework diagram

Glamping sites provide guests with high-end accommodations and amenities such as gourmet meals, exclusive activities, and personalized services while allowing them to enjoy the outdoors in secluded locations. Glamping experience as a whole must be upgraded, including site selection and environment. The quality of service provided by staff is important for glamping experiences. Glampers as well as luxury traveller's expect high levels of customer service. Quality glamping experiences are characterized by attentive care, a clean environment, and professional personnel. The recruitment and retention of professional staff is a challenge facing the industry.

Overall, the diagram shows how luxury and glamping intersect to create a unique and luxurious glamping experience, and how these theories can be used to analyse and design glamping experiences that cater to the needs and preferences of luxury travellers.

4 Methodology

The purpose of this chapter is to describe the research methods and procedures used to conduct research towards unique and luxurious glamping experience concept. This chapter serves as a roadmap for the reader to understand how the research was conducted and how the results were obtained.

As seen in the literature review, the concept of luxury in the hospitality industry has evolved over time from simply providing high-end amenities and services to offer unique and authentic experiences that create a lasting memory for guests. (Amadeus 2016, 15) Glamping, a form of luxury camping, has emerged as a popular trend in the hospitality industry that combines the comforts of a hotel with the immersive experience of camping. (Milohnić & al. 2019, 471) For the research, the author focused specifically on the perspective of foreign luxury tourists visiting Finland on a quest for a unique overnight experience.

By answering the research questions, the author could draw conclusions and make recommendations for the project based on the evidence gathered during the research process.

- What does a unique overnight experience look like from the perspective of a person visiting Finland?
- What are the characteristics and expectations of foreign luxury tourists visiting Finland for a glamping experience?
- What are the factors that contribute to the authenticity of the glamping experience for foreign luxury tourists in Finland?
- What type of luxury accommodation experiences does the defined target group have in Finland?
- What makes the target group choose Glamping above other forms of luxury accommodation?

To answer these questions, the author used the service design methodology proposed by Moritz (2005), which involves six phases, understanding, thinking, generating, filtering, explaining, and realizing. Each phase is explained as the process progresses. The service design process helped to focus on the needs and experiences of customers, providing a customer-centered approach to research and analysis. Moreover, the zipper model was used to structure the research process. Using the zipper model helped to ensure that all aspects of the research question were explored thoroughly, while also allowing for flexibility and adaptation as new information or insights were discovered. By combining these two approaches, the author could ensure that methodology was thorough, and focused on the needs of the luxury travelers in search for unique overnight experiences.

Finally, qualitative methods were suitable for exploring luxury travelers' experiences and perceptions. According to Ojasalo, Moilanen, and Ritalahti (2010, 40-41), qualitative methods focus on understanding personal interpretations, while quantitative methods aim to measure numerical data and relationships. Both approaches have strengths and weaknesses, and the choice depends on the research question and the phenomenon being studied.

4.1 Service design process

The service design methodology by Moritz (2005) is a user-centered approach to designing services that meet the needs and expectations of customers. The methodology emphasizes collaboration, iteration, and co-creation with customers to ensure that the service is designed with their needs in mind. This will in return able the designer to go through service design process, thus create better products in a "tailor made" manner. This supports luxury tourist's values discussed in chapter 2 in regards with the importance of the possibility of personalization. Indeed, conventional luxury is perceived through emotions, thus creating intrinsic value for customer. (Wirtz& al., 2021)

Overall, the six phases of service design provide a useful framework for designers and organizations to approach service design projects. By following these phases, designers can gain a deeper understanding of the user's needs, generate innovative ideas, and ultimately create services that are more likely to be successful in the market. Service design aims to provide a competitive edge for organizations while also ensuring that clients receive quality experiences. This can involve helping organizations offer better services than their competitors and increase customers' awareness of the services they use. (Moritz 2005, 13)

4.2 Understanding

The first phase of the service design process involves understanding the service provider, clients, and their surroundings, including their needs, desires, and context in which the service will be utilized. To better understand clients, it's important to explore their goals, values, needs, behavior, problems, group dynamics, interaction, demographic, and psychographic traits. (Moritz 2005, 123-127) By gaining insight into these areas, author could develop a comprehensive understanding of glamping clientele.

There are various tools and methods available that can be used to develop an understanding. In this thesis context the tools applied included a literature review of related literature for luxury tourist and glamping, an analysis of various glamping and camping sites in Southern Finland, the United Kingdom, France and Slovenia, and finally five expert interviews. The focus was particularly on studying the target group's characteristics and expectations to create a targeted and effective

concept for luxurious glamping in Southern Finland. Analyzing glamping websites and expert interviews allowed to gain insights into the market landscape.

4.2.1 Understanding context

The campsite used as a base for the study is located in Oittaa, a district in municipality of Espoo, situated about fifteen kilometres west from Helsinki, the capital city of Finland. The campsite is about eight hectares in size, and is located on the coast of lake Bodom, which plays an important role in Oittaa thanks to its beautiful lake scenery. It creates an opportunity for local and visiting people to get away from daily lives and enjoy a moment in natural surroundings.

Oittaa attracts 100,000 visitors each year. (Espoo, 2022) Indeed, you can enjoy a refreshing dip in the lake followed by a warm sauna, even at winter times! At summers the sandy beach is busy with families and at winter the place is buzzing with cross country skiers as it is one of the best places for skiing in Helsinki metropolitan area.

Next to the campsite is an outdoor recreation centre with restaurant services (Ravintola& ulkoilukeskus Oittaa s.a.), sauna facilities and recreational equipment for rent (rowing boat, fat-bikes, and so forth at summertime and ski equipment at wintertime). Angry Birds playground for kids is located also on the adjacent beach. Running and skiing tracks start from the camping area. Finally, the campsite itself is set in the midst of a forest with easy access from the main road, thus easy to find by the visitors. Furthermore, the campsite has been out of activity since 2019. Reception building, two maintenance buildings and 29 log cabins is what remains still on the camping site. In addition, there is a log-built sauna and a waste facility.

To get a realistic image of the site, author went to visit the abandoned camping site. During the author's visit to the site, it became apparent that the facilities were somewhat rundown and in need of renovation. Despite this, the location itself was still impressive, nestled in a picturesque natural setting with scenic views. However, the tranquility of the surroundings was disrupted by the noise from the adjacent main road and the large car park nearby. This experience highlighted the importance of carefully considering the site selection process in the Glamping service design phase, as it can greatly impact the overall guest experience. Indeed, according to Danziger (2005), the luxury travelers search to relax in privacy, and this is highly important for them.

4.2.2 Analyzing Glamping and Camping sites offering glamping accommodation

To understand the offer of accommodation options available for target market, the author's first step was to analyze glamping websites to gather information and insights into what constitutes an image of a successful glamping online. To identify relevant websites, the author searched for

glamping websites that offered a luxurious experience. These websites targeted a similar demographic as the target market, namely luxury travelers seeking a unique overnight experience.

Relevant websites targeted luxury travelers seeking a unique overnight experience, with a story that engages clients and communicates the brand's values. The website's design, layout, and images should convey a luxurious experience and be easy to navigate. The glamping accommodation offered should align with the five C's of luxury travel, Content, Customization, Community, Culture, and Cuisine, (see chapter 2.3.4) which were used as a framework for the analysis.

After spending long hours searching for suitable websites, listed in table 1, the author selected five luxury glamping sites, two (2) located in southern Finland, one (1) in Slovenia, and two (2) in the United Kingdom. The glamping sites in Finland were chosen to be located in the south because the future glamping project was also situated in the south of Finland. Northern Finland is often associated with images of Christmas, Winter Wonderland, and the Northern Lights, while the south of Finland has a different image. Slovenia was chosen as it caught the eye of the author and offered a chance to study a glamping site in another country in Europe. The glamping sites in the United Kingdom were chosen because the target market for the research was from the UK. Additionally, the author included two (2) campsites in southern Finland that offer glamping accommodations to understand the difference between camping and glamping. Finally, one (1) campsite with glamping accommodations was included even though it was not advertised as glamping.

Table 1. Introduction of Glampings and Campings used for the analysis

Establishment	The appearance of the establishment
	Glamping only
Majalux, Finland	Maja Luxury promotes a luxury travel experience in a natural setting. The website positions itself as a high-end, luxury glamping experience that offers a unique blend of nature and luxury. The website's marketing message is focused on creating a memorable experience that caters to the needs of the environmentally conscious luxury traveler. (Majalux, s.a)
Tractors and cream, the United Kingdom	The website positions itself as a unique and quirky glamping experience that is both fun and nostalgic. The website's branding and marketing messages target families seeking a memorable and lighthearted experience. (Tractors and cream, s.a.)
The Secret Garden Glamping the United Kingdom	Secret Garden Glamping focuses on providing a unique and eco-friendly glamping experience in the English countryside. The website positions itself as a romantic and secluded glamping experience for couples, families and groups of friends looking to escape daily routines. The website's branding and marketing messages highlight the privacy and intimacy of the glamping experience. (The Secret Garden Glamping, s.a)
Garden Village Bled,	Garden Village Bled positions itself as a unique, luxury glamping destination that offers a mix of nature, culture, and tradition. The website's branding and

Slovenia	marketing messages emphasize the resort's commitment to sustainability and eco-friendliness. The website targets travelers seeking a unique and environmentally conscious glamping experience. (Garden Village Bled, s.a.)
Glamping accommodation within a hotel	
Haltia Lake Lodge, Finland	Haltia Lake Lodge positions itself as a nature retreat that offers a unique blend of Finnish culture and nature experiences. The website's branding and marketing strategies emphasize the lodge's location and its connection to nature as well as commitment to sustainability and eco-friendliness. The website targets travelers seeking a peaceful and secluded experience in the wilderness. (Haltia Lake Lodge, s.a.)
	Glamping accommodation within a camping
Camping Silversand, Finland	Camping Silversand focus on providing a comfortable and enjoyable vacation experience in a natural setting. The website positions the camping as an ideal destination for family vacations and outdoor activities. The website's branding and marketing messages highlight the resort's location, its proximity to the sea. (Camping Silversand, s.a.)
Santalahti resort, Finland	The website emphasizes the glamping experience as a way to disconnect from the busy world and reconnect with nature. The website's branding and marketing messages are centered around offering a peaceful and relaxing retreat in a picturesque location. (Santalahti resort, s.a.)
Camping without glamping	
Le Colombier, France	Camping Le Colombier's main focus is on outdoor activities and nature. The website emphasizes the camping experience in the heart of the nature. The website's branding and marketing messages are focused on creating a memorable and relaxing experience that allows guests to disconnect from the hustle and bustle of everyday life and reconnect with nature. (Le Colombier, s.a.)

The chosen establishments all offer glamping and/or camping experiences in natural settings, but each website targets a different type of traveler. Maja Luxury and Garden Village Bled position themselves as luxury glamping destinations that offer a unique blend of nature and culture. The Secret Garden Glamping target travelers seeking a romantic and secluded experience or a peaceful and relaxing retreat, respectively. Tractors and Cream targets families seeking a fun and nostalgic glamping experience. Camping Silversand and Santalahti Resort focus on providing a comfortable vacation experience with proximity to the sea and various activities. Le Colombier emphasizes outdoor activities and nature for a camping experience. Moreover, the offer is varied as each glamping website provides unique experiences catering to different preferences and tastes of travelers. As the perception of luxury is personnel (Wirtz& al 2021), by recognizing the individuality of the luxury travelers, the glamping industry can create truly exceptional, unique and satisfying experiences.

Content: Website content analysis, listed in table 2, is a crucial aspect of marketing to luxury travellers. The accessibility and user-friendliness of marketing materials, website design, activity programs, and social media content can significantly impact a traveler's decision to book. Providing rates in advance is particularly important for the UK market, as British travelers tend to book their holidays well in advance, making it challenging for travel agents to create tailor-made bookings.

Table 2. Analysis of the content aspect on the websites

Majalux	<p>The website for Majalux is well-designed and visually appealing. It features large, high-quality images of their luxury accommodations and provides detailed information about the amenities and services offered. The website does not have a booking feature, as customers are being directed to contact the hosts to make a reservation, which may be a disadvantage for potential luxury travelers.</p> <p>In terms of activity programs, the website mentions various outdoor activities such as hiking, fishing, and berry-picking that are available to guests. However, the information provided on these activities is somewhat limited.</p>
Tractors and Cream	<p>The website for Tractors and Cream seems to have a focus on providing a unique and quirky experience, rather than traditional luxury. The design of the website is clean and modern, with use of bright colors and bold typography. The activity programs are presented in a clear and concise manner, with options for both adults and children. Additionally, the website offers an easy-to-use booking system, allowing potential guests to quickly and easily make a reservation.</p>
The Secret Garden Glamping	<p>The website of The Secret Garden Glamping appears to be well-designed and user-friendly, with clear navigation and high-quality imagery. The website also provides ample information about the glamping experience, including the various accommodation options, facilities, and activities available to guests. Additionally, the website's blog section provides helpful tips and advice for guests, which could be seen as an added bonus.</p>
Garden Village Bled	<p>The website for Garden Village Bled appears to be well-designed and visually appealing. The homepage features high-quality images of the accommodations and the surrounding nature, immediately drawing the visitor's attention. The website is also easy to navigate, with clear sections for accommodations, activities, and dining.</p> <p>In terms of activity programs, Garden Village Bled offers a range of experiences that appeal to luxury travelers, such as private saunas, outdoor hot tubs, and guided hiking tours. These activities are highlighted on the website and are presented in a way that makes them appealing and accessible.</p>
Haltia Lake Lodge	<p>The website for Haltia Lake Lodge appears to be well-designed and user-friendly. The website features high-quality images of the hotel and its surrounding natural scenery, which can help to evoke a sense of luxury and relaxation. Additionally, the website offers detailed information about the hotel's amenities, including its restaurant and conference facilities, which can help to appeal to a broader range of travelers.</p> <p>In terms of activity programs, Haltia Lake Lodge appears to offer a range of options that could appeal to luxury travelers, such as guided nature walks and fishing trips. These programs are highlighted on the website's activities page,</p>

	which also provides details on the cost and duration of each program. By offering these types of activities, the hotel can help to differentiate itself from other luxury accommodations in the area.
Santalahti Resort, Silversand camping, Le Colombier	The website appears to be well-designed and user-friendly, with clear information about their accommodations and services. However, in order to appeal to luxury travelers, it may be beneficial to showcase more high-end amenities and activities on the website, such as spa services or exclusive excursions.

In summary, the websites content analysis provided valuable key findings. The content of the website is often aligned with the image of the establishment. In other words, the easier it is for the user to find the information, accompanied with high-quality images and content, the more luxurious impression the website gives. Moreover, the difference between camping and glamping is flagrant. The image of exclusivity given by the glamping sites is not found in the camping sites. As Danziger noted, the luxury travelers seek privacy during their travels (Danziger, 2005). Moreover, camping sites offer too many accommodations for the place to feel secluded. As highlighted by Adamovich and al (2021), not more than 10 units should be installed in a glamping site.

Culture: Cultural aspect, listed in table 3, is significant for many luxury travelers, particularly those interested in exploring and experiencing new things. Cultural heritage, such as performances, storytelling, and luxury products, that showcase the unique traditions and skills of a destination are highly valued by luxury travelers.

Table 3. Analysis of the culture aspect on the website

Majalux	The website emphasizes the importance of cultural experiences to its target audience, highlighting Finland's distinctive traditions and skills. This is done through the promotion of activities such as storytelling, performances, and the consumption of luxury products. The website's branding is centered around the idea of offering a high-end, exclusive travel experience that is tailored to the needs of the luxury traveler seeking to immerse themselves in the local culture.
Tractors and Cream	The website has cultural heritage activities on their site The website positions itself as a family-friendly destination that offers a range of fun and unique experiences, including walks in local landmarks. The marketing message is centered around providing a fun and memorable experience for families with young children. However, the teatime offered as activity could be a cultural experience for visiting foreigners.
The Secret Garden Glamping	In terms of cultural experiences, the website does not place a significant emphasis on this aspect of travel. Instead, it promotes the benefits of spending time outdoors and connecting with nature. The website offers information and tips on how to make the most of the glamping experience, such as advice on campfire cooking and outdoor activities. The value placed on cultural experiences is not as high as other aspects of travel.
Garden Village Bled	The website emphasizes the importance of discovering new cultures and traditions through its unique location in the picturesque surroundings of Lake Bled,

	<p>Slovenia. It offers a variety of activities that showcase the cultural heritage of the destination, including guided tours, cooking classes, and local festivals.</p> <p>The branding and marketing messages of the website are focused on providing a high-end, luxury experience that is authentic and unique. The website emphasizes the authenticity and cultural richness of the experience. Overall, the website positions itself as a destination that offers a mix of luxury, nature, and culture, catering to the needs of culturally curious luxury travelers.</p>
Haltia Lake Lodge	<p>The website's branding and marketing messages highlight the importance of sustainability and environmental aspects, with a strong emphasis on eco-friendly practices and responsible tourism. The lodge is marketed as a place where guests can experience Finnish traditions, from sauna sessions to reindeer sleigh rides, while also being surrounded by the pristine natural beauty of Finland's forests and lakes. Overall, the website positions itself as a destination that offers a mix of luxury, nature, and culture, catering to the needs of culturally curious luxury travelers.</p>
Santalahti Resort , Silversand camping	<p>While the website does not explicitly promote cultural heritage or unique luxury products as a primary selling point, it does emphasize the natural beauty of the surrounding area and the range of activities available. This may appeal to travelers who are interested in exploring the outdoors and experiencing new adventures.</p>
Le Colombier	<p>Although the website does not explicitly emphasize cultural heritage, the website also mentions local festivals and events, which could be an opportunity for tourists to immerse themselves in the local culture and traditions.</p>

Overall, the analyzed websites have varying degrees of emphasis on cultural experiences as a selling point for their travel destinations. Once again, the better the websites tell a story of the cultural offerings, whether it being a simple walk in the surrounding landmarks or learning to cook a local dish, the establishments give a strong sense of the authentic and immersive experiences they offer. The use of captivating visuals, descriptive narratives, and interactive elements effectively engage visitors and evoke a desire to explore the local culture further. However, some websites lack in-depth content and fail to highlight the unique cultural aspects that set them apart. Overall, the analysis highlights the importance of showcasing cultural experiences to attract travelers through their websites.

Cuisine: Luxury travelers are not only looking for comfort and relaxation during their trips, but also unique and authentic culinary experiences that showcase local products and culinary traditions. Local cuisine made with locally sourced ingredients can become the focal point of a luxury trip, and without exceptional dining experiences, luxury customers are lost immediately. Table 4 illustrates how cuisine is highlighted on the websites.

Table 4. Analysis of the cuisine aspect on the websites

Majalux	<p>The website offers a range of dining experiences that are designed to showcase local products and culinary traditions, such as private dining experiences that feature traditional Finnish dishes made with locally sourced ingredients.</p>
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	The website also offers food tours that take guests to local farms and markets, providing them with an opportunity to sample local produce and meet local producers.
Tractors and Cream, The Secret Garden Glamping	While the website doesn't offer specific culinary experiences, it does suggest the use of local produce and markets to source ingredients for meals, which could potentially appeal to travelers interested in food and cooking. Overall, the website seems to be targeting travelers looking for a unique and comfortable glamping experience with the added benefit of being able to cook and dine outdoors.
Garden Village Bled	The website places a significant emphasis on food and culinary experiences as a central aspect of their offering. The website showcases the culinary traditions and local products of the destination as a means of immersing travelers in the local culture. The on-site restaurant is promoted as a highlight of the Garden Village experience, with a focus on using locally sourced ingredients to create authentic and unique dishes. The website also offers information on local food festivals and markets, encouraging visitors to explore the wider culinary landscape of the region.
Haltia Lake Lodge	Although their main focus is on the natural experience and outdoor activities, they also offer high-quality dining experiences. They have a restaurant that serves locally sourced and organic food, with a menu that changes according to the season.
Santalahti Resort, Silversand camping	While the website does not prominently feature food and culinary experiences, it does have a restaurant section where it promotes locally sourced ingredients and traditional Finnish cuisine. Overall, while not a central focus, food and local culinary experiences are still acknowledged and promoted as an important aspect of the overall travel experience on this website.
Le Colombier	The website does mention a restaurant on-site, but there is limited information provided about the cuisine or ingredients used. However, the website does showcase local traditional cuisine and products, such as cheese, wine, and honey, which could be of interest to tourists who value unique and authentic culinary experiences.

Based on the analysis of the websites, it can be concluded that culinary experiences are an important aspect of the travel experience for several of these destinations. While luxury travelers place a significant emphasis on food and culinary traditions (Skift, 2015), showcasing local products and offering exceptional dining experiences to immerse travelers in the local culture is vital for the establishments. A few of the websites recognizes the importance of food for luxury tourists seeking unique and authentic culinary experiences. They also acknowledge and promote local culinary experiences as an important aspect of the overall travel experience. On the contrary, some do not appear to have culinary experiences as a central focus or selling point, but they still acknowledge and promote the use of local sourcing and traditional cuisine to varying degrees. Overall, the importance of culinary experiences in luxury travel is apparent, as it can serve as a direct link to the local culture and provide a unique and authentic experience for travelers. By offering exceptional dining experiences, the service providers can attract luxury customers who are looking for a direct link to local culture through food.

Community: The community element of luxury travel, listed in the table 5, can greatly enhance the overall travel experience, and service providers must carefully balance exclusivity with opportunities for connection and shared experiences.

Table 5. Analysis of the community aspect on the websites

Majalux	While the website does not explicitly mention shared experiences as a primary selling point, it does provide information on the activities available, which include communal activities such as sauna sessions and guided nature walks. The website does however highlight the opportunity for guests to connect with nature in secluded location. Thus giving the impression of privacy rather than communal setting.
Tractors and Cream	The website does mention a playground and pit fires as part of their offering, which could be seen as shared experiences within a community setting. The playground is described as a place for children to play and have fun, while the pit fires are presented as an opportunity for visitors to gather and socialize in a relaxed setting.
The Secret Garden Glamping	While the website does not explicitly promote shared experiences or community settings, it does offer suggestions for activities such as campfire cooking, which could potentially lead to opportunities for interaction with locals and other guests. However, the firepits are within the glamping units thus opportunity to meet other travelers stays limited.
Garden Village Bled	The website does seem to emphasize the importance of community, particularly in the context of sustainable tourism. The village is also described as a "community of like-minded individuals" who are passionate about preserving the natural environment and supporting local businesses. Visitors are encouraged to participate in community events and activities, such as the village's annual "eco day," which involves volunteer clean-up efforts and educational workshops on sustainability. Overall, the website seems to be targeting travelers who value community and sustainability, and who are interested in connecting with like-minded individuals during their travels.
Haltia Lake Lodge	While the website does not explicitly promote shared experiences, it does emphasize the importance of connecting with local culture and the natural environment. By promoting sustainable travel and outdoor activities, the website provides an opportunity for travelers to connect with like-minded individuals who are interested in responsible tourism.
Santalahti Resort, Silversand camping	While the website does not openly promote shared experiences or community, the range of activities and services offered suggest that guests may have opportunities to connect with the surrounding environment and culture, which could potentially lead to shared experiences with other guests or locals.
Le Colombier	Website mentions various activities that can be enjoyed as a community. It also states that the campsite is located in the heart of a traditional mountain village, providing opportunities for visitors to immerse themselves in the local culture and participate in community events.

In summary, the analysis reveals opposing approaches on how the communality is considered. While some of the establishments highlight the privacy and secluded location appealing to luxury travelers seeking exclusivity, others seem to have created their establishments intentionally around

community, thus appealing to luxury travelers who are willing to share their experiences and look for opportunities to meet locals during their travels. Overall, the analysis highlights the importance of offering different forms of exclusivity. For one it can be a secluded location in the middle of nowhere while for others it can be the possibility to spend a moment in community with the locals and like-minded travelers.

Customization: Luxury travelers value personalization and customization in their travel experiences. Providing opportunities for customization, as listed in table 6, can lead to higher satisfaction and the likelihood of return visits.

Majalux	It appears that personalization is a key element of their luxury travel experience. They offer customized travel itineraries that are tailored to the specific needs and preferences of their clients. This is highlighted on their website through the various travel themes they offer, such as wellness, adventure, and culture, each of which can be personalized to meet the needs and desires of the individual traveler.
Tractors and Cream	The website features various types of accommodation options, which can not be customized and personalized to suit the guests' preferences. This focus on personalization is likely not going to appeal to luxury travelers, as they value experiences that are tailored to their individual needs and desires.
The Secret Garden Glamping	The website offers a variety of glamping accommodations with different styles and features, allowing for personalization and customization to fit the preferences of luxury travelers. The site also offers packages and add-ons such as private hot tubs and picnic hampers, further enhancing the personalized experience for guests. The availability of various amenities and experiences catered to the individual traveler is likely to appeal to luxury travelers seeking a unique and personalized experience.
Garden Village Bled	The website offers various adventures and activities for guests to choose from. The website values personalization and customization as travelers are given the opportunity to select the activities that best suit their interests and preferences. Additionally, the website provides information about each activity, which allows guests to tailor their experiences to their liking.
Haltia Lake Lodge	It seems that personalization is not a central aspect of the luxury experience offered by the lodge. While the website mentions a variety of activities and experiences that guests can enjoy, there is little information about customization or tailoring the experience to individual preferences.
Santalahti Resort, Silversand camping & Le Colombier	The websites offer a range of accommodation options, including cabins, villas, and camping slots, with varying levels of luxury and customization. Based on the information provided on the website, it is difficult to draw any clear conclusions about the level of personalization or customization on offer.

Luxury travelers appreciate the opportunity to customize their experience by choosing from different accommodation types, selecting specific amenities, and even requesting personalized services such as catering or spa treatments. While some of the website does not appear to cater to luxury travelers who prioritize personalization and customization, others prioritize it and make it their

primary focus on their website by offering customized accommodation options, and activities that cater to the individual needs and preferences of their guests. While some visitors may appreciate the rustic charm of the campsite and the opportunity to disconnect from technology and modern amenities, others may prefer more upscale and customized accommodations with a possibility to tailor-make their stay to their likings. The possibility to customize their stay can be a reason for luxury traveler to decide to go somewhere else.

In conclusion, the findings of this analysis are consistent with existing literature between camping and glamping discussed in sub-chapter 3.1. While traditional camping sites focalize on the natural surroundings and outdoor activities, the glamping's seem to have upgraded the experience by offering culinary experiences, opportunities to mingle with locals while building a community of mind liked travelers. The distinction between camping and glamping, illustrated in figure5, lies in the customization of the overall concept, thus elevating the glamping experience to cater to the needs and desires of luxury travelers. Overall, the content found on the website of the glamping's is directly geared to luxury tourists. While some websites bring forward the possibility for cultural escapades, others are more discreet, or might not even pay attention to it.

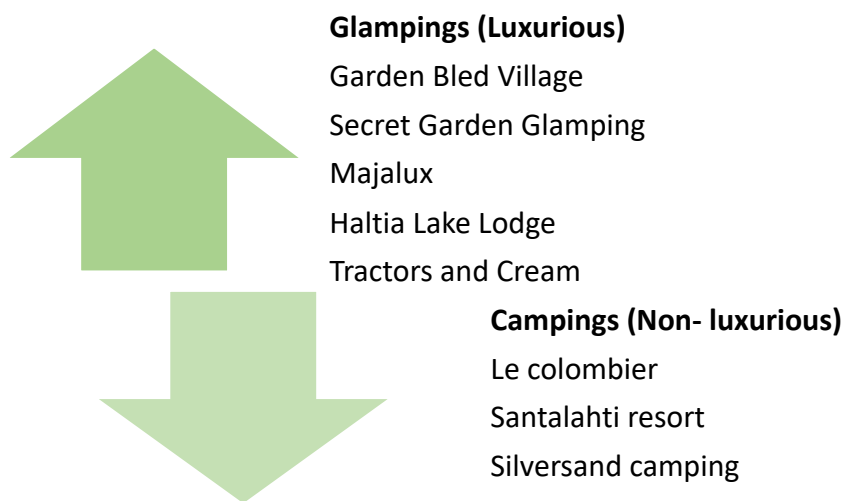


Figure 5. Difference between Glamping and Camping standards is evident

Whether this is just a co-incidence or well thought strategy from the service providers the glamping websites chosen for this analysis convey an inviting message for the luxury travelers. The comparison highlights the evolution of camping into a more luxurious accommodation option, thus appealing to those who value both, the opportunity to escape in the midst of the nature while still enjoying the comforts of a hotel alike accommodation. The transformation of camping into a more luxurious accommodation option, combining the beauty of nature with the comforts of a hotel-like setting, is a trend that corresponds with the evolving expectations of luxury tourists. The findings also align with

the literature used as a base for the analysis discussed in chapter 2.4.4, about the preferences of luxury travelers.

4.2.3 Expert interviews

The analysis of the websites provided valuable insights into the glamping industry's current state and its direction. However, as pointed out by Ojasalo and al. (2010, 95) to gain a more complete understanding of the industry, triangulation method can be used by examining the phenomenon from multiple perspectives by using various data sources and collection methods. By examining how glamping sites presented themselves to their target audience, it was possible to identify trends in branding and marketing strategies. However, it is important to note that the website analysis only provided a partial picture, and it was essential to combine it with other sources of information, such as expert interviews, to gain a comprehensive understanding of the glamping industry. By combining these different approaches, a more holistic view of the industry was achieved, enhancing the reliability of the findings. This information is essential for glamping site owners to make informed decisions about their business strategies.

This been said, the author conducted five expert interviews to gain insights into the luxury travel and glamping industries between May 2022 and March 2023. The interviewees were a luxury travel agent from the United Kingdom, who provided valuable information about the demographics of luxury travelers and their expectations when it comes to accommodation and experiences. Further three interviewees were glamping site owners from Finland, and the United Kingdom, and finally and camping site owner from France to get an inside view from the service provider's point of view. These interviews provided insights into the challenges and opportunities of running a glamping business, as well as the strategies used to attract and retain guests. Through these interviews, the author was able to gather a wealth of information and gain a deeper understanding of the glamping industry from both the perspective of the guests and the service providers. Depending on the availability and preferences of the participants, the interviews were conducted in person, through telephone conversation and via video conferencing platform.

4.2.4 The choice of the interviewees and conducting the interviews

Author decided to interview three glamping sites selected for website analysis as these sites supported the framework of five C's of Luxury Traveler regarding luxury travelers' preferences. The luxury travel expert was identified from a webinar held by Visit Finland in October 2022, where the travel agent was a panelist. Finally, the last interview was with the owner of a camping site where author had stayed the previous summer to understand why the site did not offer glamping

accommodation, despite having tents that could be considered as glamping and being located in an ideal environment for glamping.

Three interviews were conducted remotely using Zoom video conferencing platform, with each interview lasting around one (1) hour. One interview was held via telephone and one face to face. The interviews were recorded after obtaining permission from the interviewees, to enable the author to focus on their responses rather than taking notes. In line with Ojasalo and al. (2009, 96) recommendations, recording also abled for the author to easily return to the interview situation, where the recording functions as both a memory aid and an aid in interpreting various situations. The interviewees were informed of the interview's purpose and the importance of confidentiality to establish mutual trust and ensure a relaxed atmosphere during the interview. The author obtained permission to record the interviews and took detailed notes to ensure accuracy. Only the interview face-to-face and by telephone were not recorded as the author took notes by hand.

The interviews were conducted between October 2022 and March 2023, with the luxury travel expert from the United Kingdom interviewed online and the glamping and camping owners interviewed both online and in person. To ensure confidentiality, the interviewees are identified with the codes G1, G2, and so forth, following the recommendation of Ojasalo et al. (2009, 96). Moreover, only one of the interviewees quotations is identifiable. Author has obtained authorization from the interviewee for publishing the quotation.

A themed interview approach was employed, available in appendix 1, with a conversational style that allowed for a natural flow of discussion. While the author had prepared a set of interview questions beforehand to address the research questions, they were used as a guide rather than a script. Auxiliary questions were also used to ensure that all relevant topics were covered during the interview process. The themes were derived from the research questions and the literature review.

During the interviews, the author encouraged the interviewees to answer the questions freely, and the interview framework allowed for an open discussion on the topic. The author guided the conversation through various themes without making the interviewees feel interrogated. As a result, the structure of each interview varied significantly. Despite these differences, all questions were answered by the end of the interview, and the themes were respected throughout.

While the author had allotted thirty minutes per interview, it proved insufficient due to the depth and richness of the discussions. However, the interviewees didn't seem to mind going overtime. The expert interviews provided valuable insights into the target market, which helped in creating a unique overnight experience.

4.2.5 Outlining glamping experience

The recorded interviews were watched again and transcribed, in other words written out in detail, in an easy-to-read format. Transcribing interviews is a laborious and time-consuming process. Word's transcription function was used to make the work easier. A total of sixty-five (65) pages of transcribed material accumulated. To make data easier to read, the names were marked with color codes prominently in the text. Authors questions were removed to make the data more readable. Only the data from the face-to-face and telephone interviews remained untouched as the author took notes by hand during the interview. The summarized version was still forty-seven (47) pages long. Following the recommendations of Kananen (2008, 112) a three-step process for analyzing interview transcripts were used. The first step involved reading the entire transcript to gain an overall understanding of the content. The second step involved identifying themes, which are small segments of text that relate to the themes for the interview. Codes for different levels and the interviewees were used to keep track of the data. Codes were highlighted and noted down on paper in parallel. Third step involved categorizing the codes into themes. This process involved comparing and grouping similar themes together to develop a comprehensive understanding of the data. Finally, the author made a mind map on paper to get a holistic picture of the data gathered. This method helped to identify patterns, commonalities, and differences in the data, and provided insights into the research questions being investigated as described by Kananen (2008, 91).

4.2.6 Insides gained from the interviews

The glamping industry is booming and it's not hard to understand why. From stargazing in a hot tub to sleeping in a treehouse, each glamping offers something unique. During the interviews, common themes emerged regarding the factors that contribute to the success of glamping businesses. It became clear that family-run businesses are more successful, providing a more personalized and intimate experience for guests. This was a shared factor among all the successful businesses. One interviewee shared a touching story about how their family had built the glamping site together, and how guests felt like part of their extended family when they stayed there. "We often get told that guests come back because of my son, because he'll go and entertain the kids for them." (G2)

Theme one (1), focused on understanding the unique characteristics of glamping in Finland and how it differs from glamping in other countries. In Finland, glamping experiences are designed to provide guests with an authentic and immersive experience in nature. Sometimes the guests are taken by surprise of the omnipresence of the nature. "We have had guests turning up in high heels as they didn't expect to be in the middle of a forest". (G3) The glamping's in the other countries are set up in similar way. Thus, there doesn't seem to be a difference between the setup of glamping

in Finland compared to other countries, but the unique selling point of Finland's glamping industry lies in its emphasis on providing guests with an authentic experience in nature and Finnish culture. Glamping in Finland is not just about providing luxurious accommodations in the great outdoors, but also about immersing guests in the local environment and culture. This emphasis on cultural and natural immersion sets Finland's glamping industry apart from others around the world, making it a unique and attractive option for travelers seeking an authentic and memorable experience. This founding fits with Visit Finland's strategy to promote Finland as an attractive travel destination (Visit Finland d, 2020)

Glamping providers in Finland face unique challenges due to the country's climate, particularly during the winter months. Despite this, they strive to create a comfortable and attractive atmosphere and offer guests a range of outdoor activities suitable for different seasons, such as skiing, snowmobiling, and aurora watching. The challenge is to find a balance between providing comfortable accommodations while adapting to the country's climate and seasonal variations. With careful planning and attention to detail, glamping providers in Finland can create a memorable and enjoyable experience for guests regardless of the weather conditions. Furthermore, as one interviewee pointed out, the south of Finland can be in the shadow of Lapland as a winter destination. G1 mentioned that winter destinations are mostly in northern Finland, with Lapland being in high demand for activities like husky rides and meeting Father Christmas. Despite efforts to attract visitors to other regions in the south, people still prefer to go to Lapland for the winter experience.

Moving on to theme two (2), the study aimed to explore the authenticity in the context of glamping. This theme focused on the concept of authenticity in glamping experiences. It examined participants' understanding of authenticity and the importance of establishing a genuine connection with the natural and cultural environment. In the context of glamping, the authenticity revolves around providing exceptional service and hospitality to guests, fostering personal connections and storytelling, and offering unique activities and experiences. As one interviewee notes, "the service provider's personal touch can undoubtedly create a memorable and enjoyable stay for guests." (G3) The importance of communal spaces in creating a sense of community and fostering social interactions among guests is also stressed, with the interviewees emphasizing the need to create a welcoming atmosphere that makes guests feel at home. "We want them to feel that they can come here and talk to us and, you know, have a bit of a laugh with us and just feel comfortable and relaxed," (G2) says one interviewee. These findings align with previous literature as Vrtođušić Hrgović et al. (2019) claim that exceptional glamping experiences are defined by meticulous attention to detail.

Food and beverage offerings are also an essential part of the glamping experience, with the interviewees agreeing that high-quality, gourmet food enhances guests' overall experience. However, the cost of employing extra staff and the time spent cooking can be obstacles to offering on-site food options. One glamping site offers food cooked on the premises, with the owner explaining, "I love cooking and I want my guests to taste local delicacies while they are my guests." (G3) Another glamping site outsources food offerings and provides breakfast baskets and snack boards as add-ons making sure the quality of the food matches with the standard of the establishment, "If it's rubbish (food) I don't want to do it. It's gonna bring down the whole experience isn't it." (G4) while a third owner provides guests with a fully equipped kitchen to cook their meals. "I don't want to be getting up to do breakfast in the morning because with the school run and it just then means your whole weekend is tied to catering, so it's way too time-consuming," (G2) says one interviewee. Several authors, including Brochado and Brochado (2019); Brochado and Pereira (2017); Leci Sakáčová (2013), just to sight but few, believe that food plays an important role on enhancing the overall experience.

Ultimately, the interviewees prioritize adding value to guests' experiences and encouraging repeat business over making a large profit. "We do see that the properties that tend to sell well are the ones that do have a restaurant and all. You know, they will have dinner because people are tired. They've been out in the nature all day. They want an easy good quality dinner at the premises, you know," (G1) explains one interviewee. By focusing on providing exceptional service and hospitality, unique experiences, and high-quality food and beverage offerings, glamping providers can create an authentic and memorable experience for their guests.



Figure 6. Word cloud illustrating the authenticity of a glamping experience

Theme three (3) focused on exploring the different types of glamping accommodations available and the amenities and facilities required to provide a comfortable and enjoyable glamping

experience for guests. This theme investigated the significance of quality amenities in the decision-making process and sought examples of unique or standout amenities that enhance the guest experience.

While the previous researches, discussed in chapter 3.5.1, have not found an agreement of what is and is not THE definition of glamping, one interesting opinion about the definition of glamping is provided by an interviewee, who says "It makes no odds what anybody within glamping says the word means, the only important thing is what it means to the customer" (G4). This highlights the importance of understanding customer expectations and providing amenities and facilities that meet their needs. This finding proves that glamping is a close fit with luxury tourists' expectations as according to Wirtz and al (2021) the luxury tourists expect unique and personalized experiences that created emotional connections with service providers.

The interviewees emphasize the importance of privacy in the glamping experience, with guests valuing having their own space and not feeling like they are intruding on other guests' privacy. "When you go and stay somewhere, you do want that bit of privacy" (G2). At the same time, it's important for glamping providers to ensure that guests feel comfortable and secure during their stay. "It's not so much that people need anything, but we want people to know that we're here for them. I send a text message to make sure everything is ok" (G3).

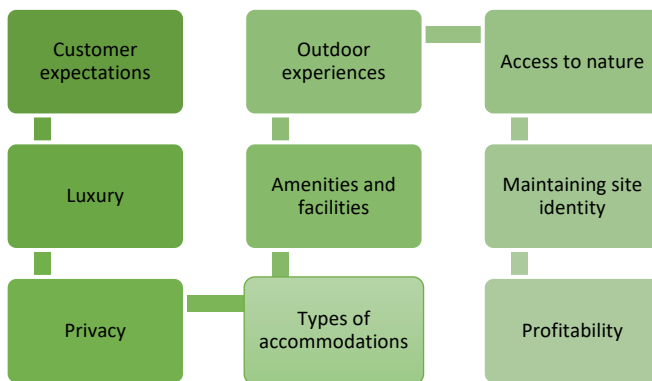


Figure 7. Authenticity is a summum of multiple factors that contribute to the overall experience

The focus should be on spending time outdoors to create memorable experiences. "Anything that you can do to create that experience outdoors is far going to outweigh whatever you can do indoors" (G4). The outdoor space is crucial, and anything that can be done to enhance the outdoor experience will be far more valuable than any indoor amenity. Guests go to glamping sites to create memories and experiences, and the focus should be on providing opportunities for guests to do just that.

As noted in the literature (Vrtodušić Hrgović & al, 2019) the most crucial part of the glamping is the aesthetics and atmosphere. The interviewees also mention the importance of maintaining the surroundings and providing guests with access to nature, thus validating the literature. "You can make your unique selling point your structure, you can make the tree houses so cool and quirky and amazing that everyone doesn't actually even worry about where they are" (G2). However, it's crucial that the glamping site prioritizes the environment and provides outdoor activities and experiences to keep guests entertained outside. "I can take the memories of playing with the kids in the woods or doing, you know, whatever it might be. That's where people focus. That's important to them now and that is getting away..." (G4).

The accommodations themselves are unique and luxurious, providing guests with an elevated camping experience. (Milohnić & al, 2019; Sun & Huang, 2022; Schneegans, 2022) "In the higher end glamping's people expect to have what they find in hotels. You know, bathrobes, slippers, toiletries, that sort of thing" (G2). However, it's important to understand that what matters most is how customers define glamping, rather than the definition imposed by the glamping industry. Customers have certain expectations, such as access to amenities like hot tubs, electricity, heating, internet, and TV, and hosts should be aware of these expectations and provide them to ensure customer satisfaction.

In the interview, the question of whether caravans were allowed on the site was asked, and the response from everyone was a unanimous no. One interviewee explained that caravanners only pay the same amount as someone with a tent for an empty space but use a lot of electricity and water and are very demanding customers. The quote from the interviewee is: "the caravanner's only pay for an empty space, so same amount as someone with a tent. But they use a lot of electricity and water as well as are very demanding customers" (G5). This suggests that while caravans may seem like a profitable option, they can actually be more trouble than they're worth due to the added demands on resources and higher expectations from customers. This supports previous literature as couple of authors brought this up, including Adamovich and al. (2021) and Vrtodušić Hrgović and al. (2019)

Finally, one interviewee highlights the financial aspect of glamping and the impact that the number of structures has on profitability. The more units a glamping site has, the lower the price they can ask for each unit because the site has less privacy and exclusivity. However, it's still possible to create a sense of seclusion and privacy even with multiple structures on the site by strategically spreading out the units and creating an environment that feels exclusive, even if there are multiple structures present. "I suppose it's the number of structures, literally the more you've got, the more money you can make really because... if you have more units, the less you can ask for them

because there is less privacy, there's less exclusivity, we understand. If you can make them secluded enough. Even if they're, you know, quite spread out" (G2). Moving from the financial aspect of glamping, it's important to consider the impact that glamping can have on a camping site's identity. As the camping owner mentioned, maintaining the essence of their site was crucial in their decision not to advertise glamping. They wanted to avoid the added pressure of meeting the expectations that come with glamping and ensure they provide a high-quality camping experience without straying too far from what they do well - camping. "We didn't want to stray too far from what we know and do well - camping. We didn't want to set up expectations that we couldn't meet, and we didn't want to lose the essence of what our camping site is all about." (G5) Once again, these findings are supported by previous research as Adamovich and al (2021) believe that having more than ten units turns a glamping site into a "holiday park" and loses its exclusivity.

Theme four (4) explored the demographics for glamping and the average length of stay of the guests. This theme sought to identify the main target market for glamping experiences. According to Ahn and Lee (2015, 17), glampers stand out from other tourists due to their strong appreciation for the natural environment during their journeys. The interviewees believe that glamping appeals to a diverse range of travelers, including domestic travelers, families with young children, couples, and groups of friends, thus providing same information as literature. Guests are often inspired to go glamping for special occasions like anniversaries, hen nights, and multigenerational gatherings or for a quick weekend away. As one interviewee noted, "Especially after the pandemic people want to get away from home.

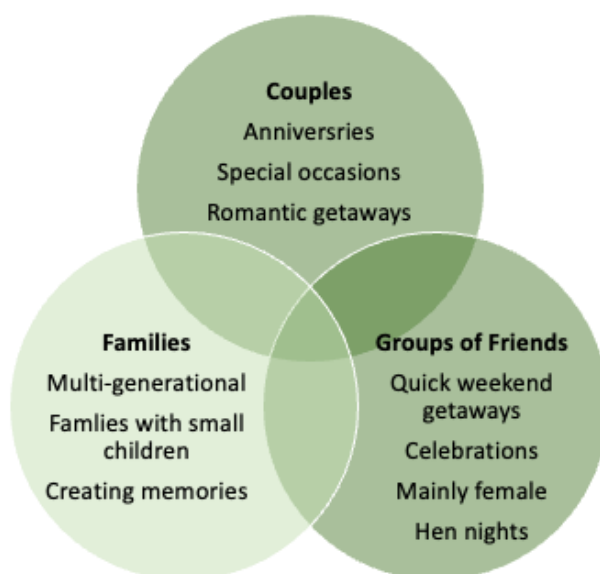


Figure 8. The demographics of the most common glamping guests

Glamping offers an opportunity for a quick getaway as it is not so expensive. Our clientele is mainly females, it is the women who see us on social media" (G4). The interviewees highlighted the need to attract high-end luxury couples and younger generations who can promote the concept on social media platforms like TikTok and Instagram. As one interviewee noted, "You kind of want those TikTok, Instagram age ranges that are going to shout about it" (G2). Glamping is seen as a perfect place for a staycation or a place to work remotely. Indeed, two of the "traveler tribes" (Amadeus, 2016) match perfectly with these claims as the Strictly Opulent are inspired for their travels through social media, while bluxury travelers incorporate luxury leisure travel to their busy business travels. Finally, one interviewee points out that glamping is that extra-long weekend people are going to take. "It's much cheaper than going faraway- I mean people will still go on vacation and that's different. Then they'll jump on the plane and go further away for a proper holiday. Glamping is just that sort of place to get away from home for a weekend." (G4)

Theme five (5) Sustainability and the environment play a significant role in the success of these glamping businesses. This theme examined the importance of sustainability and eco-friendliness in the success of glamping businesses. It explored participants' understanding of sustainability in the context of glamping and their preferences for environmentally sustainable practices.

The development of glamping in Finland corresponds to the country's mission to promote sustainable tourism (Visit Finland c, s.a.) The interviewees were all passionate about preserving and respecting nature, and they have implemented various eco-friendly practices in their operations, such as implementing a minimum stay of two (2) nights, using locally sourced food, and generating electricity by sun or wind. Finally, a two-night minimum stay seems to be a win-win situation for everyone. "We always found that with a single night everybody always said I wish I booked two, but because they have the option to book one, they book one and they always wish they booked two. So now that we have minimum of two night stay people are happy cause they stay for two nights, and we make better profits because we don't need to wash the beddings and all that. It's also more sustainable so everyone wins." (G4)

Lastly, theme (6) tempted to have a look into the future of the glamping phenomena. This theme explored participants' perspectives on the future of glamping in the tourism industry. Participants were invited to discuss strategies for glamping sites to differentiate themselves and stay competitive in the future.

There is a common agreement within the interviewees that having something interesting each year brings people back and increases customer retention. "Having that something interesting each year does bring people back, and you don't get that turnover of guests." (G2) They should be able

to recognize both the positives and negatives of their site and understand why certain things are successful while others are not with extensive expertise in the glamping industry, service providers possess a unique insight into what constitutes a thriving glamping site "I think the boundaries are gonna have to keep getting pushed as far as what can be done." (G4) It seems that glamping has evolved over the years and the traditional tents and yurts are no longer considered the only form of glamping. Nowadays, customers expect certain amenities such as power, heating, internet, TV, and even hot tubs and saunas. The service providers need to realize what the customer wants and cater to their expectations, which have been shaped by the marketing efforts of social media. The debate on what constitutes glamping is ongoing, but ultimately, it's what the customer perceives it to be that matters. The service provider needs to keep up with the evolving market and ensure they offer unique and luxurious accommodation options to stand out from the competition.

Armed with information of the glamping market, author was now ready to move on to the next step of the service design thinking process. This would involve ideation, prototyping, and testing to create a service that meets the unique needs and expectations of glamping guests. By taking a human-centered approach and incorporating the insights gained from the research, the author was confident that creating a memorable and enjoyable glamping experience that stands out in this competitive market would be feasible.

4.3 Thinking

This second phase of the service design process involves using a creative, user-centred approach to identify opportunities for innovation. (Moritz, 2005) In this phase, the author analyzed data collected in previous phase to gain a deeper understanding of target group and their needs.

4.3.1 Trends and Challenges in Glamping Branding and Marketing Strategies

Common trends and patterns were observed in terms of the types of accommodations offered, amenities provided, and services available, providing insights into the glamping experience. Each website targeted specific demographics such as couples, families, and groups of friends, and emphasizing selling points such as luxury, nature, family-friendliness, romantic escape, and eco-friendliness. The level of customization available for glamping experiences also varied among sites, depending on their target market.

Additionally, the difference between camping and glamping became apparent in the analysis. While camping typically emphasizes a back-to-basics rustic experience, glamping focuses on providing luxury amenities and accommodations while being immersed in nature. This supports Ahn and Lee's (2015) claim that campers and glampers have different modes of perceiving their experiences in the nature. Glamping sites often offer unique and extravagant lodging options such

as treehouses, pods, yurts, and domes, while camping sites typically offer traditional tent camping and recreational vehicle spaces. Having said that camping's seem to also offer glamping accommodation, but they disappear in between other unities available on offer. Glamping also tends to be more expensive than camping due to the added amenities and services provided.

Challenges identified included, a domestic rather than foreign customer base, and evolving customer perceptions of glamping from its original definition of "glamorous camping" to a unique accommodation that allows for a luxurious escape in a natural setting. This aligns with Petruša and Vlahov (2019) stating that modern influences have resulted in a qualitative shift in the camping experience. Additionally, offering suitable activities to match different demographics should be taken into account (Brochado, 2019; Brochado& Brochado, 2019). While some glamping sites offered outdoor activities, there is a gap in the market for sites that focus on adventure activities such as rock climbing, wild animal watching or hot air ballooning, which presents an opportunity for glamping businesses to provide more adventurous activities to attract customers seeking a more active vacation. While a hotel may offer a glamping-like experience, it is important to note that it is still considered a form of accommodation within a larger hotel. This means that guests may not have the same level of privacy and seclusion as they would at a standalone glamping site. Additionally, while the hotel may offer unique and immersive accommodations, it may lack the full range of amenities and facilities that a dedicated glamping site could offer. For example, a dedicated glamping site may have outdoor showers, communal campfires, or guided nature walks, while a hotel-based glamping experience may be limited to the unique accommodations themselves. It's also worth noting that guests may have different expectations when staying at a hotel versus a dedicated glamping site and may not fully embrace the "back-to-nature" experience that glamping is often associated with.

Finally, an opportunity became apparent as there is no luxurious glamping site in Helsinki metropolitan area, thus offering thus offering a unique market niche and the potential for significant demand among local and international luxury travelers seeking a unique and immersive outdoor experience in an urban setting.

According to glamping experts, glamping is a combination of luxury camping and outdoor adventure that offers an authentic and immersive experience in nature. This aligns with Sun and Huang (2022). Glamping sites in Finland are often located in remote and scenic areas, offering cultural experiences such as Finnish saunas and traditional cuisine. Providers need to balance providing comfortable accommodations while adapting to seasonal variations and offer outdoor activities suitable for different seasons. Authenticity is valued, and glamping providers should offer exceptional service, personalization, hands-on activities, communal spaces, high-quality locally sourced

food, and aesthetically pleasing accommodations. Different types of accommodations such as treehouses, yurts, pods, and domes are available. Glamping appeals to a diverse range of travelers including domestic travelers, families with young children, couples, and groups of friends. Sustainability and eco-friendly practices play a significant role in the success of glamping businesses. This is supported by literature as Brochado and Pereira (2017) have noted the same. To stay competitive, service providers should cater to customer expectations, offer unique and luxurious accommodation options, and find a balance between fair pricing and profitability. Moreover, the challenge for glamping sites is to retain the attention of foreign visitors and have glamping as part of their itinerary.

4.4 Generating

Third phase of service design involves turning ideas into tangible concepts and prototypes that can be tested and refined. This can include creating sketches, 3-D models, mockups and other low-fidelity prototypes. (Moritz, 2005) In generating phase, author created a customer journey of the glamping experience as well as a user persona based on the analysis in the previous phase.

4.4.1 Customer touchpoints

First prototype was a mapping out touchpoints, which is a visual representation of customer's experience as they interact with a product or service. It outlines the customer's path from initial awareness to post-purchase experience and identifies touchpoints, pain points, and opportunities for improvement. The goal of going through touchpoints was to better understand the customer's experience.

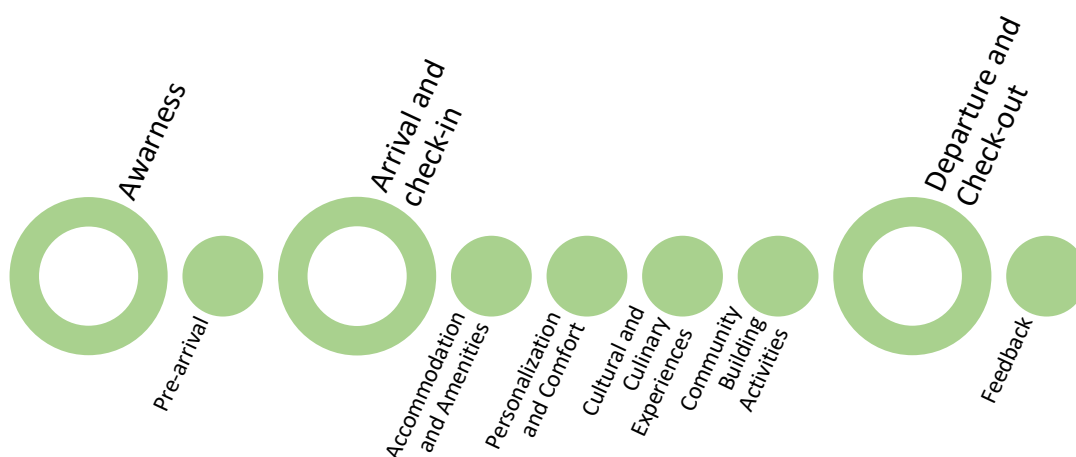


Figure 9. Touchpoints of the customers used to better understand the customers journey through glamping experience

- **Awareness:** Potential guests discover the glamping site through social media, word of mouth, or online search. Guests research the glamping site's offerings and amenities, including the cultural and culinary experiences, as well as possibilities for customization on offer.
- **Pre-arrival:** Guests book their stay and receive a confirmation email with a personalized itinerary and information about the site's location, and pre-reserved activities during stay.
- **Arrival and Check-in:** Guests arrive at the glamping site and are greeted by friendly staff who provide a warm welcome and introduce them to the site's amenities and offerings.
- **Accommodation and Amenities:** Guests are escorted to their luxurious accommodations, complete with king-sized beds, high-quality linens, and heated floors. Guests receive a tour of the site and are introduced to other guests to foster a sense of community.
- **Personalization and Comfort:** Guests can customize their glamping experience by choosing from a range of activities and experiences, including horseback riding, kayaking, and snowshoeing. They can also enjoy personalized amenities such as locally made toiletries and plush bathrobes. In addition, guests can indulge in luxurious spa treatments, such as sauna experiences, massages, and facials in a natural setting. To enhance their relaxation, outdoor seating areas with comfortable seating and fire pits are available for a cozy and relaxing atmosphere. Finally, the guests can choose for a touchless check-in and out system where an application will guide them from the entrance to the exit and they do not need to see staff during their stay if they wish so.
- **Cultural and Culinary Experiences:** Guests have the opportunity to attend various cultural events, such as Finnish music concerts and storytelling nights around a campfire. They can also participate in guided tours of nearby cultural landmarks, including the Espoo Museum of Modern Art and the Sinerbychoff Art Museum. Guests can learn traditional Finnish handicrafts, such as basket weaving and woodworking, taught by local artisans. Additionally, they can participate in Finnish rituals, such as the sauna experience and traditional Finnish food tastings.
- **Community-Building Activities:** Guests enjoy communal dining experiences, sharing stories with both fellow guests and locals. They participate in group activities, such as guided hikes, fishing trips, and canoe excursions, fostering a sense of community among everyone. Workshops on wellness and mindfulness, including yoga, meditation, forest bathing and mindfulness walks, are available for guests to attend. Additionally, conservation activities such as beach cleanups and tree planting are organized in partnership with local environmental organizations, allowing guests to make a positive impact during their stay.
- **Departure and Check-out:** At the end of their stay, guests bid farewell to the staff and other guests and share their satisfaction with the glamping experience. As they depart from the glamping site, guests take with them unforgettable memories of a unique and personalized luxurious glamping experience.

- **Feedback:** Guests are encouraged to provide feedback through a survey, and they can leave reviews on the glamping site's social media page or website.

4.4.2 User persona

Second prototype was the process of segmenting clients into different groups based on their needs and interests. This segmentation helps service providers understand the different types of services that are needed to meet the needs of various client segments. Service design relies on client segmentation to identify different types of clients based on their age, income, attitudes, needs, and frequency of use. For example, different classes of airline services, such as economy and business class, are based on distinct client segments. (Moritz, 2005, 187) A persona is a profile that represents a specific group of people, such as customers or users, or a market segment. It is not a stereotype but rather an archetype based on real research and data. (Stickdorn & al, 2017, 41)

Based on the target market defined by Visit Finland (2020d), the United Kingdom, travelers visiting Finland could be defined as affluent, nature-oriented, adventure-seeking, and independent travelers who value authentic and unique experiences.

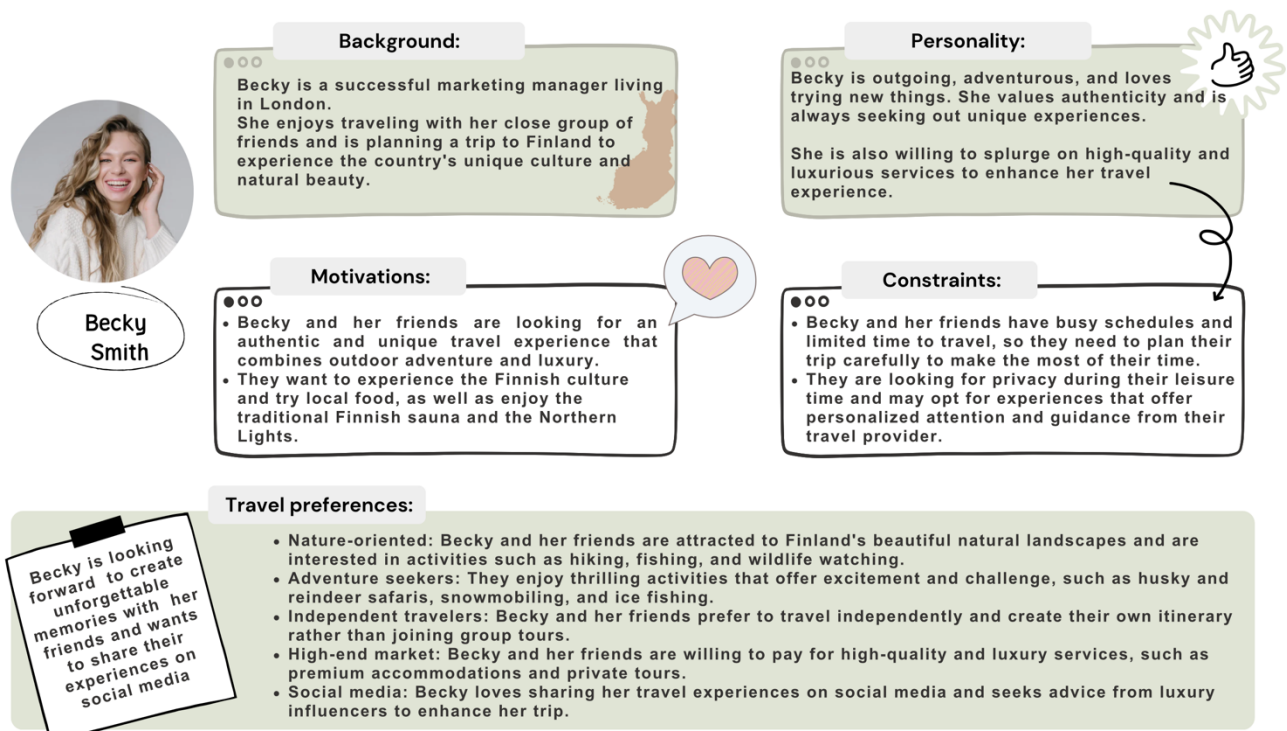


Figure 10. User Persona created for generating phase of the service design process

As the target market was confirmed ideal match for the thesis research, author used the details from Visit Finland's "Know Your Customer" guide, available in appendix 2, accoupled with the luxury travelers of tomorrow defined in chapter 2.3.3 to create user persona, illustrated in figure 10.

Moreover, author decided to create a female persona as from the expert interviews it became clear that the glamping clientele is female oriented. The women find their travel inspiration from social media. This aligns with the profile of “future tribes” Strictly opulent travelers as they are inspired to travel thanks to the influence of social media. (Amadeus, 2016) Finally, the glamping clientele according to experts is divided into groups of friends, couples, and multigenerational families. By choosing to use the first group, the persona could potentially come back with partner and even with family another time.

4.5 Filtering

Fourth phase of service design involves evaluating and selecting the most promising concepts and prototypes for further development. This can include user testing, market research, and other methods for evaluating the feasibility and potential of different concepts. Task analysis can be used to understand the different tasks involved in a solution and identify potential areas for improvement. (Moritz, 2005)

With a clear understanding of the various aspects of the service in mind, the author began creating a prototype of the final product. This involved designing a mockup website that incorporated different elements of the glamping experience, including the physical space and environment, amenities and services offered, customer journey, user persona, branding, and messaging. Landing page for the mockup and link to access is provided in appendix 3.

To create the technical part of the mockup, the author used Canva, and the content was based on the thinking phase. The resulting mockup website proved to be an effective tool for visualizing and communicating the glamping concept to stakeholders, potential investors, and customers, while also providing a tangible representation of what the experience would require.

A mockup website would be a cost-effective way to test the glamping concept before investing significant time and money into the final product. By creating a visual representation of the concept, it allowed the author to effectively communicate the idea to stakeholders, potential investors, and customers. Gathering feedback from the mockup test helped to identify any necessary adjustments needed to improve the final product.

4.6 Explaining

Fifth phase of service design involves communicating the service design to stakeholders and other team members. This can include creating presentations, visualizations, and other materials that effectively convey the design and its value. (Moritz, 2005) In this phase, the author tested the

prototypes with luxury travel experts from Helsinki metropolitan area to gather feedback and identify areas for improvement. This was done through user testing and feedback mechanism.

The author presented the mockup to three luxury travel experts in the Helsinki metropolitan area but only two of them gave feedback. To ensure unbiased results, author provided a brief explanation of the target market and requested expert's opinions on the viability of the concept. The author kindly asked the testers not to consider the technical aspects of the mockup, as it was only created for testing purposes. Once again, to ensure confidentiality, the experts are identified with codes TE1 and TE2.

Both agents found the glamping concept promising but suggested improvements in defining the concept by providing more information on accommodations as well as addressing sustainability and family-friendly aspects. "All in all, a concept that I think has a lot of potential but needs some polishing. A very welcomed accommodation in Finland, especially for the "affordable" luxury that Visit Finland is promoting and for the ever-growing group of environmentally aware travelers."
(TE1)

Overall, the feedback received from the experts was helpful in making improvements to the mockup website. While some comments pointed out areas for improvement, such as the need for more clarity on the concept and the inclusion of sustainability information, not all feedback was negative. The experts recognized the relaxing aspect of the place, the variety of accommodation options for different kinds of travelers, and the different ways to enjoy nature and spend time with family and friends. They also appreciated the modern and cozy vibe of the glamping tents, tree-houses, and bar. In particular, the idea of having a movie night was well received. These positive comments serve as encouragement for the author to continue developing the concept and website.

All in all, the mockup website proved to be a valuable tool in testing the glamping concept and gathering feedback from experts in the industry. This feedback helped author to make necessary adjustments and improvements to ensure the final concept met the needs and desires of the target market. The steps for improving the mockup website according to experts' feedback is explained in the following subchapter, realising phase, of the service design process.

4.7 Realising

Sixth and final phase involves implementing the service design in the real world and ensuring that it meets the needs of users and stakeholders. This can include (re)testing, iterating, and refining the service over time. (Moritz, 2005) Finally, the D-day had arrived. After explaining phase, the author moved on to the final phase of the service design process by refining the mockup website according to luxury travel expert's feedback.

4.7.1 Expert feedback and suggestions for improvement

Author received insightful comments from the experts. TE1 appreciated the unique concept of the glamping site and highlighted the luxurious services as a key factor in making it stand out. "Overall the concept is something that I have not seen in Finland or anywhere near in the same way. It's a great idea to have those really luxury elements like restaurant, concierge, bath tub, massage, spa, etc. With those services it is what really would make it luxurious." (TE1)

TE1 also praised the various options for accommodation and activities that cater to different types of travelers. "If the concept is to have the luxury services, then maybe include taking the luggage to the rooms, room service, and so forth" However, TE1 suggested that the concept needs to be more clearly defined, with a focus on whether it is more urban or nature-focused, and whether it caters to self-catering or restaurant dining. "Are they eating at the restaurant or cooking themselves? Is it for summer or all year round?" TE1 also suggested adding more information on sustainability and minor details such as breakfast service and transportation options. "Some minor details that are not presented like is breakfast served somewhere or brought to the room/tent. How to get there? Is it sustainable or ecological? Why is it sustainable?" TE2 found the glamping site to be visually appealing but desired more information on the accommodation options, including floor plans and bed sizes. "It looks really nice. I was missing floor plans and square meters. Are all the beds double beds, or are twin beds also available?" TE2 also questioned the need for a TV and found the restaurant concept to be unclear. "The restaurant concept was unclear - is it a buffet or à la carte or set menu?" TE2 appreciated the emphasis on local food and eco-friendliness but suggested adding a dedicated section on sustainability. "I was looking for a section on sustainability, etc. to explain how eco-friendliness is achieved." TE2 also noted that the concept seemed more suitable for adults and needed to consider also families. "Families are not really taken into account - it seems like an adults-only destination."

4.7.2 Refining

After receiving feedback from the experts, the author carefully reviewed and incorporated their suggestions to make improvements to the mockup website, illustrated in figure 10. Author added details such as why luggage services, and room service weren't available, yet highlighted the concierge service for the booking of activities and transfers available during office hours as well as the wellness services to highlight the luxury aspects of the glamping. Author also made sure to clarify if the concept was close to nature, with hotel alike amenities and that the glamping was open all year round. To address the feedback on the restaurant, the author added information about the breakfast buffet, à la carte menu, and locally sourced ingredients. Moreover, the author highlighted the

fact that there were also cooking possibility in the accommodation as there were breakfast baskets available for the guests to cook their own breakfast.

As seen in figure 11, the author added more information about the glamping accommodation units, including the surface of the accommodation units. However, author didn't add floor plans as the prototyping hadn't gone so far in detail as well as kept the TV's even if one of the experts didn't think they had their place in the concept.



Figure 11. A screenshot of a page added to mockup website to clarify the concept of the glamping

Moreover, the button for a call-to-action, illustrated in figure 12, was made more visible as most of the comments made for information missing was available if the user selected click the button.



Figure 12. Demonstration of the changes made according to luxury travel experts feedback

As seen from the screenshot in figure 13, the author added a section on sustainability to explain how eco-friendliness is achieved.

Finally, author took into account the feedback on families by making some adjustments to make the concept more family friendly, as seen on figure 14. Activities and amenities were also addressed to families as in the mock-up the concept seemed adults only oriented even if families are more than welcome.



Figure 13. Screenshot of added information about sustainability on the mockup website

Getting feedback from the Luxury Travel Experts in Helsinki metropolitan area was a valuable step in refining the mockup website and ensuring that the luxurious glamping concept is viable and appealing to the target market. Based on the feedback from the luxury travel experts, it is clear that there are areas for improvement in the glamping concept, but there is also a lot of potential for success. With some further refinement and attention to detail, it could become a very popular destination. As TE2 said, "I would go stay there!"



Figure 14. Screenshot of one of the changes made on the mockup website

Based on the expert interviews, there are several factors to consider when creating a glamping concept. First, it is important to provide luxurious amenities and services such as a restaurant, concierge, hot tub, massage, spa, and room service. Additionally, the concept should provide a relaxing atmosphere with cozy accommodations like glamping tents and treehouses. Offering various activities for different kinds of travelers is also important. It is crucial to clarify the concept, including whether it is more urban or close to nature, if it is for summer or all year round, and what the place is for. Providing details such as breakfast options, transportation, and sustainability efforts are also important. It is necessary to consider the needs of families and provide amenities that cater to them as well. Finally, it is crucial to clarify prices and present a clear restaurant concept, including whether it is a buffet or à la carte or set menu. Overall, the glamping concept has potential but requires some polishing to be successful.

5 Discussion

In this chapter author discusses evolution of the thesis process by starting with the research objective of the thesis and following chronological order of the thesis process leading on to a perception of a unique overnight experience according to thesis findings. Finally, this chapter explores the limits of the study and suggests further areas of research within glamping industry, ending with authors reflection on personal learning process during the thesis process.

5.1 Thesis process

The objective of the thesis was to identify the specific requirements of the foreign luxury tourists thus enable the service providers to tailor their services and products accordingly therefore enhancing the overall quality of glamping experience. The thesis process ended up being a long and full of challenges. An entire year was spent to go through the process from literature review of existing literature on characteristics and expectations of luxury tourists, as well as the phenomena of glamping. Author then created a framework based on the insides gained and conducted an analysis on camping and glamping websites to gain insights into the differences between Finnish and foreign glamping's, as well as the differences between camping and glamping experiences. Accordingly, this replied to the supporting question to define the accommodation offer available for the target market. Third step was the expert interviews conducted. They provided valuable perspectives from both service providers and industry experts point of view. The experts offered insights into their experiences, challenges, and successful strategies, as well as valuable insides on the preferences and expectations of luxury tourists. Thus, providing understanding into the supporting question about characteristics and expectations of foreign luxury tourists visiting Finland, relation on how luxury tourists perceive authenticity as well as what makes the target group chose glamping over other forms of luxury accommodations. The insights gained guided the author to create a concept for mockup website for a glamping in Helsinki metropolitan area ensuring that it would meet the expectations and preferences of luxury tourists. The new concept for glamping aimed to exceed existing standards observed during website analysis, thus deliver a one-of-a-kind overnight experience for luxury travelers. This holistic approach sought to create a unique and exceptional glamping concept that would leave lasting memories to linger over the years to come for the luxury travelers.

The success of reaching the objective was evaluated by presenting a prototype of the mockup website, created for thesis purpose, to luxury travel experts based in Helsinki metropolitan area. The mockup website aimed to present the concept as close to reality as possible thus allowing to assess if the created concept effectively captured the characteristics and expectations of luxury

tourists visiting Finland. Additionally, the mockup website examined the concept's ability to differentiate the glamping site from other glamping's in Finland, ensuring that it offered a distinctive and appealing experience specifically tailored for luxury travelers visiting south of Finland. By considering these factors, the mockup website helped to determine the overall success of the concept in achieving its objectives and creating a unique luxurious glamping concept.

5.2 Findings from the research

Finnish luxury tourism service providers should focus on accommodation, food and beverage, activities, nature experiences, and cultural experiences, offering unique and tailored experiences to meet the needs and preferences of individual travelers, this validates the strategy of Visit Finland for 2021-2025 (Visit Finland b, 2020). Through expert interviews, author gained an understanding of the most popular types of accommodations, such as treehouses, yurts, pods, and domes, and the amenities and facilities that are considered essential to a successful glamping experience.

Several key points emerged from the research, placing a strong emphasis on authenticity:

- The importance of exceptional service and hospitality. This finding also aligns with glamping literature as glampers expect a high level of customer service and value friendly and professional staff. (Adamovich et al., 2021; Brochado & Pereira, 2017)
- The value of personal connection and storytelling to provide guests with unique and genuine experiences. This finding also aligns with glamping literature as quality glamping experiences are characterized by attentive care, an immaculate environment, and professional personnel. (Vrtodušić Hrgović et al., 2019)
- The offer of hands-on activities and educational experiences, such as foraging for wild herbs, bear watching, and survival courses. This finding also aligns with glamping literature as glamping sites should offer a variety of nature-based activities tailored for different demographic segments, such as outdoor activities for families, educational opportunities for ecotourists, and relaxing experiences for couples. (Brochado, 2019; Brochado & Brochado, 2019)
- The creation of communal spaces, such as campfire areas, play areas, and social spaces for different groups. This finding also aligns with glamping literature as Glamping sites should provide a relaxed and inviting atmosphere, with modern amenities and equipment while embracing nature. (Sun & Huang, 2022)
- The provision of high-quality, locally sourced food that enhances guests' experiences and encourages repeat business. This finding also aligns with glamping literature as food plays a major role in the glamping experience. (Brochado & Pereira, 2017; Leci Sakáčová, 2013)
- The presence of aesthetically pleasing accommodations offering something unique, such as treehouses or stargazing hot tubs. This finding also aligns with glamping literature as glamping

accommodations include unique structures such as tree houses, yurts, tepees, geodomes, safari tents, shepherd's huts, log cabins, and boats. (Adamovich et al., 2021; Vrtodušić Hrgović et al., 2019)

- The establishment of a welcoming atmosphere that makes guests feel at home, including separate units in close proximity for multigenerational families.
- Sustainability and the environment play a significant role in the success of these glamping businesses. The use of eco-friendly practices is encouraged, such as a minimum stay of two (2) nights, using locally sourced food, and generating electricity by sun or wind.

Overall, glamping in Finland presents an enchanting option for luxury travelers, providing them with a diverse range of experiences in a unique and picturesque setting. By offering a combination of cultural immersion, outdoor activities, natural beauty, sustainability, and culinary delights, glamping caters to the varied interests and preferences of luxury travelers, promising them an unforgettable and tailor-made travel experience in Finland.

By incorporating a novel concept that goes beyond the traditional glamping offerings, such as “Urban Nature”, this study highlights the opportunity to capture the attention and satisfaction of luxury travelers. “Urban Nature” provides guests with not only a serene haven away from the hustle and bustle of the city, but also a chance to engage with locals over lovingly prepared meals, participate in restorative yoga classes and unwind with a revitalizing sauna session. This approach allows guests to immerse themselves in nature while experiencing the ultimate mixture of luxury and nature at “Urban Nature”, where treehouses and domes provide unique accommodations surrounded by scenic beauty, complemented by premium amenities, outdoor activities, and culinary adventure showcasing local cuisine. Such a concept aligns with the preferences and expectations of luxury travelers, bringing the glamping experience in Finland to new heights.

In summary, the study reveals that the service providers prioritize exceptional service and hospitality, catering to individual guest needs and preferences. They employ different approaches, ranging from personalized services to automated processes, but unanimously agree on the importance of on-site staff availability. The service providers also acknowledge the significance of personal connection and storytelling in creating one-of-a-kind experiences for guests, aligning with the evolving preferences of modern luxury tourists. The author praises their dedication and investment in providing outstanding experiences, which undoubtedly contributes to the overall success of their work.

5.3 Limitations and future research

Helsinki metropolitan area faces competition from the attractiveness of Lapland and its winter conditions. Lapland, located in the northernmost part of Finland, is renowned for its captivating natural beauty, pristine wilderness, and the winter activities. These factors contribute to the overshadowing of the Helsinki metropolitan area when it comes to attracting luxury tourists.

Furthermore, the customer base for glamping is mainly domestic rather than foreign. This poses a challenge in terms of expanding the reach and appeal of glamping to a wider international audience. To attract a more diverse customer base, targeted marketing efforts and tailored experiences may be necessary to capture the attention and interest of luxury travelers from abroad.

Finally, evolving customer perceptions of glamping add another layer of complexity. Glamping has transitioned from its initial concept of "glamorous camping" with accommodation being a simple tent with a comfortable bed to a unique form of accommodation that combines luxury and nature. This shift in perception requires glamping providers in the Helsinki metropolitan area to adapt their offerings to meet the evolving expectations of customers. It is crucial to emphasize the luxurious and exclusive aspects of the glamping experience, highlighting the opportunity for a unique escape in a natural setting.

This study could have further addressed the aspect of sustainability, which is a significant component of glamping, as revealed during the interviews with both glamping site owners and travel experts. Future research could expand on this thesis research by exploring how to implement eco-friendly construction of glamping site by using recycled or local materials, renewable energy, waste management and the overall development of a sustainable destination together with other local stakeholders to enhance the local community.

5.4 Self-reflection

Throughout this research journey, author had the opportunity to be involved in the development of luxury tourism and gain a deeper understanding of the industry. While author had previous hands-on experience in the field of luxury tourism, this research provided author with the opportunity to expand knowledge by exploring the theoretical aspects of the subject. One aspect that particularly fascinated author was the collaboration between Visit Finland and service providers within the luxury tourism sector. Although author did not have direct experience in this specific collaboration, author gained a deeper appreciation for the efforts made by Visit Finland and service providers to enhance the overall visitor experience. Understanding the cooperative initiatives, marketing strategies, and quality standards implemented by Visit Finland and its partners shed light on the importance of collaboration in driving the development and success of luxury tourism.

Looking ahead, author is excited to continue expanding knowledge and exploring new avenues within the luxury tourism sector. Author is particularly interested in further investigating the development of destinations and the strategies employed to attract luxury travelers. By staying informed about the evolving dynamics and innovative approaches in luxury tourism, author hopes to contribute to the ongoing advancement of the industry.

On more personal level, author has come to realize the importance of critical thinking and maintaining a balanced perspective. It can be tempting to dive headfirst into a topic, fueled by enthusiasm and a desire to achieve extraordinary results. However, it is essential to approach the research process with a critical mindset, carefully evaluating the information at hand and seeking understanding of the subject. The biggest challenge author encountered was the overwhelming amount of information available. It can be easy to get lost in a sea of data, studies, and opinions, which can limit (or even stop) progress and lead to a sea of frustration. Author has learned the value of setting realistic objectives and not letting the wealth of information overwhelm. By focusing on the most relevant and reliable sources, author was able to navigate through the vast amount of information and keep only the key insights necessary for the research.

Finally, author has recognized to thrive on stimulation and active engagement. Author has realized that having too much idle time on hands can work against, as it kills productivity and enthusiasm. To overcome this, author has learned the importance of seeking out stimulating activities, challenges, and opportunities that keep engaged and motivated.

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Appendices

Appendix 1. Interview themes and questions

Theme 1: Familiarity with glamping in Finland and abroad

- Have you heard of any (other) glamping sites in Finland or abroad?
- Do you have any preferences or expectations for glamping sites in different regions?
- How do you perceive glamping.
- Do you see glamping as a luxury or a more accessible way to enjoy nature?
- What are the opportunities and challenges with glamping in Finland?

Theme 2: Authenticity in the context of glamping

- What does authenticity mean to you in the context of glamping?
- How important is it for glamping experiences to offer an authentic connection with the surrounding environment?
- What are some ways that glamping experiences can incorporate authentic cultural or natural elements?
- In your opinion, what are some examples of glamping experiences that do a good job of balancing luxury and authenticity?

Theme 3: Accommodation amenities and facilities

- What are the essential amenities and facilities that you would expect to find in a glamping site?
- How important are the quality and level of amenities and facilities to you when choosing a glamping site?
- Have you stayed in any glamping sites before that had unique or standout amenities or facilities?
- In your opinion, what amenities or facilities could be added to glamping sites in order to improve the guest experience and make it more attractive to potential guests?

Theme 4: Demographics and Length of Stay

- What is the average length of stay at a glamping site?
- Do the guests prefer glamping sites that are exclusively for adults or those that are family-friendly?
- In terms of demographics, what kind of audience do you think glamping appeals to the most and why?
-

Theme 5: Sustainability and the Environment

- What is the importance of sustainability and eco-friendliness in the success of glamping businesses.
- In your opinion, what does sustainability mean in the context of glamping?
- How important is environmental sustainability to you when considering a glamping experience?
- Have you seen any glamping sites that prioritize sustainability and the environment? Can you provide an example?

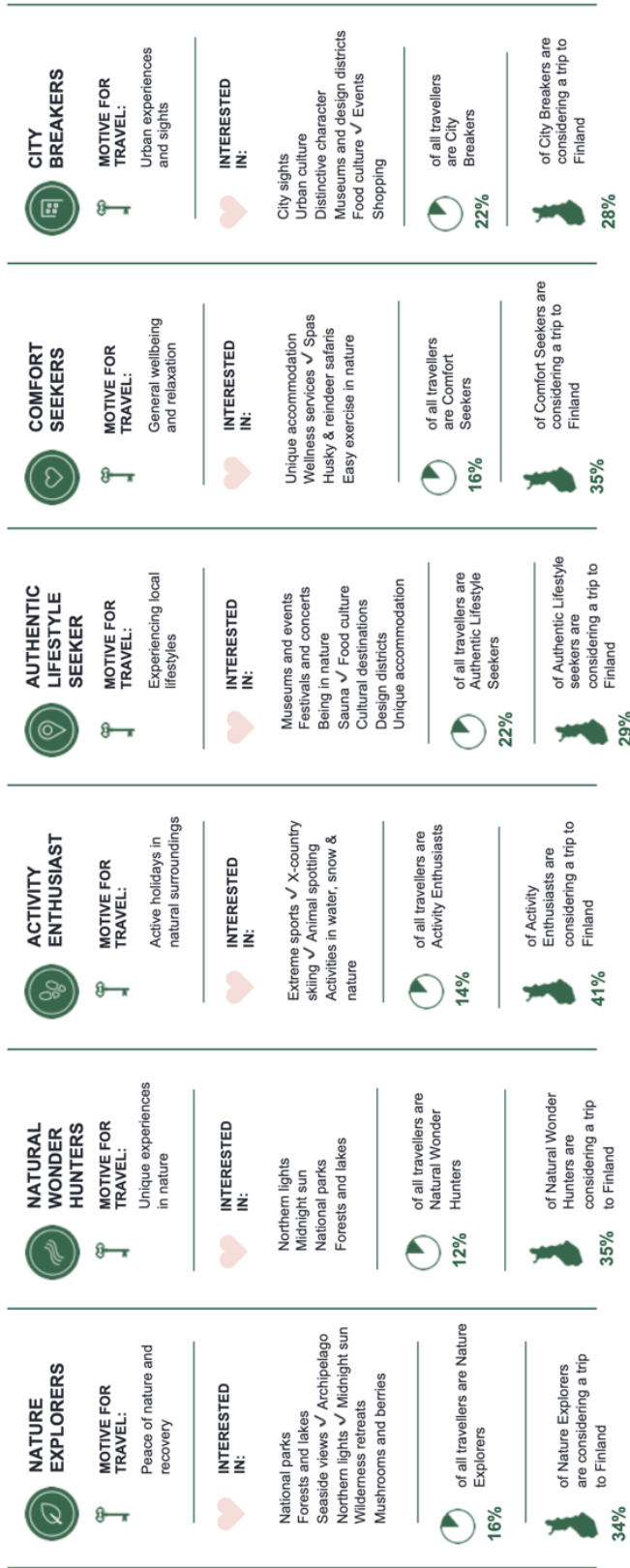
Theme 6: Future of the glamping phenomena

- How do you see the future of glamping in the tourism industry?
- Do you think glamping will become more or less popular in the next decade? Why?
- In your opinion, what are some potential new trends or developments in the glamping industry?
- How can glamping sites differentiate themselves and stay competitive in the future?

Appendix 2. The Modern Humanists segments based on their travel motives

Segments

The main group of Modern Humanists is divided into segments based on their travel motives:



Appendix 3. Landing page and link of the mockup website

LINK for the prototype: [Urban Nature glamping concept](#)

URL: <https://savoryhaven.my.canva.site/urban-nature-website>



LINK for the revised version: [Urban Nature revised glamping concept](#)

URL: <https://savoryhaven.my.canva.site/revised-urban-nature-website>