



Guideline for Developing Glamping Tourism in China: A Case Study of Gansu

Bai Xue¹ and Unchun Tuntates²

Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University, Thailand

¹ E-mail: 925473583@qq.com, RCID ID: <https://orcid.org/0009-0002-4144-0590>

² E-mail: unchun@g.swu.ac.th, RCID ID: <https://orcid.org/0009-0009-8963-8986>

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Abstract

Background and Aim: In China, glamping is experiencing rapid growth. With its unique advantages, Gansu Province has created opportunities for the development of glamping tourism. Despite challenges such as inadequate facilities and low service standards, glamping tourism in the province holds immense potential. This study aims to analyze tourism development in Gansu Province and propose recommendations for the advancement of glamping tourism.

Materials and Methods: This study employed a quantitative research approach. A questionnaire survey was conducted among 400 glampers aged 18 and above who had visited Gansu Province and stayed at ten glamping sites over the past three years. The survey covered demographic information, travel habits, motivations, and tourist satisfaction. Descriptive statistical analysis, mean, and variance analysis were conducted using SPSS to quantify the relationships between different factors.

Results: The research findings indicate that Gansu's unique natural beauty and rich cultural heritage contribute to high levels of tourist satisfaction with the abundance of nature and cultural landscapes. However, significant differences in satisfaction were observed in various aspects of glamping, including the glamping site environment, shower and toilet facilities, power and drainage infrastructure, emergency medical assistance, and security assurance, suggesting the need for further improvement. Additionally, external traffic and internal route planning were identified as significant factors influencing tourist satisfaction.

Conclusion: The survey results indicate that glampers have high satisfaction with natural and cultural landscapes. However, there are significant differences in satisfaction regarding the campground environment, sanitation facilities, power and drainage infrastructure, transportation, emergency medical assistance, and safety measures. Analyzing the data, the following development guidelines are derived: enriching experiences, improving facilities, enhancing safety measures, reducing costs, promoting environmental conservation, integrating cultural heritage, fostering cooperation, and establishing feedback mechanisms. These measures aim to facilitate the sustainable development of glamping, attract more visitors, and promote economic prosperity.

Keywords: Glamping Tourism; Glamping in China; Tourist Satisfaction; Gansu

Introduction

In China, the concept of camping tourism first emerged in 1997. However, it wasn't until 2013 that the concept of camping tourism was officially introduced at the national level when the State Council issued the "National Tourism and Leisure Outline," which proposed promoting the development of camping tourism. The issuance of this policy has propelled the development of this field. Over time, and particularly after 2020, camping sites in China have experienced rapid development and continued expansion. To promote the development of the camping industry, the country has enacted numerous development policies from top to bottom. The implementation of these policies has laid a solid foundation for the development of camping tourism in China. This not only drove the robust growth of this industry but also fulfilled the increasing desire for leisure travel among the people. Although camping tourism started relatively late in China, it has gradually evolved into a popular leisure travel option among the masses (Wang, Ai, et al., 2022).

In spring 2020, the outbreak of the COVID-19 pandemic led to a downturn in the tourism industry. More people opted for short-distance or local trips, which contributed to the rise of glamping tourism. Glamping became a popular choice for travelers. According to data from iiMedia Research, the core market size of camping in China reached 113.5 billion yuan in 2022, with a driving market size of 581.6 billion yuan. In 2023, the core market size of glamping in China reached 133.44 billion yuan, with a driving market

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size of 787.3 billion yuan. Among the camping styles tried by Chinese consumers, 78.8% preferred traditional camping (requiring personal camping equipment such as tents), 61.8% chose glamping (check-in with pre-equipped facilities, no need to bring camping gear), and 16.2% preferred RV camping. The data indicates that sixty percent of campers prefer glamping as their camping method (iiMedia & Research, 2024).

While traditional camping is popular, it comes with inconveniences like damp and cold environments, basic accommodations, and a lack of amenities such as bathrooms and hot water, discouraging those seeking comfort and convenience. Glamping, on the other hand, addresses these issues effectively (Ram & Hall, 2022); (Lu et al., 2022). Glamping is gradually becoming the preferred choice for camping enthusiasts. Compared to traditional camping, it offers modern and advanced camping facilities, such as comfortable beds, convenient shower facilities, and various entertainment devices, allowing campers to enjoy the outdoor natural beauty while experiencing the comfort and warmth of home (Craig, 2021). At glamping sites, people can not only admire the magnificent scenery of nature but also learn survival skills and the concept of environmental protection, creating unforgettable memories with family and friends. Most people choose glamping in the hope of obtaining a more relaxed and enjoyable camping experience to alleviate life stress. They yearn to enjoy the comfort, convenience, and happiness brought by glamping in a natural, healthy, and ecological environment, fostering relationships, expanding social circles, and creating a unique atmosphere (AECOM, 2022).

Gansu Province has abundant rich and diverse tourism resources, including magnificent natural landscapes, profound cultural heritage, and diverse ethnic and folk cultures. Moreover, the province has convenient transportation, which serves as strong support for the rapid development of the tourism industry (Wang, Rong, et al., 2022). Under the encouragement of the national "Belt and Road" initiative, the Gansu Provincial Department of Culture and Tourism actively promotes the development of glamping tourism, encouraging synergy with other industries to seize opportunities and meet the diverse needs of campers. In recent years, with the gradual improvement of infrastructure such as highways and tent campsites, the conditions for glamping tourism in Gansu Province have become increasingly mature. This has attracted a growing number of young tourists with strong consumption power and high-quality requirements. To meet the needs of these tourists, glamping areas in Gansu Province continue to expand with more high-quality, refined camping services, providing visitors with a more comfortable and convenient camping experience (Ge, 2019); (Fan et al., 2019).

The rapid development of glamping tourism has led to various challenges such as imbalanced supply and demand for glamping tourism products, inadequate facilities and equipment, lack of professional service personnel, insufficient promotion of glamping sites, and inadequate industry regulation. Consequently, the service quality of glamping tourism is often compromised, resulting in poor traveler experiences (Wang, Ai, et al., 2022). In the past, glamping sites were relatively rare, but now they are becoming increasingly common. 'How to keep these glamping sites attractive while ensuring the standardized and orderly development of the entire glamping industry.' is indeed a question worth pondering. Moreover, there is limited research on glamping tourism in China. This thesis chooses to study the top ten camping sites in Gansu Province, identified through online voting (List, 2023). Taking the perspective of glampers, this study adopts a questionnaire survey to collect information about glampers' demographics, travel behavior objectives, tourism motivations, and visitor satisfaction to assess the current status of glamping tourism development. It aims to identify development opportunities and provide more targeted references and suggestions for the healthy development of the glamping industry.

In conclusion, this thesis will provide a development guide for glamping tourism in Gansu Province. By gaining a deep understanding of visitor needs, enhancing brand service awareness, improving outdoor environments, and ensuring visitor safety, personalized and professional services will be provided to visitors. Furthermore, this thesis will serve as a strong reference for the future development of the glamping industry in Gansu Province, promoting the better development of glamping tourism.





Objectives

1. To analyze the tourism development and opportunities of glamping tourism in Gansu.
2. To study tourists' opinions about satisfaction with the Development of glamping Tourism in Gansu Province.
3. To recommend the Guidelines for the development of glamping tourism in Gansu Province, promoting the healthy growth of this field.

Literature review

1. The Definition Of Tourism

Tourism is an activity where individuals temporarily depart from their usual living environment to fulfill diverse needs (Ma et al., 2021). Tourism is defined as a short-term, leisure-oriented lifestyle, emphasizing its aesthetic and pleasurable aspects (Zhao et al., 2019). According to the provisions of China's "Tourism Law," tourism involves people engaging in sightseeing and other forms of travel activities for leisure, entertainment, visiting relatives and friends, or other purposes (National Bureau of Statistics, 2021). Essentially, tourism is a multidimensional social and cultural phenomenon, meeting diverse needs through temporary migration (Cavalheiro et al., 2020).

2. Camping Tourism

Camping tourism, rooted in early human societies, provides temporary outdoor accommodation for various activities such as hiking and fishing (Maite, 2022). In China, the most common camping methods include hiking camping, portable camping, glamping, and recreational vehicle camping (Guan et al., 2023). In China, after 2014, camping numbers have grown rapidly with the support of national tourism policies (Qin, 2023; Zeng, 2021).

However, challenges persist, including rudimentary camping infrastructure (Xue et al., 2020), and issues related to harsh seasons and climatic factors impacting the camping experience (Zeng, 2021).

3. Glamping Tourism

While the comfortable environment and modern facilities provided by Glamping make it more convenient and enjoyable, it faces numerous challenges (Lu et al., 2022). Considering the current development trend of Glamping in China, there is a need to improve infrastructure, enhance service capabilities, and promote innovative activities. This involves strengthening the planning and construction of camping sites, developing diversified camping products, and emphasizing environmental protection (Liu, 2023) and sustainability to ensure harmonious coexistence between people and nature (Chai, 2023).

Glamping, a blend of "glamorous" and "camping," offers a luxurious camping experience with modern facilities and accommodations (Oxford Advanced Learner's Dictionary, 2022). It has become a global trend, especially since its emergence among European nobility in the 1990s (Schneegans, 2022). Despite the rapid growth of glamping in the Chinese market, its definition remains unclear, highlighting the immature development of glamping in China. Glamping comes in various types, ranging from semi-permanent tents to trailer-style caravans, showcasing its innovation and diversity. Structures like bell tents, yurts, and geodesic domes, as well as camper vans, airstreams, and tent trailers, provide a wide range of options for campers seeking personalized and comfortable experiences. Investors categorize glamping products into light, medium, and heavy investments to meet the needs of different consumers (AECOM, 2022).

Although the rapid expansion of the glamping market brings a series of issues, such as a lack of unified management (Zhao et al., 2023), inconsistent product quality, and homogenized competition (Liu, 2023), it still attracts more and more consumers with its unique charm. The motivations for glamping include comfort and relaxation, reconnecting with nature, socializing and entertainment, seeking new experiences, a convenient and comfortable atmosphere, well-equipped facilities, social attributes, and diverse choices (AECOM, 2022).

4. Glamping in Gansu Province

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4.1 Glamping Tourism Development in Gansu Province

Glamping tourism in Gansu Province is experiencing rapid growth, with a significant increase in the number of glampers and the rapid expansion of glamping sites. Leveraging its diverse natural landscapes and rich cultural heritage, Gansu has developed three types of glamping products: destination-based glamping, attraction-dependent glamping, and site-based glamping. Depending on the environmental characteristics of the glamping sites, include desert glamping, mountain glamping, grassland glamping, forest glamping, urban glamping, and rural glamping (Guo, 2022). These various types of camping products not only meet the diverse needs of campers but also enrich the diversity of the glamping tourism market in Gansu (Wang, Rong, et al., 2022). Furthermore, Gansu has advantages in policies, transportation, resources, climate, and experiences conducive to the development of glamping tourism.

However, the development of glamping tourism in Gansu Province also faces some challenges. These mainly include weak market influence, lagging development of supporting facilities, a shortage of professional service teams, a lack of clear construction standards, and unclear policy guidance (Zhu et al., 2019). Additionally, the climate characteristics and topography of Gansu Province pose seasonal changes and climate challenges for glamping tourism (Ge, 2019), and there are concerns about environmental protection due to the scattered distribution of camping sites and inadequate infrastructure (Guo, 2022). Although the glamping tourism market in Gansu Province shows promising development momentum, addressing these issues is necessary to promote sustainable development.

4.2 Satisfaction in Glamping Tourism

In a Western context, studies (Brochado & Brochado, 2019) emphasize the importance of service quality dimensions such as personnel, tangible elements, and natural experiences in shaping tourist satisfaction. In Chinese research, (Sun, 2023) and (Liu, 2023) emphasize the importance of factors such as enjoying nature, accommodation comfort, and participating in recreational activities for glamping satisfaction.

Furthermore, demographic and socio-economic factors play a crucial role in shaping tourist satisfaction. Research by (Suhartanto et al., 2021) and (Van Heerden, 2020) shows that factors such as age, gender, education level, and occupation significantly influence tourist satisfaction and loyalty. In terms of motivation, (Sahu, 2023) emphasizes the importance of aesthetic, psychological, and health-related motivations for participating in glamping. Themes such as recreational choices and environmental conservation efforts also become important factors influencing satisfaction. (Zhao et al., 2023) study indicates that consumers prioritize interactive experience themes when choosing glamping experiences, while also valuing product and service quality, safety, and hygiene. Additionally, (Mangaraj et al., 2021) point out that tourist satisfaction is influenced by factors such as accommodation, accessibility, attractiveness, environment, and food.

In glamping tourism, a camper's satisfaction is influenced by various factors, including equipment quality, camping themes, safety measures, service levels, atmosphere creation, recreational activities, ecological environment, and food experience. Accessibility, attractiveness, environmental quality, as well as the quality of food and services, are also key factors determining tourist satisfaction. Additionally, demographic, socio-economic, and motivational factors have a profound impact on glamping satisfaction. Therefore, in promoting the development of glamping tourism, it is necessary to comprehensively consider and optimize these multidimensional factors to provide personalized camping experiences, meet the diverse needs of campers, and thereby enhance overall satisfaction.

4.3 Guidelines for Glamping Tourism Development

After researching the relevant literature on glamping tourism, the following guidelines for glamping tourism development have been derived:

1. Glamping sites in China are located in picturesque natural settings, away from urban areas, providing visitors with immersive natural experiences (Kang et al., 2023). Glamping activities often

incorporate local customs and culture, enhancing the overall experience and promoting cultural exchange (Wu, 2021).

2. The planning and design of glamping sites should be tailored to specific natural conditions and attractive landscapes, creating diverse glamping points of interest. Combining various activity areas and facilities such as sports fields, outdoor experience zones, and entertainment venues can enhance the attractiveness of glamping sites (Wu, 2021).

3. Glamping facilities should ensure integrity, including accommodations, dining, sanitation, leisure, and entertainment facilities. Providing high-quality camping equipment such as tents, outdoor furniture, etc., is essential for creating a comfortable and enjoyable camping experience (Cheng et al., 2023);(Tao et al., 2023)

4. Convenient transportation to glamping sites is crucial for attracting visitors. Improving supporting infrastructure such as roads and parking facilities can enhance visitor accessibility and convenience (Guo, 2022).

5. Ensuring visitor safety should be the top priority of glamping sites. Establishing emergency medical assistance and implementing risk control measures, such as dealing with severe weather, can reassure glampers and enhance their overall experience (Wu, 2021).

6. Careful planning of functional zones in glamping sites to accommodate various activities and services is essential. This includes dividing the site into living areas, fitness areas, leisure areas, scenic areas, entertainment areas, and commercial areas to meet the diverse needs of visitors (Wu, 2021).

In conclusion, the development of glamping tourism needs to be considered comprehensively from multiple aspects. By referencing these guidelines, the attractiveness and overall experience of glamping tourism can be enhanced, providing visitors with a diverse, safe, and comfortable camping experience.

Guidelines for Glamping Tourism Development

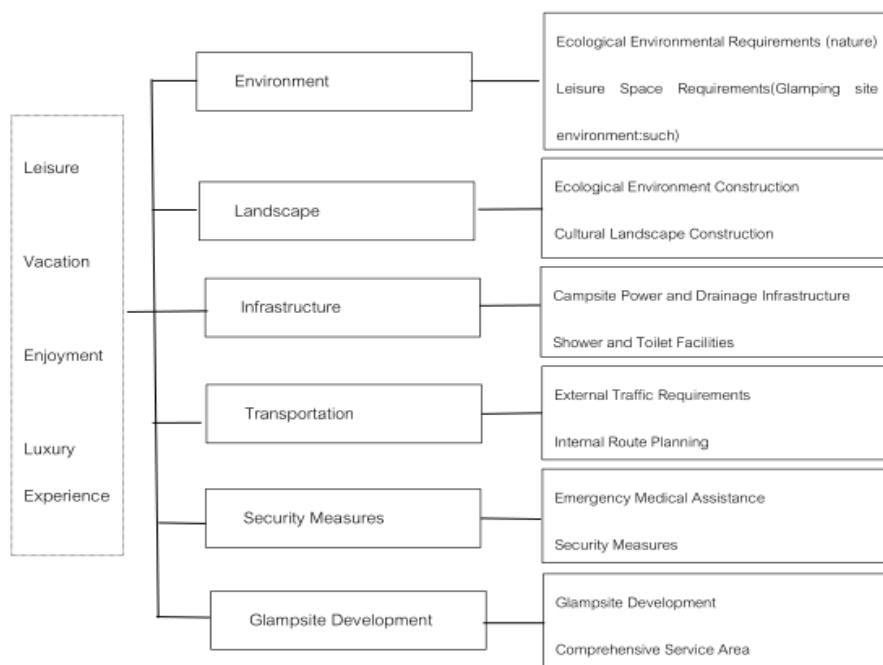


Figure 1 Guidelines for Glamping Tourism Development
Source: Compiled and translated by the author,2023



Conceptual Framework

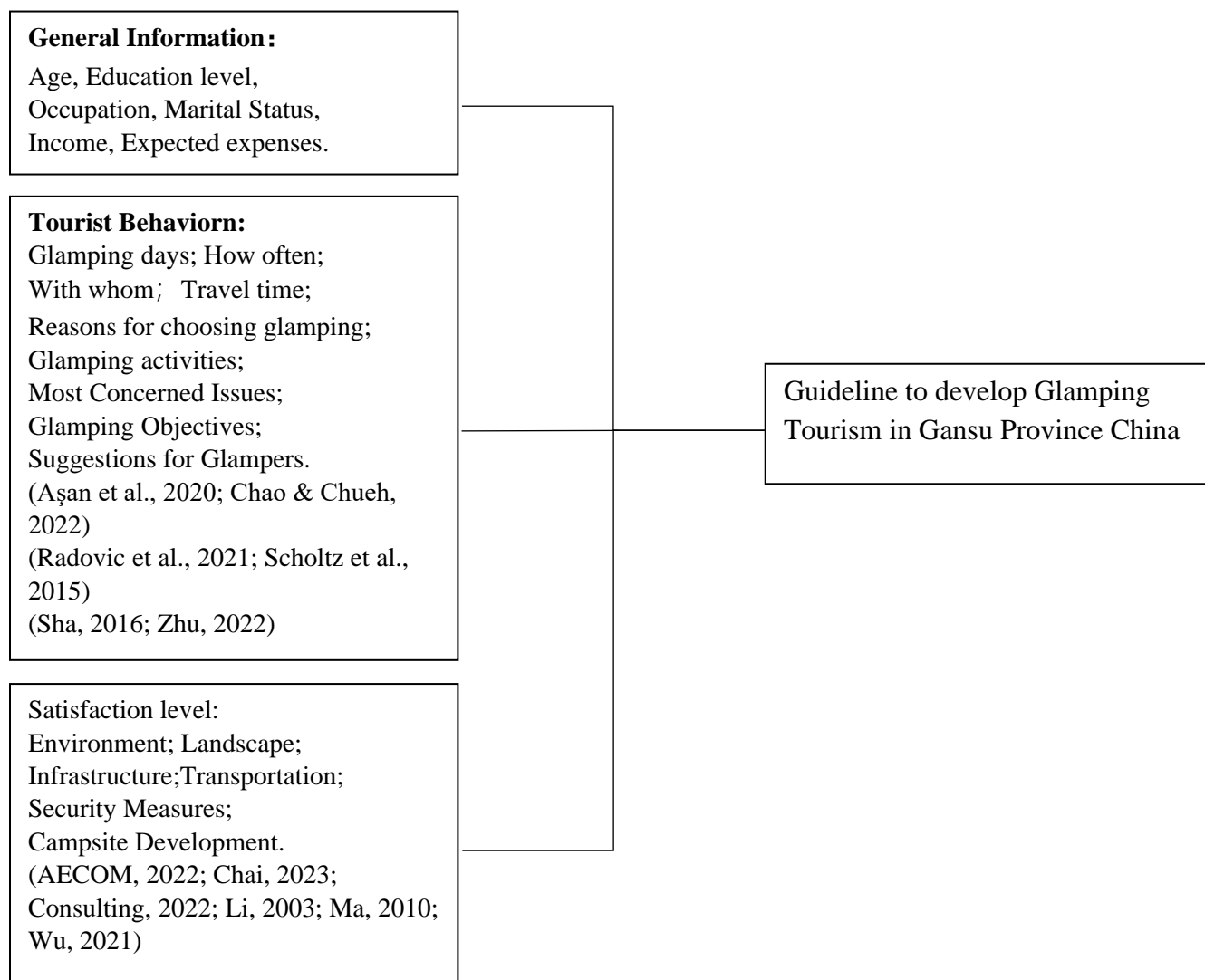


Figure 2 Conceptual Framework

Methodology

This study employed a quantitative research method to investigate the development status of glamping tourism in Gansu Province and formulate guidelines.

1. Time Frame

The data collection period was from January 2024 to March 2024.

2. Quantitative Method





This study employed a qualitative approach, conducting a questionnaire survey among 400 glampers aged 18 and above who have experienced glamping at least once through random sampling. This ensured that the respondents had relevant glamping experience, thereby effectively assessing visitor satisfaction. Additionally, based on the 2024 data from the Gansu Provincial Government, the number of rural tourism visitors reached 153 million (The exact number of glamping tourists is not specified). To ensure the accuracy and reliability of the study, a sample size of 400 was calculated using Yamane's formula (1973).

3. Research Scope:

This study primarily focuses on glamping activities in Gansu Province, with the specific research subjects being glampers selected from the top 10 glamping sites identified through website evaluation. These sites encompass various natural landscapes such as deserts, grasslands, nature reserves, and scenic areas, each characterized by not only breathtaking scenery but also distinct features. The selection of these sites is based on their unique geographical characteristics and abundant tourism resources, ensuring the representativeness and diversity of the research subjects. The top 10 glamping sites include Zhangye National Desert Sports Park, Ganjia Grassland, Xinglong Mountain Nature Reserve, Beihai Purple Red Date Forest Camping Park, Dayu Gully Scenic Area, Sangke Grassland, Dongfeng Poplar Forest Camping Park, Biandoukou, Mingsha Mountain Desert Glacier Wilderness Camp, and Yellow River Stone Forest International Camping Base(List, 2023).

4. Research Instruments

Based on the literature review and considering the actual situation of glamping in Gansu Province, a closed-ended questionnaire was designed, consisting of three sections: Introduction, Questions, and Acknowledgments. The questionnaire aims to collect personal basic information, glamping habits, motivations for glamping, and tourist satisfaction. The satisfaction assessment utilizes a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).The researchers interpreted the completed questionnaires by dividing the question scale into a 5-point scale, as shown in Table 1:

Table 1. Significance of points

Average Scores	Levels of Significant
1.00-1.80	Lowest
1.81-2.60	Low
2.61-3.41	Moderate
3.42-4.20	High
4.21-5.00	Highest

To ensure questionnaire reliability, three tourism experts tested it using the IOC method. Internal consistency testing on participants via SPSS revealed a Cronbach's Alpha coefficient of 0.966, significantly above the standard 0.7, indicating high internal consistency. Additionally, a KMO value of 0.808 confirmed the sample's adequacy and representativeness, reflecting the questionnaire's structural validity and effective measurement of glamping features.

5. Data Analysis

Quantitative data analysis was conducted using SPSS software to assess the satisfaction of glamping tourism in Gansu Province. This analysis involved frequency and percentage analysis of glampers' personal basic information, glamping habits, and motivations, as well as mean and variance analysis of tourist satisfaction.

Results

1. Demographic Profile of the Sample

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Citation



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Through the analysis of the basic characteristics of glamping tourists, it was found that the respondents were evenly split between males (47.8%) and females (52.3%). Glampers are mostly middle-aged, with the highest proportion in the 26-35 age group (36%), followed by the 36-50 age group (27.5%), and those aged 51 and above accounting for 20%. Only 16.5% were in the 18-25 age group. In terms of education, participants have relatively high levels of education, with 39.8% holding bachelor's degrees, 36% having high school or vocational school diplomas, and 15.3% holding master's degrees, while only 9% have education levels of junior high school or below. Regarding income, the majority of participants are economically well-off, with 41.8% having monthly incomes ranging from 3001 to 5000 RMB, followed by 26.8% with incomes between 5001 and 10000 RMB, 26% earning less than 3000 RMB per month, and 5.5% earning over 10,000 RMB per month. In terms of occupation, participants have diverse backgrounds, with Government/state-owned enterprise workers (32.8%) being the majority, followed by employees (20.3%), private entrepreneurs (13.3%), students (13.3%), retirees (10%), and others (10.5%). Please refer to Figures 1-6 for specific details.

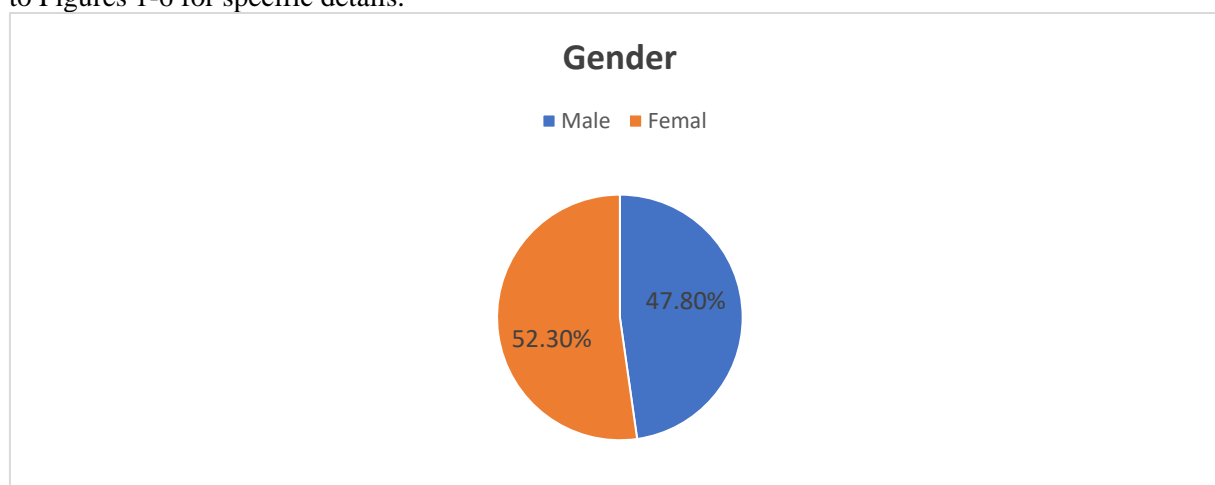


Figure 2 Gender distribution

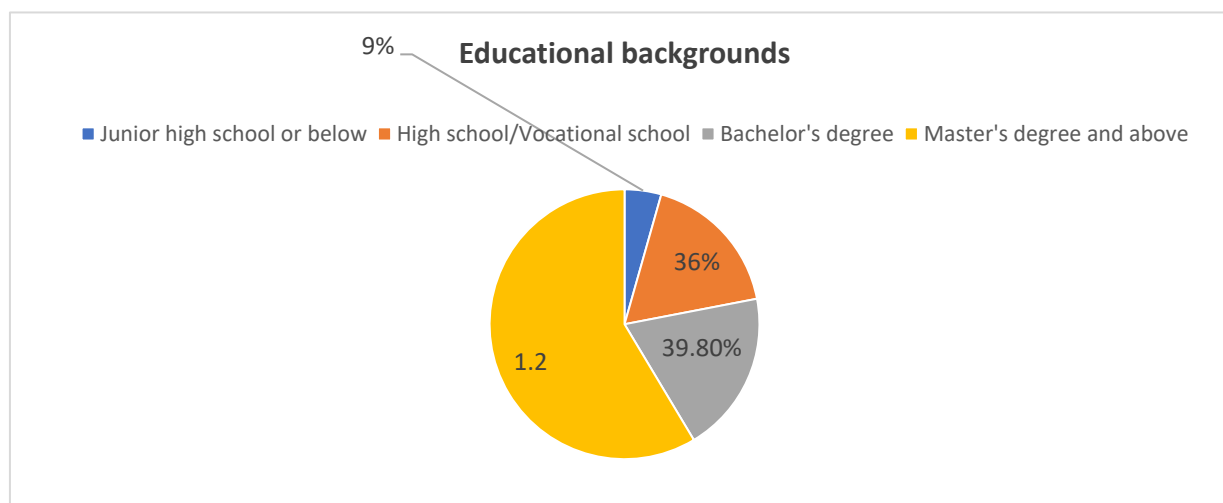


Figure 3 Educational background distribution

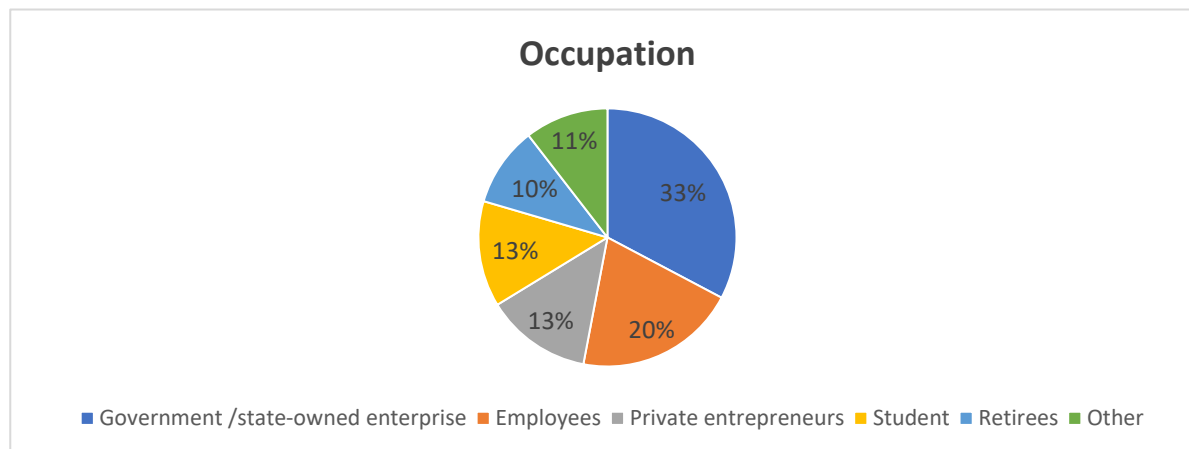


Figure 4 Occupation distribution

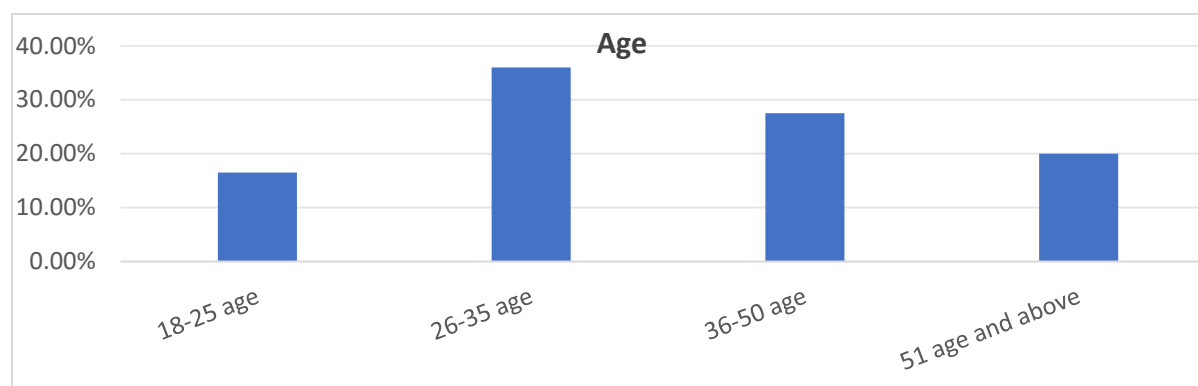


Figure 5 Age distribution

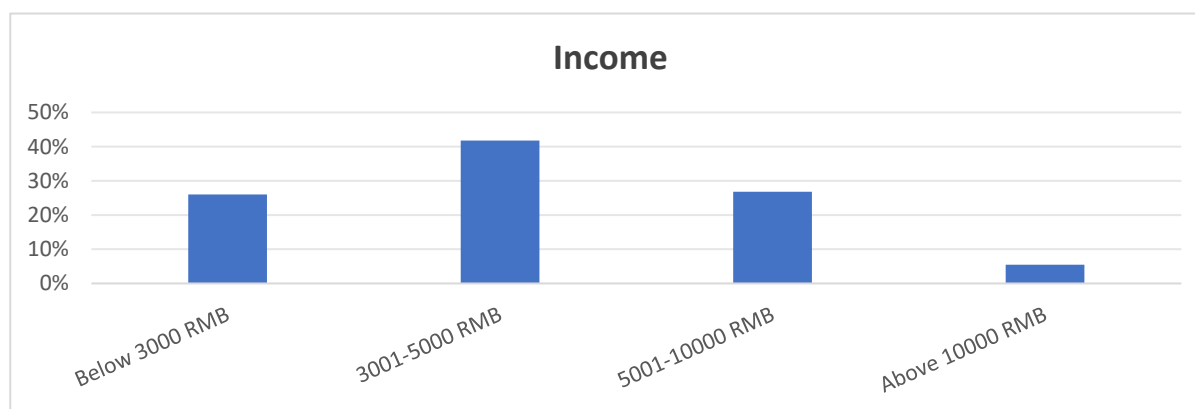


Figure 6 Income distribution

2. Description of Travel Behavior Objectives

According to the survey, in-depth research has been conducted on the travel habits of glampers. Among them, 51.7% of glampers enjoy glamping with their children or family, cherishing moments of reunion amidst the beauty of nature. Meanwhile, 36.8% opt for romantic getaways with their partners, seeking unique and intimate experiences. Additionally, about 21% prefer to connect with colleagues or

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classmates, combining leisure with socializing. Only 14% of glampers enjoy traveling alone, savoring the tranquility.

Regarding expenditure, the data shows varied spending patterns. Around 30% of glampers spend between 400-700 yuan per glamping trip. Additionally, 15.5% indicate spending less than 400 yuan per trip, while about 25.5% spend over 1000 yuan per trip, suggesting that glamping accommodates different budget levels, but many prefer more affordable glamping activities.

Regarding travel timing, nearly half (49.3%) prefer weekend getaways, followed by other public holidays (44.5%). A minority choose to travel during summer or winter vacations, indicating a diverse preference in the scheduling of glampers.

The data also reveals glampers' duration of stay, with nearly half (48.3%) opting for a one-night accommodation, preferring brief encounters with nature. Meanwhile, a significant portion (32.8%) prefer a two-night stay, allowing for a deeper immersion in nature and glamping activities. Only 17.3% of respondents choose longer stays of 3 to 5 days, with just 7% opting for stays exceeding 5 days.

Table 2. Basic Information on Glamping

Items	Category	Frequency	Percent	Items	Category	Frequency	Percent
Whom Would You Go Glamping With?	Single	56	14%	Glamping travel period?	Weekends	197	49.3%
	Couple or Lover	147	36.8%		Statutory holidays	178	44.5%
	Child or Family Member	207	51.7%		Accumulat ed holidays concentrate d travel	48	12%
	Colleague or Classmate	84	21%		Summer/W inter break	100	25.%
	Friend	148	37%		Paid leave	67	16.8%
	Relative	37	9.3%		Other	49	12.3%
Glamping travel period?	Below 400 yuan	62	15.5%	Stay Duration	1 night	67	16.8%
	400-700 yuan	120	30%		2 nights	100	25.%
	700-1000 yuan	116	29%		3-5 nights	48	12%
	Above 1000 yuan	102	25.5%		More than 5 nights	49	12.3%

The survey indicates varying frequencies of glamping participation among glampers over the past three years. 43% have experienced a glamping trip during this period, indicating a growing interest in this emerging tourism trend. However, a considerable number of people have participated in multiple glamping trips, demonstrating their continued enthusiasm and commitment to glamping.

Table 3. The frequency of participating in glamping.

No. of visits	1 time	2 times	3 times	4 times	5 times and above
Frequency	172	115	67	13	33
Percent	43%	28.7%	16.8%	3.3%	8.3%



In terms of information channels, online applications are the preferred source, with platforms like Ctrip and Meituan being the most used. Social media platforms like WeChat and TikTok also play a significant role in disseminating glamping information. Interestingly, friend recommendations remain an important source of information for nearly half (48%) of respondents.

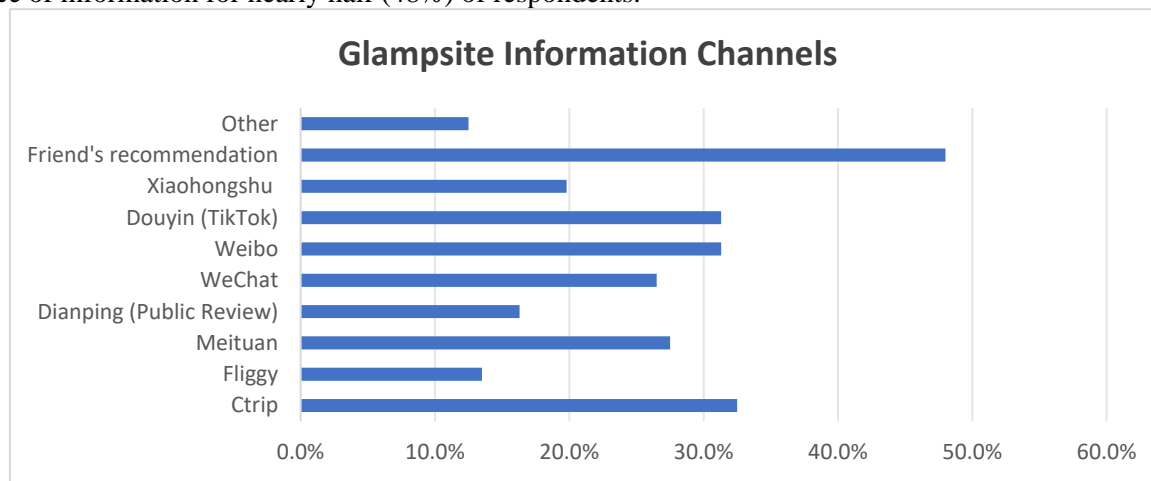


Figure 6 Glampsite Information Channels

Campfire parties (74%) emerge as the favorite activity among glampers, followed closely by hiking (47.5%), showcasing the diversity of glamping experiences and the pursuit of outdoor activities and nature experiences.

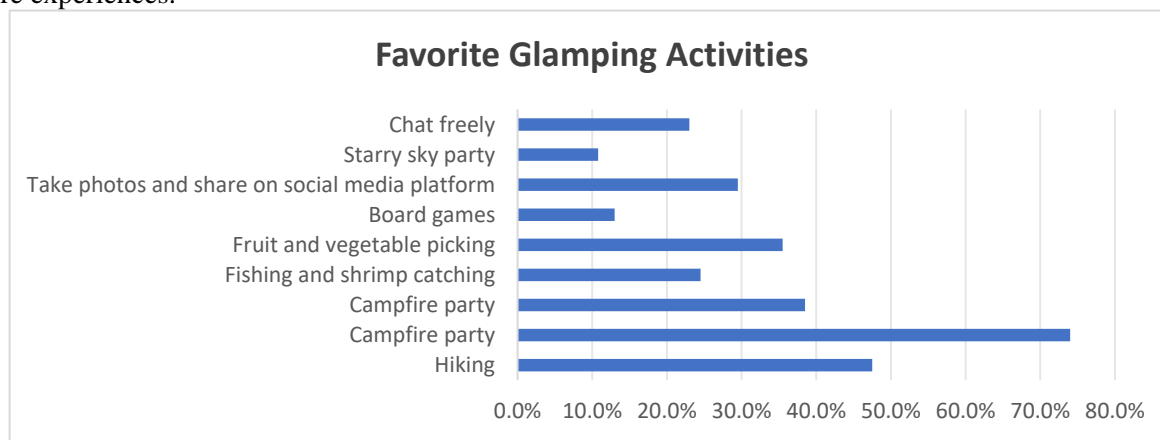


Figure 7 Favorite Glamping Activities

According to the data above, the survey reveals the essential requirements for facilities. Respondents emphasize the importance of hygiene and comfort, with over half (58.5%) considering toilets and showers indispensable amenities. Dining facilities (52.8%) and external power supply (47.8%) also receive significant attention, reflecting the desire of glampers for comfort and convenience. Additionally, more than a quarter of respondents (35.3%) stress the necessity of waste collection and storage, indicating a concern for environmental protection and sustainability. About 44% of participants deem drainage and water supply facilities essential, reflecting the demand for comprehensive infrastructure. Furthermore, vehicle service facilities (42.5%) and other specific requirements (6.5%) are mentioned by a notable

proportion of respondents, indicating the need for personalized services and diverse options. Considering all these factors, providing comprehensive and comfortable facilities is crucial for successfully operating a glamping site.

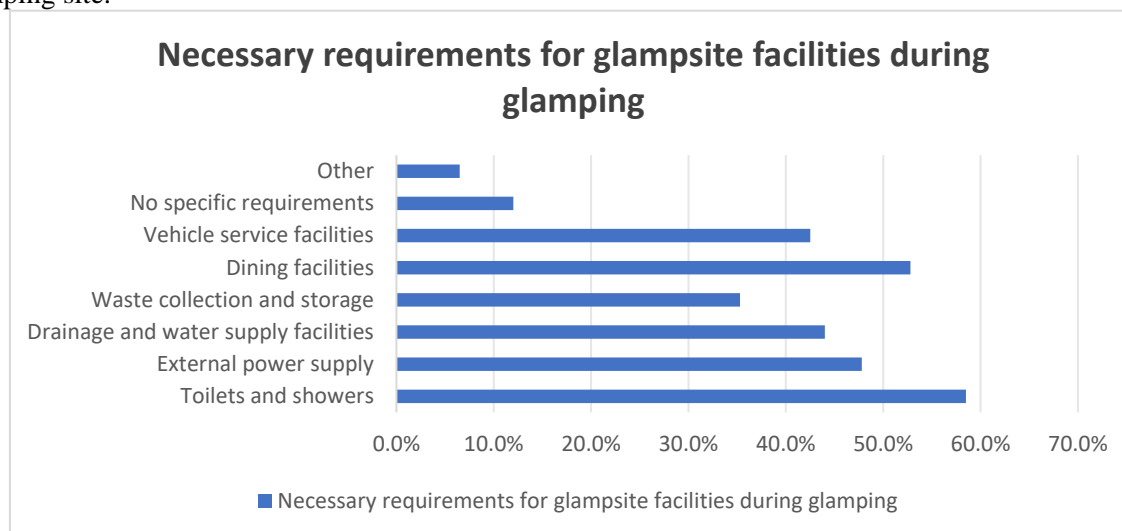


Figure 8 requirements for glampsite facilities during glamping

3. Motivation of Glampers

Motivation is a key factor influencing glamping tourism. As an emerging leisure activity, glampers exhibit diverse motivations and demands, impacting not only the choice of glamping destinations but also shaping the image of glamping sites, ultimately determining the level of guest satisfaction. To gain a deeper understanding of these motivations, we conducted a comprehensive analysis of the nine primary motivations for glamping, based on literature review and the actual situations of residents in Gansu Province.

Survey results indicated that two motivations widely accepted by glampers are "escaping the monotony of work and reconnecting with nature" and "gathering with friends," accounting for 55.3% and 41% respectively. This suggests that for the majority of glampers, escaping the urban hustle, seeking serene natural environments, and spending quality time with family and friends are the most significant motivations for camping, while other motivations exhibit lower agreement levels, possibly influenced by personal preferences, past experiences, financial considerations, and other factors.

Moreover, the results showed that a significant portion, up to 74.3% of respondents, consider glamping as an effective way to relieve stress, providing an opportunity to commune with nature and unwind. Additionally, 56.3% of respondents believe that glamping helps strengthen interpersonal relationships and expand social circles. Moreover, 47.5% of respondents view glamping as an opportunity for physical exercise, while 22.3% feel that they can attain a sense of accomplishment through glamping activities, possibly associated with self-challenge and goal-achievement experiences. Simultaneously, 26.8% of respondents perceive glamping as a platform for learning new skills, such as outdoor survival skills, life skills, and teamwork skills.

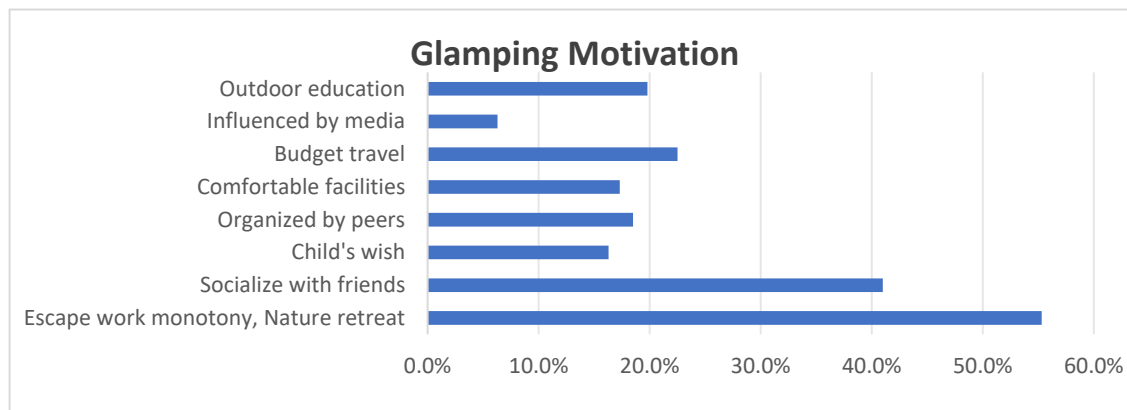


Figure 9 Glamping Motivation

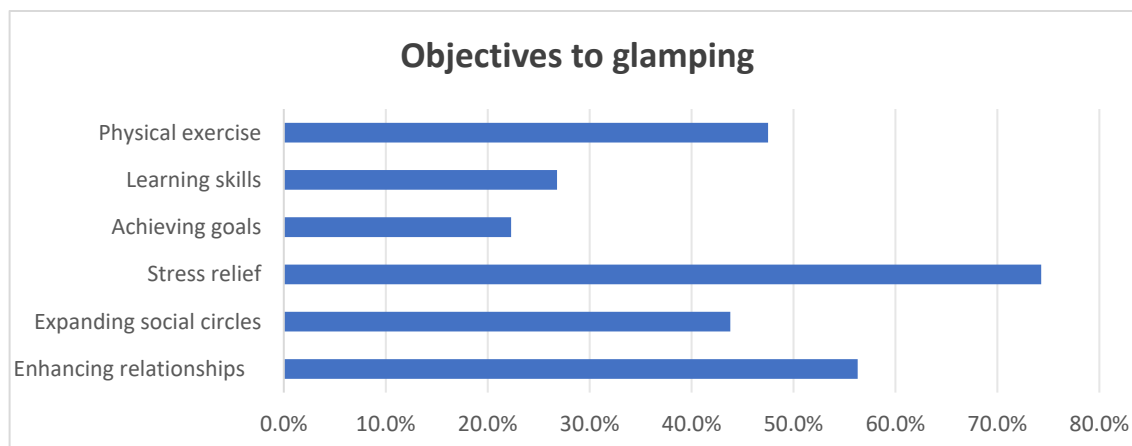


Figure 10 Objectives to glamping

4. Satisfaction of Glamping Tourists

According to the data analysis in Table 3, it was evident that glampers have different levels of satisfaction with various aspects. In the satisfaction survey, glampers were most satisfied with the natural scenery ($\bar{x} = 3.89$, $SD = 0.979$), indicating that the majority of tourists have a strong interest in natural landscapes and were very satisfied with their experiences. Next is the cultural landscape ($\bar{x} = 3.84$, $SD = 0.976$), showing that most glampers have a high level of satisfaction with the opportunity to learn about local culture and history. Glampers also show high satisfaction with the "Abundance of nature" ($\bar{x} = 3.84$, $SD = 0.989$), although there was some variation, most people were satisfied with the richness of nature. The satisfaction with the camping site environment ranks fourth ($\bar{x} = 3.79$, $SD = 0.9789$), indicating that most glampers were satisfied with the comfort of the tent, environmental decoration, and recreational facilities. Satisfaction scores for other aspects range from 3.62 to 3.78, showing significant differences, indicating that glampers' expectations for service quality and facility conditions need further improvement.

Table 4. Glamping Satisfaction Analysis

Table 4: Clamping Satisfaction Analysis				
Items		Mean	Std. Deviation	Definition
Environment	Abundance of nature	3.84	0.989	High
	Glamping site environment: such as, features	3.79	1.037	High

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Items		Mean	Std. Deviation	Definition
	spacious and comfortable tents, convenient washing spaces, and recreational facilities.			
Landscape	Natural landscape: It provides visitors with a unique outdoor experience, such as admiring mountains, forests, grasslands, deserts, and starry skies.	3.89	0.979	High
	Cultural Landscape : Offering opportunities to delve into local culture and history, such as exploring local cultural heritage, experiencing authentic cuisine, and participating in folklore activities.	3.84	0.976	High
Infrastructure	Shower and Toilet Facilities	3.69	1.021	High
	Power and Drainage Infrastructure	3.72	1.012	High
Transportation	External Traffic (Accessible Glamping Site)	3.78	0.938	High
	Internal Route Planning: Requirements	3.75	0.985	High
Security Measures	Emergency Medical Assistance	3.62	1.079	High
	Security assurance	3.73	1.033	High
Glamping site Development	Comprehensive Service Area: The following facilities are included: parking lot, shopping area, recreation Zone, rental services, etc.	3.77	0.983	High

Guideline for the Development of Glamping Tourism in Gansu Province

Through comprehensive analysis of survey data and consideration of various factors influencing glamping tourism, we propose the following key measures to promote the healthy development of glamping tourism in the region.

1. Enhance diversified glamping experiences: Based on data analysis, different tourists have varying expectations for glamping experiences. By designing and planning different styles of glamping (Chai, 2023), such as themed camping sites, family interactions, adventure challenges, and cultural experiences, and providing corresponding facilities and accommodations, the personalized needs of all types of tourists can be met. Additionally, integrating industries such as sports, culture, and agriculture with glamping activities can develop more distinctive glamping products and activities, enhancing guest satisfaction and loyalty.

2. Improve facilities and service standards: Data analysis indicates that tourists have high expectations for hygiene facilities and service quality. Therefore, upgrading sanitary facilities (Sun, 2023) to ensure guests enjoy clean and comfortable environments and improving service standards, including increasing the number of service personnel, enhancing staff training, and improving service efficiency, are necessary. Additionally, by recommending local specialties to provide diverse dining options for guests and adding entertainment facilities such as outdoor cinemas and barbecue areas, guests can enjoy leisure time in a relaxed atmosphere, while ensuring power and water supply. Expanding road transportation to ensure accessibility to camping sites and focusing on upgrading comprehensive service areas (Lu et al., 2022) to provide convenience.

3. Strengthen safety measures: Based on the analysis of the data, safety issues are paramount. It is recommended to implement comprehensive safety management protocols, clearly defining safety responsibilities and management measures. Additionally, develop emergency response plans for various contingencies (Wu, 2021), such as closely monitoring weather forecasts to address adverse weather impacts





on glamping sites, reinforcing structures, and establishing designated evacuation routes and shelters. Ensure the safety of both guests and staff. Furthermore, enhance regular inspections and maintenance work, conducting meticulous checks and repairs on all facilities at the campsite, while intensifying safety patrols to promptly identify and mitigate any safety hazards. Equip professional medical teams and emergency facilities to ensure timely and effective assistance in case of medical emergencies for guests. Additionally, enhance safety education and outreach efforts for visitors (Pop, A. M., Marian-Potra., 2024).

4. Lower cost barriers to encourage more participation in glamping tourism: Based on data analysis, glampers are sensitive to price factors. Glamping operators can reduce costs by optimizing resource allocation and improving operational efficiency. Additionally, preferential policies and promotional activities attract more tourists to experience glamping.

5. Promote environmental protection: Recognizing the importance of environmental protection based on data analysis, promoting environmental protection is crucial for the development of glamping. Strict waste management policies should be formulated and implemented, and efforts should be made to enhance environmental remediation and maintenance. Furthermore, scientifically planning and layouting glamping sites to achieve coordinated development with the surrounding environment, and protect local ecosystems and biodiversity.

6. Preserve cultural heritage: Recognizing the attractiveness of cultural heritage to tourists based on cultural heritage research data, collaborating with local cultural institutions or experts to jointly plan and organize cultural heritage-themed activities, integrating cultural heritage elements into glamping activities, allowing glampers to experience the beauty of nature while also experiencing the local history and cultural charm (Lu et al, 2022). Additionally, attention should be paid to avoiding commercialization or distortion of local culture, ensuring respect and protection of local culture.

7. Strengthen cooperation with government agencies, Tourism Enterprises, and Local Communities: Establishing communication channels, enhancing information sharing and resource integration, jointly planning and promoting glamping products to increase market visibility and influence. Moreover, expanding publicity channels (Liu, 2023), adopting diversified marketing strategies, and widely promoting through traditional and new media to attract more tourists. Strengthening cooperation with international tourism organizations to enhance the international visibility of Gansu Province.

8. Regularly collect feedback from glampers and other stakeholders: Establish multiple feedback mechanisms and incorporate collected feedback into development strategies to guide continuous improvement and enhancement of glamping quality.

The implementation of these measures will bring about a healthier and more sustainable development of glamping tourism in Gansu Province, injecting vitality into the prosperity of the local tourism industry.

Conclusion

This study aims to explore the development guidelines for glamping tourism in China, using Gansu Province as a case study, and to provide recommendations for its healthy growth based on investigating tourist satisfaction. Through quantitative research methods, the study analyzed the behavior, motivations, and satisfaction levels of glampers to facilitate the development of glamping tourism.

The research findings indicate that China possesses rich natural landscapes and cultural heritage, leading to high levels of tourist satisfaction. However, various challenges persist, such as inadequate campground facilities, safety concerns, and transportation issues, which negatively impact overall tourist satisfaction.

To foster the healthy development of glamping, this study proposes a series of strategies:

1. Based on the survey to identify tourist preferences, new glamping experiences will be introduced. introducing new experiences such as outdoor adventure games and traditional handicraft experiences

2. Enhance facility and service standards by improving glamping site amenities, including shower and toilet facilities, power supply, and drainage, to ensure visitors have a comfortable and enjoyable experience





3. Strengthen safety measures by implementing robust safety protocols and emergency response plans to ensure visitor safety
4. Lower costs by implementing cost-effective solutions to enable broader participation in glamping activities
5. Promote environmental protection by advocating for sustainable development to preserve natural landscapes and minimize environmental impact
6. Integrate cultural heritage by incorporating China's rich cultural heritage elements into the glamping experience, such as protecting the customs and cultures of ethnic minorities, providing visitors with unique immersive cultural experiences
7. Enhance cooperation by fostering collaboration between glamping sites and local government agencies, private sector tourism operators, and community organizations to drive the development of glamping sites
8. Establish evaluation and feedback mechanisms to continuously improve the glamping experience based on user feedback and evolving market dynamics

In summary, this study offers valuable insights and feasible recommendations for the development of glamping tourism in China, facilitating its healthy growth contributing to attracting more tourists, and promoting economic prosperity.

Limitations

1. Short data collection time: The short duration of data collection may have failed to capture changes in the behavior and attitudes of glampers during different seasons and periods. Long-term tracking data could provide a more comprehensive understanding.
2. Geographic limitations: This study focuses solely on the development of camping tourism in Gansu Province, while conditions in other regions of China may vary due to differences in climate and geographical location.

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