


Chapter 6

Special Interest Trends for Glamping: Preliminary Insights in Portuguese Context

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ABSTRACT

Sustainability in tourism is a necessary path for the tourism sector on a global scale. Tourist practice now considers the environmental, economic, and social impact in the present and the future. Responsible use of natural resources, preservation of the sociocultural authenticity of local communities, and ensuring long-term economic sustainability are fundamental. In the context of tourist activities that promote direct contact with nature, it is crucial to intensify efforts to prevent any form of environmental negligence (e.g., glamping in specific Portuguese contexts). From an interdisciplinary perspective, this study provides insights into marketing and segmented tourism (in the context of nature and glamping). Future studies should make it possible to develop some of the limitations presented in this chapter.

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INTRODUCTION

In the current context of the tourism sector, the increase in demand for authentic experiences, which generate emotions and establish contact with nature, has driven the emergence of new types of hotel developments (Matias, 2012). As this sector is one of the most important for the global economy, it is important to be constantly innovating to respond to market needs. With the emergence of new digital marketing tools, access to information is increasing, and tourists are becoming more demanding when choosing their destinations. However, the challenges continue to increase, Covid-19 for example, brought with it a lot of instability which consequently brought with it innovation. Glamping was one of the tourist practices that spread even further with the Covid-19 pandemic and remains to this day as a new type of camping that offers comfort and luxury to its visitors (Brochado & Pereira, 2017; Lee Lyu et al., 2019; et al., 2020). Glamping seeks to bring its client a unique experience with nature, it is a tourist modality that combines comfort with camping. In this marketing plan, a Glamping Park will be presented that will provide its visitors with an unforgettable experience of connection with nature and local traditions. Motivated by this new trend, and also by the potential of the market in the Trás-os-Montes region, this study aims to develop a plan for a new park, Green Sun Village. It is by understanding the needs and expectations of new travelers that I frame this plan in this new need to add emotional value to the lives of those who would like to spend a few days of rest in the park that will be created here. Trás-os-Montes is a region little explored by the tourist sector and is suffering from depopulation. It is a region that is fighting against population decline, its villages that were once vibrant are now full of empty houses, silent streets and an aging population. It is a phenomenon caused by socioeconomic factors, a lack of employment opportunities that lead mainly young people to leave for cities in search of better life prospects. This depopulation brought with it the motivation to bring life and help this region to move the economy, thus the idea of creating a marketing plan for the creation of a glamping park in this region.

This chapter aims to address the concept of glamping, understand how the impact of the Covid-19 pandemic has boosted this new type of accommodation, carry out a market analysis and finally create strategies that promote the company's success. The Plan consists of 6 chapters: 1. Conceptual introduction, which introduces some of the concepts covered throughout the plan such as green marketing, sustainability and sustainable tourism; 2. Covid-19 and Glamping, addresses how the pandemic helped to further develop this new hosting concept; 3. Marketing and the Plan, introduces the importance of planning to implement ideas; 4. Contextualization of the company, which includes internal, external and SWOT analysis, as well as its values and mission; 5. Marketing objectives and strategies, addresses the objectives

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