

# GLAMPING - THE NEW GLOBAL TOURISM TREND

Experts define glamping, the new tourist trend, as a combination of glamour and camping in exclusive or exotic places.

With the popularity of glamping, camping in a tent has been recovered. However, the tent provides a certain level of comfort and luxury combined with the desire for an exotic trip and an adventure.

However, if something also stands out in the phenomenon of 'glamping', as experts explain, it is **its connection with that ecological awareness that was already present some time ago** but that, especially in recent years, with the impact of the pandemic has been increasingly driven and, ultimately, connects with a responsible tourist.

## Sustainability

The tourism trend is increasingly positioned as a consolidated trend in which sustainability plays an important role as the defining element stating that social and, above all, environmental responsibility is not something new, it was already included by the United Nations in the Agenda 20-30 of 2015. Since March 2020 when the pandemic started, we all became more sensitive to social aspects, with a tendency to seek more sustainable destinations.

Especially during the most complicated months of the summer of 2020 the little tourism that was done was a tourism where people were looking for a certain isolation but close to sustainability and nature. In addition, glamping combines elements of sustainable hospitality.

## Glamping Experiences Costs

The average price depends a lot on the destination since we are talking about very exclusive tourism. As an example, in the Atacama Desert in Chile, two nights in this type of accommodation for two people can cost approximately a thousand US\$.

As for what this tourist experience can cost in Europe - around 400 euros - for two people and two nights all-inclusive, which is not bad for the times we live in.

As its name suggests, 'glamping' implies high prices, and this seems to be an element that will characterize it for a while. It is true that after so many months of the pandemic there has been a certain restriction on consumption. Now, people are more open to enjoying their lives, therefore in general, prices will remain high for quite some time.

## Impact on the Environment

Given that it is a tourist modality that bases its development on the most isolated natural destinations with a less social presence, the question arises as to whether promoting tourism in these places can invade them to the point of affecting them in a negative way.

Tourism experts state that the level of development of this type of experience is quite well integrated. For example, **almost all incorporate organic and ecological products, and even those responsible for the establishments themselves argue that they do not have cement or concrete in the construction.**

This means that the impact this type of facilities generate of CO2 or environmental pollution is minimal, therefore glamping is quite well controlled.

In general, the impact is fewer thanks also to the architects who are contributing to this type of establishments. Therefore, at least for now, the impact of glamping is positive.

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