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MASTER'S THESIS
**PROPOSITION OF GLAMPING CLASSIFICATION CRITERIA FOR
SLOVENIA**

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LIST OF ABBREVIATIONS

AAHS – Automobile Association Hotel Services

EU – European Union

ECC-Net – European Consumers Centres’ Network

F&B – Food and Beverage

HOTREC – Hotels, Restaurants & Cafés in Europe

IH&RA – International Hotel and Restaurant Association

MEDT – Ministry of Economic Development and Technology

STO – Slovenian Tourism Organization

SURS – Statistical Office of Republic of Slovenia

WTTC – World Travel & Tourism Council

UNDESA – United Nations Department of Economic and Social Affairs

UNEP – United Nations Environmental Programme

UNWTO – United Nations World Tourism Organization

INTRODUCTION

When looking for accommodation, the traveling public can choose among diverse facilities catering to different wants and needs. Due to various reasons, every year a significant share of tourists opts for outdoor accommodation, which traditionally encompassed campsites, caravan parks and recreation vehicles parks. Nonetheless, as global society changes, so do trends in tourism, including the outdoor hospitality sector. At the turn of the century, the latter is, in fact, characterized by some significant changes. Guests no longer decide for outdoor accommodation primarily out of financial restrictions, but rather out of a perceived need to escape the urban environment and experience nature. Throughout the last decade, the initial idea of outdoor hospitality as cheap and simple mass accommodation has expanded to include a wide variety of comfortable innovative offerings (Cvelić-Bonifačić, Milohnić & Cerović, 2017, p. 104). Indeed, the sector started positioning itself in the trendy area of luxurious leisure tourism (Cerović, 2014, p. 58).

The rise of glamorous camping, also called glamping, presents one of the most important indicators of the outdoor hospitality sector evolution. It can be referred to as a form of camping that is more comfortable and offers higher level of amenities and service in comparison with more mainstream camping (MacLeod, 2017). Further, glamping resorts resemble boutique hotels located in idyllic natural environment (MacLeod, 2017; Boscoboinik & Bourquard, 2011, p. 158). The term glamping encompasses different forms of outdoor accommodation such as tree houses, teepees, pods and wooden tents (Salmela, Valtonen & Miettinen, 2017, p. 71) and is often associated with the principles of sustainable tourism (Lucivero, 2012, p. 3). Relative to camping, glamping is also characterized by higher prices and occupancy rates (Brooker & Joppe, 2013, p. 5). As such, this novel accommodation type attracts entirely new segment of guests to the outdoor hospitality sector.

In addition to becoming a popular up-scale accommodation choice, glamping opened a brand-new area of tourism research. Nevertheless, only a handful of scholars have studied this hospitality undertaking for the time being. In fact, the attention of tourism and hospitality researchers to the wider area of outdoor hospitality sector has been generally low, although this sector presents an important part of the overall tourism industry (Mikulić, Prebežac, Šerić & Krešić, 2017, p. 227). As a result, academic materials contain only a few meagre definitions of glamping. The absence of a comprehensive definition of glamping presents a major limitation for the future research of the phenomenon. Furthermore, the literature on the topic of tourist accommodation classification focuses almost exclusively on hotels, while the outdoor hospitality sector remains rather neglected. Countries that want to organize their glamping tourism offer and develop applicable quality assurance systems can therefore find little guidance in the academic field. In practice, the lack of a comprehensive definition of glamping as well as relevant classification criteria for organizing the glamping tourism offer, results in poorly

regulated glamping tourism offers at destinations and contributes to disoriented glamping markets. This leads to an increasing number and variety of tourist accommodation suppliers identifying their offer as glamping. According to Cvelić-Bonifačić, Milohnić and Cerović (2017, p. 111), more and more accommodation suppliers market their facilities as glamping, although these include very different types of facilities, including apartments and lodges, as well as simple tents and caravans. This creates confusion for both the potential guests as well as for the providers of glamping accommodation.

Ireland and the United Kingdom are the pioneers in implementing quality assurance schemes for glamping, while an international glamping segmentation and classification system was recently developed. For the time being, no such framework was established for glamping sites in Slovenia, although formal acknowledgment of glamping as a type of accommodation was identified as an objective in the latest strategy for Slovenian tourism development (Ministry of Economic Development and Technology [MEDT], 2017a).

Considering the above, the thesis aims to answer two research questions.

RQ1: What is the definition of glamping tourism offer?

RQ2: What are the relevant classification criteria for glamping tourism offer in Slovenia?

Accordingly, the first research goal is to construct a comprehensive definition of glamping tourism offer, or rather to expand the existing ones. Even though glamping sites vary greatly, the study aims to demystify the myth of glamping by finding some essential characteristics they have in common. The second research goal is to find relevant classification criteria for glamping tourism offer. Both research objectives are pursued in the setting of Slovenia, while interviews with tourism experts and representatives of glamping sites serve as the main method of data collection.

The thesis starts with a review of academic literature that moves from a general overview of the outdoor hospitality sector and its recent developments, to glamping, wider tourism trends that stimulated its rise, as well as the history and the main characteristics of this novel accommodation type. Next, the topic of tourist accommodation classification is discussed. This is followed by the benchmark analysis of hotel and campsite classification systems in Slovenia, Croatia, the United Kingdom, Ireland and France, and by the review of existing quality assurance systems of glamping. The theoretical part of the thesis is concluded with a conceptual model of relevant criteria for glamping classification.

The next part is intended to highlight the context of the empirical research. It first briefly illustrates the tourism reality of Slovenia and then introduces the Slovenian glamping offer. After this, methodological framework of the research is explained, focusing on the research strategy, methods of data collection and data analysis, and finally research limitations. The final part of the thesis shows findings of the study and relates them to the research questions.

1. LITERATURE REVIEW

1.1. Outdoor hospitality sector

The accommodation or lodging sector of the hospitality and tourism industry offers diverse types of facilities to the traveling public, with each type catering to the needs of specific market segments (Jackson, 2017, p. 8). People wishing for an outdoor experience can choose to stay in one of the accommodation types within the outdoor hospitality sector. Terminology used to describe outdoor accommodation and connected activities varies in different countries and regions. The terms ‘camping’ and ‘camping tourism’ are being used interchangeably to describe the outdoor hospitality sector and are therefore considered as synonyms throughout this research.

According to Mikulić, Prebežac, Šerić and Krešić (2017, p. 226), camping tourism can be broadly defined as a form of nature-based special interest tourism. It includes tent-based campgrounds, caravan parks, recreation vehicles parks, and the more luxurious outdoor offerings (Brooker & Joppe, 2013, p. 1). Blichfeldt and Mikkelsen (2016, p. 123) state that camping primarily refers to people staying at bounded areas together with other campers, and ranges from luxurious commercial sites with restaurants, playgrounds, organized activities, free wireless internet, and swimming pools, to simple ones that might only have electricity and running water. Camping is also closely connected to nature, as its accommodation units are typically placed in scenic natural surroundings. Jackson (2017, p. 9) adds that the flexible, temporary and mobile nature of outdoor accommodation facilities sets camping aside from more conventional lodging options.

The impetus to take part in the outdoor hospitality sector begins with the need to escape. Breaking away from every-day routine and distancing oneself from urban living present important motives to modern campers. Pristine natural setting enables the camper to fulfil the needs for escapism, rest, relaxation, personal wellness and adventure. Another motive is the possibility to spend quality time with family and friends, and to socialize with fellow campers (Brooker & Joppe, 2014, p. 336). Timothy and Teye (2009, p. 230) identify three additional motives to opt for outdoor hospitality. The first one is economical, as camping is typically less expensive than other lodging options. The next motive is environmental. Nature-based camping tends to bring people closer to nature and may help create appreciation and awareness for the environment. Additional motive could be spiritual, since being surrounded by nature presents a spiritually moving experience and generates a deep sense of coexistence and connectivity for many people. Finally, O’Neill, Riscinto-Kozub and Van Hyfte (2010, p. 143) name recreational pursuits as well as genuine allure of green, open spaces as other valid motives for taking part in camping activities.

Regarding the demographics, outdoor hospitality appeals to both genders and all age groups (Brooker & Joppe, 2013, p. 2). Campers tend to be quite active in comparison to other tourist groups and participate in a wide range of activities, such as walking, cycling, fishing, swimming, and reading (Timothy & Teye, 2009, p. 229). Although camping is found across all continents, the majority of camping participants on a global scale are Caucasians of European descent who were introduced to the sector at an early age (The Outdoor Foundation, 2017). Furthermore, Timothy and Teye (2009, p. 227) claim that Europeans are particularly known for their interest in commercial camping. Brooker and Joppe (2013, p. 2–4) add that European camping sites continually set high standards for overall outdoor hospitality experience.

Following the latest data available, in 2016, an estimated 377.4 million nights were recorded in campsites within the European Union (hereinafter EU), which presents about 12.4% of all overnights recorded (Eurostat, 2018). Furthermore, 13% of all tourism accommodation facilities in the EU were categorized as camping grounds, recreational vehicle parks and trailer parks, while in countries such as France and Croatia the market share of campsites was more than double this value (Eurostat, 2017a). The first statistics of overnights in camping sites available for 2017 show an increase of 6.9 % compared to 2016 (Eurostat, 2017b).

Brooker & Joppe (2013) believe the outdoor accommodation sector has developed from a low-cost tourism niche to a mainstream, versatile recreation experience, and has positioned itself as a popular alternative type of accommodation or lifestyle. Nevertheless, traditional European camping destinations are seen as having entered the stage of maturity regarding their outdoor accommodation offerings (Cerović, 2014, p. 56; Cvelić-Bonifačić, Milohnić & Cerović, 2017, p. 101). Cvelić-Bonifačić and Milohnić (2014, p. 385, 391) simultaneously note both a drop in the European commerce of camping vehicles and an increase in demand for more recently developed alternative types of outdoor accommodation. Accordingly, they indicate that the sector has come to a crossroads and postulate that camping tourism needs to be reinvented. Their findings are consistent with Boscoboinik and Bourquard (2011, p. 152), stating that tourism must constantly reinvent itself to live up to the rising expectations of leisure travelers, eager for novel vacation experiences. To remain competitive and attract new market segments, European outdoor hospitality sector therefore needs to strategically redesign itself through innovation and adapt to the current global trends. Indeed, innovative camping products reflecting contemporary tourism trends can contribute to the competitiveness of camping in regard to other accommodation types, to competitiveness of individual destinations, and to overall tourism competitiveness of Europe (Cerović, 2014, p. 55-57; Cvelić Bonifačić, Milohnić & Cerović, 2017, p. 102).

1.1.1 Recent developments within the outdoor hospitality sector

Differentiation of camping products and the creation of innovative offerings show that outdoor hospitality sector is already adapting to global tourism trends (Cvelić-Bonifačić & Milohnić,

2014, p. 383). In fact, Brooker and Joppe (2013) recognize the various levels of comfort, style and uniqueness offered by the modern outdoor hospitality sector as the main contributors to the current popularity of camping in Europe and globally. Camping tourism is evolving and today tourists can stay in campsites specializing in equipment or service, such as eco-camps, children's camps, campsites for pets, sports camps, organic camps and other (Cerović, 2014, p. 59).

A dominant shift within the camping sector is presented by the continuing enhancement of comfort levels for guests. Numerous additional services have been added to campsites to attract new customers and ensure return visitation through increased comfort and entertainment possibilities. Among others, these include resort style swimming pools, games rooms, on-site sports, restaurants, bars, children clubs and spas. European camping sites in particular have developed modern facilities that provide a resort atmosphere (Brooker & Joppe, 2013, p. 3–4). The tendency of increasing comfort also relates to the outdoor accommodation facilities as a comfortable bed has become a welcome alternative to sleeping bags (Danielsson et al., 2013, p. 28). Further, while camping sites have traditionally required guests to bring their own accommodations and equipment with them, the possibilities of renting these on site are increasing (Cerović, 2014, p. 57).

Next, when analyzing current outdoor tourism trends, Danielsson et al. (2013, p. 34) recognize a shift from function to design. They observe a trend of directing more effort into the aesthetic design of camping products, while its basic functions present only a foundation on which to build from. Moreover, Cerović (2014, p. 58) believes we are witnessing times of changing public opinion of camping, as the sector is positioning itself in the trendy area of luxurious leisure tourism. He identifies the development of differentiated and rather luxurious types of camping product as the key trend within the outdoor hospitality sector and calls it 'neo camping'.

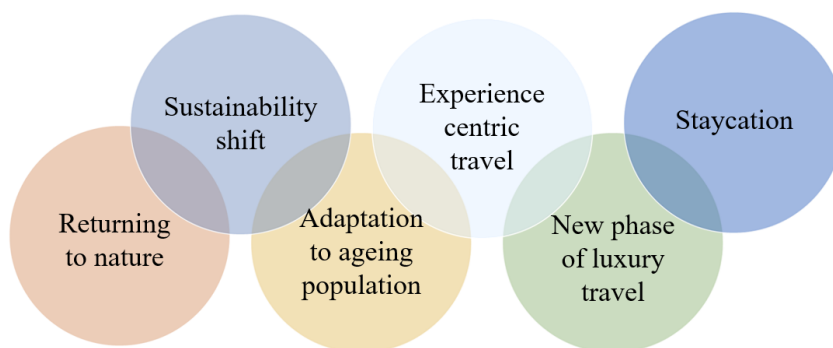
1.2 Glamping

One of the most evident manifestations of the above-mentioned developments is the emergence of glamping, a novel outdoor accommodation type, which presents a lexical blend of the words 'glamorous' and 'camping'. Before addressing the definition, historic development and the main characteristics of glamping, global tourism trends that are perceived as especially influential for the recent developments within the outdoor hospitality, including the rise of glamping, are presented.

1.2.1 Global tourism trends stimulating the rise of glamping

Bell et al. (2007) claim that as society changes so do demands and trends for recreation and outdoor tourism. Demographic changes, consumer behavior and the increasingly mobile and connected lifestyles produce trends for outdoor tourism preferences and broadening travel horizons. Six tourism trends, reflecting global societal changes, have been identified as stimuli for the expansion of glamping. They are illustrated in Figure 1.

Figure 1. Global tourism trends stimulating the rise of glamping



Returning to nature – Some believe that the further away our everyday life is from nature, the more valuable nature becomes as a source of recreation for both body and soul (Danielsson et al., 2013). Akama and Kieti (2003, p. 73) tell us that postmodern social and economic changes have enhanced the value of natural areas and the promotion of nature-based tourism. This trend of attributing more value to nature and time spent in natural surroundings, known also as “returning to nature”, can be understood as a reaction to global urbanization that continues to characterize the modern age. Nature is in fact perceived as a cure against city-related lifestyle diseases, as evidence suggests that forests and other natural context help in people’s recovery from stress and fatigue (Danielsson et al., 2013, p. 41). Outdoor recreation has as such become a crucial element of healthy living and a remedy against the deficiencies of modern life separated from nature. Bell et al. (2007) define this trend rather as “re-tuning to nature” and describe it as people wanting to reconnect to the natural world from which they feel disconnected by modern lifestyles.

Timothy and Teye (2009, p. 230) recognize the growth in outdoor travel and recreation as a consequence of traveling public becoming more health conscious and weary of urban living. Brooker & Joppe (2013, p. 5) agree that outdoor hospitality sector offers a sanctuary for a growing number of city dwellers, seeking relief from everyday stress. The increasing demand to reconnect with nature is therefore opening new opportunities to develop innovative camping products such as glamping and attract new market segments.

Sustainability shift – The increasing evidence of negative effects of mass tourism on the environment and local communities towards the end of the 20th century has created a room for a paradigm shift within the tourism field. It has sparked the desire to reform the industry and develop an alternative type of tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (United Nations World Tourism Organization [UNWTO], 2018). As a

response to a growing market of concerned consumers, the concept of sustainability has been elevated to regulate industry practices (Ventriglia & Rios-Morales, 2013, p. 103).

Today, sustainability is no longer solely a moral responsibility, but also a marketing asset. Mowforth and Munt (2016, p. 86) believe that it has become an essential term in the vocabulary of modern consumers, while opportunities to indulge in sustainable tourism practices have emerged all over the world. Furthermore, the sustainability shift has brought along many fashionable words related to the new, less harmful forms of tourism, such as ecotourism, rural tourism, alternative tourism, nature-based tourism, agritourism and other. Together with an increasing number of sustainable brand labels, the emergence of the so-called ‘green tourists’ who avoid being recognized as disrespectful and abusive invaders, show that the concept of sustainability is now widely accepted (Bergin-Seers & Mair, 2009; Boscoboinik & Bourquard, 2011, p.162). Tutek, Gebbie, Chan and Durand (2015, p. 14) further forecast that generations born in the new millennium will already perceive the sustainability standard as something normal.

Regarding its environmental friendliness, Cvelić-Bonifačić and Milohnić (2014, p. 390) perceive camping as the most acceptable tourism form in delicate destinations. Lucivero (2012, p. 2–3) continues that current tendencies on tourism market favor the emergence of small-scale models, respecting the natural and social environments in which they operate, over the large accommodation structures aligned to the logic of mass tourism. Moreover, as removable and portable tourist facilities, outdoor accommodation units reduce their environmental impact. The author also identifies the growing ecological awareness among tourists as one of the principal reasons for the recorded increase of camping tourists as well as for the rapid diffusion of glamping as an alternative camping style combining comfort and respect for the environment.

Adaptation to the ageing population – Compared to 2017, the number of people aged 60 or above is expected to more than double by 2050 and to more than triple by 2100. In Europe, 25% of the population is already aged 60 years or over, while this share is projected to reach 35% in 2050 (United Nations Department of Economic and Social Affairs [UNDESA], 2017). Although tourism sector is emerging as one of the biggest beneficiaries of the ageing process, as older generations are more leisure-oriented than their predecessors, tourism businesses need to strategically adapt to the senior market (Alén, Losada & Domínguez, 2016, p. 303). The consumption patterns of financially secure and active senior travelers indeed significantly influence the overall tourism market (Glover & Prideaux, 2009, p. 25). According to Tutek, Gebbie, Chan and Durand (2015, p. 3–4), present-day seniors demand unique personalized services and experience-driven products; comfort, however, remains their top priority. They are also projected to continue traveling for health and well-being reasons.

Outdoor hospitality sector does not include the accommodation types typically favored by the elderly, i.e. hotels (Losada, Alén, Nicolau & Domínguez, 2017). The smaller proportion of

seniors opting for camping tourism can be attributed to the lower level of comfort traditionally associated with outdoor accommodation. Nevertheless, the more recently developed alternative outdoor accommodation offerings, such as glamping, place comfort to the center of their design and as such they become more attractive to the growing segment of older tourists.

Experience-centric travel – At the turn of the new millennium, Pine and Gilmore (1999) marked developed countries as ‘experience economies’, in which sustainable competitive advantage can only be gained by giving the customer a unique and memorable experience, and in which customers are willing to pay more to receive additional valuable experience. Ever since, the experience management has been perceived as the way to remain competitive on markets, characterized by the intense global competition.

Regarding the rising demand for experiences, tourism industry is no exception. As people already possess most of the tangible consumer products, they desire to obtain unique experiences, which are often gained through leisure and recreation activities (Bell et al., 2007, p. 8; UNWTO, 2016). This drives the travel brands to develop products that are more adventurous, more personalized, and more attuned to local culture, inspiring consumers toward a path of self-discovery (Skift Team & Peak Adventure Travel Group, 2014). Danielsson et al. (2013, p. 18) believe this shift of consumer focus favors the outdoor hospitality sector as the latter has the power to provide their customers with the unique experiences they seek. Hospitality businesses, including campsites, are directing their efforts to provide innovative and holistic offerings, which has also resulted in the expansion of glamping offer.

The new phase of luxury travel – Luxury travel accounts for about 7% of all international trips, but contributes approximately 20% of global travel spending due to high prices. Luxury travelers spend six times more on trips than regular travelers and make 5.6 trips a year compared to 3 for regular travelers (IPK International, 2018, p. 28). Moreover, growth is expected within this travel segment, driven by the amplifying tourism flows from emerging markets, specifically from the growing section of aspirational middle-class consumers. Luxury travel is forecasted to increase the most in the United States, Asia Pacific, Middle East and Africa, while Europe is expected to remain a popular destination for affluent travelers (Euromonitor, 2017).

The increasing number of luxury travelers presents an increasing number of potential up-scale accommodation guests, including glamping guests. Furthermore, the trend of luxury travel is strongly connected to the above-mentioned trend of experience-centric travel, as experiences are being perceived as the new luxury. Fitzsimmons (2017) claims that wealthy individuals have started valuing ultra-immersive experiences over ownership of expensive items, which presents good news for the tourism industry. Instead of universal and consistent hotels, affluent guests are seeking unique accommodation with a personal touch. As a result, luxury accommodation providers are moving from products to offering personalized, shareable, authentic, and exclusive experiences with the purpose of giving their customers memorable moments. It is forecasted

that by 2022, two-thirds of luxury hospitality will be experience-based (IPK International, 2018). Boutique travel companies, including glamping providers, are also trying to attract luxury customers searching for transformational experiences (Skift, 2018, p. 30). Glamping therefore attracts a whole new affluent clientele to the outdoor market (Glossop, 2017, p. 39).

Staycation – The final identified global tourism trend that played a significant role in the glamping boost is represented by a form of leisure travel called ‘staycation’. The latter took hold in the post 2008 recession era when leisure travelers began staying closer to home rather than taking traditional vacations in order to save money (Yesawich, 2010, p. 25). The term, which quickly spread through the media, thus refers to the practice of vacationing close to home, at a person’s usual environment (Bloom et al., 2017; Germann-Molz, 2009, p. 281).

Nowadays, despite the economic recovery, the staycation trend remains strong. Camping and glamping have in fact presented an important part of the staycation trend, although the costs of camping can be high (MacLoad, 2017; Rusbridge, 2017, p. 19). Hence, in addition to financial limitations, there are other reasons for the rise of staycation. According to Bell et al. (2007, p. 8), pressure on leisure time causes Europeans to go on more, but shorter trips. Staycations enable people to take fewer days off at a time, but more frequent staycations versus traditional vacations. As such, they are alluring for young professionals lacking free time. What is more, families tend to take more staycations, as traveling further away with small children might prove difficult (Draper, 2017).

Timothy and Teye (2009) connect staycation to the outdoor hospitality sector, describing camping as an option to quickly escape home and instantly feel like you are somewhere else. Although this type of activity takes place in a familiar area, it can offer a new experience and is therefore still attractive for the experience seekers (Draper, 2017). Rusbridge (2017, p. 19) adds that glamping offers an opportunity to discover the country of residence in a new and unique way, while it truly feels different to day-to-day working life. Moreover, Glossop (2017) notes that for glampers, the destination itself seems to be becoming less important than the experience, relating to both staycation and experience-centric travel trends.

To conclude, global societal changes influence the emergence of different trends within the tourism industry. Further, international tourism trends are reflected in alternative camping styles and in the implementation of new outdoor hospitality business models (Cvelić-Bonifačić, Milohnić & Cerović, 2017, p. 101). The rise of glamping sub-sector is therefore a response to changes in tourist behavior patterns, which primarily relate to the enhanced value of nature, demographic changes, the sustainability shift, the rise of experience-centric travel, new motives of luxury travelers, and finally, the staycation trend.

1.2.2 Defining glamping tourism offer

As already mentioned, no comprehensive definition of glamping has been widely accepted among researchers. The explanation of the term is usually rather short and limited to ‘luxury camping’ or ‘glamorous camping’ (Cerović, 2014, p. 60; Danielsson et al., 2013, p. 17; Lucivero, 2012, p. 3, MacLeod, 2017; Boscoboinik & Bourquard, 2011, p. 157; Busby, 2017, p. 8). Such meagre definition provides little information about the phenomenon and focuses only on its up-scale nature. The Cambridge Dictionary (2018) expands this definition with the comfort component, defining the term as a type of camping that is more comfortable and luxurious than traditional camping. Another tendency is to offer vague definitions, the meaning of which goes beyond glamping. Brochado and Periera (2017, p. 77), for instance, define glamping as a transitional form between outdoor and indoor hospitality, while Brooker and Joppe (2014, p. 4) call it a juxtaposition of sanctuary and wilderness. MacLeod (2017) offers a more holistic definition of glamping that involves a notion of relatively higher quality of customer service. He understands the phenomenon as a form of camping that is very comfortable and offers high levels of amenities and service relative to more mainstream camping. This definition is applied to this research with the aim of expanding it.

1.2.3 History of glamping

Although the term glamping is relatively new, the experience of comfortable camping has been around for hundreds of years. Brooker and Joppe (2013, p. 4) associate the origins of glamping with the late 19th century African safaris, during which wealthy European and American travelers slept in luxurious canvas tents supported by chefs, guides, porters and butlers. This is confirmed by Cerović (2014, p. 61), who identifies the posh members of British high society travelling to safaris as glamping pioneers, as well as by Boscoboinik and Bourquard (2011, p. 157), connecting the beginnings of glamping to Africa. Cvelić-Bonifačić, Milohnić and Cerović (2017, p. 104) add that these British travelers were led by Thomas Hiram Holding, an enthusiastic cyclist who in 1898 wrote a book titled ‘Cycling and Camping in Connemara’, in which he described the portable camping equipment he had designed and shared with others. In contrast, MacLeod (2017) relates the ancient roots of high-comfort camping to the Turkish Ottomans, who have traditionally set up luxurious tented palaces with expensive fabrics, rugs and furnishings for the journeying Sultan. Lubin (2017) goes even further back, considering the yurts of Mongolian tribes from the 1100s as the beginnings of glamping.

New interest in the glamorous forms of camping has arisen within the first years of the new millennium. Alongside global tourism trends that are described above, the revival of glamping is associated with the rise of British festival culture, since the trend gained impetus with older participants attending music festivals. Once in the domain of young and financially limited visitors, music festivals started to welcome older audiences with higher disposable income and desire for more comfort (MacLeod, 2017). Further, many became critical of the festival

‘throwaway culture’, leaving tens of thousands of cheap nylon tents on the site after the events (International Glamping Business, 2018). In response, festival organizers started to offer pre-pitched luxurious tent packages for people to rent. Additionally, celebrity endorsements have increased the popularity of glamping and caused the would-be glampers to look for similar amenities elsewhere (MacLeod, 2017).

Google Trends (2018) show that the glamping keyword appeared on Google search engine for the first time in 2004, while the first visible increase of searching for the term is seen in 2007 (see Figure 2). Most searches came from the United Kingdom and Ireland. The keyword became more popular in 2010 and especially after 2013. MacLeod (2017) agrees that the glamping trend seems to have emerged in the United Kingdom and Ireland around 2005, before quickly spreading to the United States. Brooker and Joppe (2013, p. 4), on the other hand, state that glamping has been offered in France under different names already for the last 20 years, but also acknowledge that the concept has only recently evolved into a mainstream and even ‘cool’ outdoor hospitality undertaking, which can be presently found in various forms all around the world.

*Figure 2. Interest in keyword ‘glamping’ on Google search engine over time**



* Numbers represent search interest relative to the highest point on the chart for the given time. A value of 100 is the peak popularity for the term.

Source: Google Trends (2018).

1.2.4 The main characteristics of glamping

Despite the lack of a comprehensive definition of glamping within business and academic circles, the literature offers some similar views regarding the main characteristics of glamping, some of which have already been addressed in relation to global tourism trends. Comfort is positioned at the forefront of glamping features. Glamping is primarily described as removing the discomforts of camping such as leaky tents, smelly sleeping bags and improvised food, and replacing them with all the comforts of a home or rather of a luxurious hotel (Boscoboinik &

Bourquard, 2011, p. 157; Cerović, 2014, p. 61; Busby, 2017, p. 8; Brochado & Pereira, 2017, p. 77). It enables tourists to experience the great outdoors without forgoing some of the comforts they appreciate and look for. Boscoboinik and Bourquard (2011, p. 151) state that glamping provides an opportunity to satisfy both your craving for the outdoors and your fondness of a good meal, nice glass of wine, and a comfortable bed. They perceive glamping as an option to experience nature in a positive way, avoiding insects and unpleasant weather. Similarly, Salmela, Valtonen and Miettinen (2017, p. 71-72) claim that glampers can enjoy the beautiful natural scenery, starry sky and wild animals, while at the same time having not to worry about insects, wet ground and the biting wind. Glamping minimizes the less popular effects of nature and guests can easily retire indoors in case of need. In addition, glampers do not have to be equipped to survive in the nature but can rather experience the nature with a groomed appearance.

The composition of glamping units follows the current shift from functionality, which is central to traditional camping, to comfort-centric design. Glamping facilities are also known for being visually pleasing and often resemble boutique hotels. The term ‘boutique camping’ has indeed appeared as a glamping synonym (MacLeod, 2017). Furthermore, Bharwani and Mathews (2011, p. 424) relate glamping to the sense of privacy and intimacy, while Sakáčová (2013, p. 57) lists the need for privacy as one of the main pull factors of glamping. Besides the increased comfort, the latter is connected to the exceptional location that typically characterizes glamping grounds. Glamping units are very often positioned in breathtaking natural locations, far from tourist crowds (Boscoboinik & Bourquard, 2011, p. 158). Likewise, Busby (2017, p. 8) states that glamping is predominantly a rural business and ideally operates deep in the countryside, preferably away from road noise, train tracks and light pollution. Cvelić-Bonifačić, Milohnić and Cerović (2017, p. 103) also associate glamping to attractive pristine locations, while one of the leading glamping online portals, ‘Glamping hub’, lists the closeness of the natural environment and the related benefits as one of the top reasons to go glamping (Glamping hub, 2018). Finally, Salmela, Valtonen and Miettinen (2017, p. 70) perceive glamping as a combination of the natural elements and urban amenities, reflecting the assimilation of our longing for excitement with more mundane practices.

Albeit briefly, several researchers acknowledge the close relationship between glamping tourism offer and sustainable design. This is, however, for the time being mostly limited to the environmental aspects of sustainability. Lucivero (2012, p. 3) perceives glamping as a small-scale accommodation model designed with respect for the environment. Similarly, Boscoboinik and Bourquard (2011, p. 159) list respect for the environment as one of the main characteristics of glamping. Next, Friedman (2012) claims that many glamping resorts promote eco-friendly aspects, use sustainable construction and serve locally-sourced meals. This is confirmed by Rusbridge (2017, p. 18), stating that glamping and ecotourism are a great fit, as most glamping

sites naturally adhere to the guidelines of ecotourism. Salmela, Valtonen and Miettinen (2017, p. 70-71), however, believe different glamping sites show very distinct levels of respect towards nature. The authors identify cubes, pods and domes as a category in the glamping world that incorporates eco-friendly intent both in the way they are built and in their operations, with minimal environmental footprint and visually pleasing aesthetics. Lastly, Vreš and Demšar-Vreš (2015, p. 43) offer a more holistic view of the sustainable aspect of glamping. They claim glamping projects can play a significant role in revitalizing and developing new tourist destinations in a more sustainable manner than large scale, enclosed and alienated hotel developments. Further, their analysis of selected glamping resorts around the world shows that glamping provides a way of creating ecological, educational and cultural tourism destinations that go beyond mere luxury and can successfully provide a platform for innovative and sustainable regional and local development (Vreš & Demšar-Vreš, 2015, p. 46).

At its inception, glamping tourism was perceived to include well-appointed tents, Mongolian style yurts and tepees imitating the dwellings of Native American Indians. The term has been expanded in the recent years to also embrace tree houses, safari tents, cabins, barns, huts, lodges, trailers, recreational vehicles, Romany caravans, pods, igloos, and other accommodations reminiscent of home (MacLeod, 2017; Brooker & Joppe, 2013, p. 5; Brochado & Pereira, 2017, p. 79; Salmela, Vaaltonen & Miettinen, 2017, p. 71). Boscoboinik and Bourquard (2011, p. 159) see the reason for the diversity of glamping offer in its adaptable nature, as it can be easily adjusted to different realities, landscapes and budgets. Further, glamping units are typically equipped with deluxe beds, quality linens, rugs, TVs, kitchens, antique furnishings, wooden floors, heaters, lighting, modern bathrooms, lockable doors, wireless internet, and sometimes include housekeeping (Brooker & Joppe, 2013, p. 4; Cerović, 2014, p. 61; Salmela, Valtonen & Miettinen, 2017, p. 71; MacLeod, 2017; Brochado & Pereira, 2017, p. 80). Busby (2017, p. 9) believes hot water as well as cooking and washing-up facilities are essential for a glamping site, as glampers expect at least the same quality of furnishings they have at home. On the other hand, he believes flushing toilets are not always necessary, since composting ones have made considerable advances in recent years and can be even more environmentally friendly. Some glamping suppliers also offer fully catered services (MacLeod, 2017), as well as a wide range of activities such as yoga classes, massages, open-air cinemas, safaris, hiking and river rafting (Boscoboinik & Bourquard, 2011, p. 158-159).

Glamping businesses range from small sites with a single accommodation unit to vast resorts with dozens of high-class sleeping options. They can also be divided between permanent and temporary offerings (MacLeod, 2017). While outdoor hospitality sites continue to add glamping products to their established offer, pure glamping properties are emerging as well (Brooker & Joppe, 2013, p. 4). As stated by Carter (2011), entrepreneurs are interested in glamping as a way of enabling their camping grounds an 'extreme makeover' and as such providing their businesses a competitive advantage for further growth. The prices of glamping are also varied,

ranging from around 40 euros per night to as high as thousands of euros for a multi-day stay (Friedman, 2012). Lenoir (2018, p. 9) states that in France an average price for a night spent a glamping unit amounts to 130 euros. MacLeod (2017) finds the type of so-called 'low cost' or 'budget glamping' rather confusing, discovering another sub-sector within glamping offer that is still more comfortable than conventional camping, but far less glamorous than the full-blown glamping experience.

When compared to traditional camping forms, glamping not only results in higher prices, but also in higher occupancy rates and thus higher profitability. Brooker and Joppe (2013, p. 5) note that higher occupancy rates indicate that increased prices do not diminish the allure of glamping. This has led to the rise of online glamping portals, which provide information on glamping sites and often also offer booking of such accommodation. Glampinghub.com, glamping.com, golangping.com and coolcamping.com present leading portals on a global scale, while national versions, such as glamping.si in Slovenia, are available in numerous countries. Next, glamping has been featured as an upcoming trend in many travel, architecture, design and sustainability related magazines. Moreover, exclusive glamping industry-focused magazines such as International Glamping Business and Glamping Magazine have been created with new volumes being published monthly, whereas the first Global Glamping Summit for glamping suppliers and experts took place in April 2018.

Few scholars have studied the characteristics of glamping guests, also known as glampers. Salmela, Valtonen and Miettinen (2017, p. 71) note that glamping attracts tourists that are unfamiliar with or dislike traditional camping. Correspondingly, Brooker and Joppe (2013, p. 4) believe that glamping holidays are of interest to recent immigrants who wish to participate in the outdoor hospitality but have not traditionally camped during their childhood. This preference is vital, given the increasing numbers of travelers from Asia and Latin America, where camping is not common. Further, when considering the British market, MacLeod (2017) notes that glamping especially appeals to a young urban market, while women seem to be particularly interested in upgrading from traditional camping to a more comfortable experience. Rusbridge (2017, p. 17) identifies two main groups of glampers, namely couples between the ages of 25 and 35, and families, with ageing festival goers presenting an additional segment. Sakáčová (2013, p. 72) also names two distinct groups of glampers, namely resort glampers and caravan glampers. While the latter use their personalized caravans when traveling, resort glampers stay in luxury glamping resorts.

Cvelić-Bonifačić, Milohnić and Cerović (2017) have researched the profiles of glampers as well. They have considered tourists staying in mobile homes within Croatian coastal camping sites as glampers, which reiterates the issue of unclear definition of glamping. The authors discovered that glampers are mainly younger, well-educated guests that are permanently employed and have good incomes. Traveling with family members resulted as the most frequent

form of travel across several nationalities, while the majority of glampers have previously mostly stayed in hotels and guesthouses. The last finding shows the opportunity for glamping providers to win over a new audience. Indeed, glamping offers a chance to diversify the outdoor hospitality clientele and attract immigrants usually opting for other types of accommodation (Cerović, 2014, p. 61; Brooker & Joppe, 2013, p. 5; Andrey, Cabido, Galera & Wu, 2014).

Although glamping moves away from the origins of camping, it could mark a new chapter within the outdoor hospitality sector as it contributes to the renewed interests of tourists for camping (Cerović, 2014, p. 61; Friedman, 2012). What is more, Cvelić-Bonifačić, Milohnić & Cerović (2017, p. 103) mention glamping as a possible solution for overcoming seasonality within the outdoor hospitality sector. Although glamping still presents a relatively small segment of the tourism accommodation sector, glamping sites are now operating on all the continents and new businesses offering luxurious camping experiences are popping up on daily basis. Moreover, studies on intentions of glampers show that the development of glamping accommodation has a promising outlook (Cvelić-Bonifačić, Milohnić & Cerović, 2017, p. 111). Be that as it may, for the time being very few countries have officially organized their glamping offer and developed quality assurance systems applicable to this novel outdoor accommodation type.

1.3 Classification of tourist accommodation

The terms ‘classification’ and ‘categorization’ are both applied to describe ranking tourist accommodation facilities according to their quality. They are often utilized interchangeably and without due consideration of their meaning both by media and within the literature (Cser & Ouchi, 2008, p. 380). To avoid confusion, throughout this research, categorization is perceived as the act of dividing accommodation units between diverse types of accommodation, such as youth hostels, family hotels, guesthouses and glamping sites, whereas UNWTO’s (2015, p. 10) definition of classification is adopted. Following the latter, classification is defined as the ranking of accommodation, usually by using nomenclature such as stars, with one star denoting basic facilities and standards of comfort and five stars denoting luxury in facilities and services. Classification systems ensure the maintenance of proper standards within an accommodation establishment and as such, they are understood as a type of a quality assurance standard. Further, a vast majority of the academic literature on the topic of accommodation classification relates to hotels. Hence, the findings related to hotel classification systems are used to demonstrate the theoretical framework of accommodation classification.

Historically, hotel classification systems were developed to ensure safe and reliable lodging and food for travelers in times when few such trustworthy establishments existed. Nevertheless, with the unprecedented growth of international tourism industry, during which hospitality has reached the phase of maturity, the focus has moved from consumer protection to consumer information (United Nations World Tourism Organization & International Hotel and Restaurant Association [UNWTO & IH&RA], 2004, p. 4). Nowadays, verified ranking guarantees the

fulfilment of certain standards and classification presents an accepted method of rating the quality of hotel product (Kosar, Kosar & Mašić., 2015, p. 24–25). According to UNWTO (2014; 2015), classification provides several benefits for customers, the industry and the destination, which can be summed up as follows:

- Easing first-time consumer concerns. In contrast to the retail industry, a tourist cannot try out the goods prior to their purchase. Classification therefore offers information on what is to be expected for a certain price paid, contributes to consumer confidence and guides consumer choice through comparison.
- Providing the hotel industry with a coherent standardized framework which enables a consistent evaluation of highly diverse accommodation types, many of which are microenterprises.
- Serving as a marketing and promotional tool. By displaying their rating, accommodation suppliers can promote their specific characteristics and services. Further, they can use their ranking to position themselves on the market.
- Serving as a pricing tool and justification for rates.
- Serving hotels as a benchmarking tool which in turn can help them to prioritize investments.
- Providing a common framework for intermediaries such as travel agencies to use in their purchasing process, negotiations, preparation of catalogues and customization of packages.
- Serving as a development tool to enhance the quality of tourist accommodation. Governments often reform their classification systems to increase the quality of their tourism offer.
- Serving as a reference point for online guest review platforms by placing the reviews within an appropriate context. Review in a one-star hotel is likely to be based on different expectations from a review in a five-star hotel. This helps to reduce the gap between consumer expectations and experience.

Another benefit, or rather an objective of classification is the governmental regulation of the hotel industry. In certain countries, classification systems serve as a reference for the implementation of public policies, such as the granting of subsidies or imposing certain taxes. In this case, classification is linked to a specific governmental objective rather than ensuring a level of quality (Pierret, 2013, p. 3; Uran-Maravić, 2016a, p. 28). Studies also suggest that government interest in having a classification system relate to the need of organizing the domestic market and obtaining statistics (UNWTO & IH&RA, 2004, p. 79). As major international hotel chains focus far more on positioning their brands than on official hotel classifications and are even known for designing their own classification systems, official rating seems to be most relevant and beneficial for independent establishments (UNWTO & IH&RA, 2004, p. 65).

The star rating system is most commonly used throughout the world, but other symbols such as diamonds and letters are also applied (UNWTO & IH&RA, 2004, p. 3). Classification systems can be either legislated and enforced by the government or managed by independent organizations, such as hotel associations, national consumer travel organizations and automobile clubs (Martin-Fuentes, 2016, p. 127; European Consumers Centres' Network [ECC-Net], 2009, p. 39). Further, classification systems differ regarding their applicability, as they can be mandatory or voluntary, while they are also divided between national and regional systems. Lastly, when a government or another accredited organization sets up a classification system, it must determine the frequency of its controls (Uran-Maravić, 2016b, p. 66; Šuligoj, 2009, p. 51).

On top of that, classification systems differ regarding their criteria. They can be divided into those that evaluate objective criteria only and those that include both objective and subjective criteria. According to UNWTO (2015, p. 18), the majority of systems rely on objective criteria only, i.e. the presence or absence of a service or facility and the dimensions of bedrooms. Cser and Ohuchi (2008, p. 380) affirm that most systems concentrate on physical facility attributes. Šuligoj (2009, p. 53) attributes this to the fact that objective, or rather technical criteria are easier to measure and thus also to control. Pierret (2013, p. 7) agrees that physical indicators are easy to measure, and their results are hard to dispute. On the other hand, he believes that intangible indicators, which fall into the group of subjective criteria such as atmosphere, cleanliness, location, view, and staff helpfulness, depend more on the demand of clients and are more difficult to assess. Further, Nuñez-Serrano, Turrion and Velazquez (2014, p. 79) state that the objective criteria can be assessed on the basis of the availability of services and facilities, whereas subjective criteria basically analyze the perception of customers and experts. While objective criteria compliance is based on ex-ante information related to facilities, services or other measurable characteristics, subjective indicators are based on opinions, presenting ex-post information (Hung & Lin, 2012). In an alternative manner, Kosar, Kosar and Mašić (2015, p. 27), divide the classification criteria between the criteria of technical and technological nature, and criteria of organizational and personnel nature. They also identify the main criteria within each group (see Table 1).

As already acknowledged, literature on accommodation classification predominantly focuses on hotels. Despite having their own classification systems with specific characteristics, other accommodation categories remain somewhat overlooked. Regarding the classification of campsites, Cerovič, Cvelić-Bonifačić and Grudić-Kvasić (2014) note that unlike for hotels, a common system of camping quality evaluation, classification and control still does not exist in Europe and classification systems of individual countries differ greatly. At the same time, they claim that European campsite classification systems are usually transparent and formally defined.

Table 1. The main criteria of hotel classification

Criteria of technical and technological nature	Criteria of organizational and personnel nature
<ul style="list-style-type: none"> - Surface of the hotel lobby, bedrooms, bathrooms, Food & Beverage (hereinafter F&B) areas; - Structure and capacity of bedrooms; - Bedrooms equipment; - Number of bedrooms with bathroom; - The relation between accommodation providing capacity and restaurant services providing; - Other equipment (lifts, air conditioning, in-room mini bars, in-room security safe, TV, other in-room facilities, parking lots and garages, horticultural areas around the facility, etc.). 	<ul style="list-style-type: none"> - Range of services; - Way of providing services; - Working time providing various services; - Professional competence and staff appearance.

Source: Kosar, Kosar & Mašić (2015, p. 27).

1.3.1 Contemporary initiatives of accommodation classification

Throughout the years, accommodation classification systems have been subjected to different critiques. Inadequate quality criteria, political pressures in designing the criteria, categorizing expenses and rigid and bureaucratic criteria have all been identified as pressing weaknesses of contemporary systems (Uran-Maravić, 2016b, p. 66). As a response to these critiques, new initiatives have arisen in the field.

UNWTO (2015) identifies large diversity of classification systems worldwide as one of the key challenges in the field, as a hotel with certain rating may look very different from a hotel of same ranking in another country. In minds of many this causes difficulties not only for the travelers, who are unaware of the multiplicity of classification systems, but for the hotelier, the government and tourism and hospitality researcher as well (Cser & Ouchi, 2008, p. 381). For this reason, UNWTO expressed the willingness to develop a universally accepted hotel rating system already in 1962 (Ingram, 1996, p. 30). Nevertheless, a universal classification system has not been developed as it has turned out, it is very difficult to pin down an ideal system, which can be attributed to diverse cultural, environmental and economic contexts of tourist destinations (Cser & Ouchi, 2008, p. 381). UNWTO and IH&RA (2004, p. 3) have concluded that global harmonization of classification system could in fact end up creating more confusion. Still, some progress regarding the creation of an internationally applicable system has been achieved with the establishment of the European Hotelstars system in 2009 under the patronage of Hotels, Restaurants & Cafés in Europe (hereinafter HOTREC) (Uran-Maravić, 2016b, p. 66). Up to now, the Union provides harmonized hotel classification with common criteria and

procedures in 17 European countries (Hotelstars, 2018). Furthermore, when comparing the recurrence of classification criteria in four and five-star hotels worldwide, UNWTO (2015, p. 6) discovered that there are many more similarities than differences, both between the geographic groups and between the star categories. Another initiative by the UNWTO (2015, p. 33) is for destinations to consider sustainable measures of tourist accommodation facilities when designing or updating their classification schemes. For the time being, sustainable concepts are reflected in relatively small number of classifications, thus destinations have the opportunity to take a lead on these issues.

Furthermore, the importance of the classification systems is threatened by the rise of online travel agents and guest review sites, enabling independent rating possibilities (UNWTO, 2015). Consumers increasingly express opinions about their travel experience, while also seeking opinions of others when making travel decisions. Before booking a hotel, they visit about 14 different travel-related sites and carry out nine travel-related searches on search engines (UNWTO, 2014, p. 26). Even more, over half of consumers will not book a hotel that has no guest reviews, regardless its rating (UNWTO, 2014, p. 6, 12). The growth in consumer dependence on guest reviews is partially ascribed to the underrepresentation of subjective elements in classification systems (UNWTO, 2015, p. 18). As already acknowledged, the latter have traditionally focused on characteristics of an objective or tangible nature, while overlooking some essential features, which are liable to be assessed by guests (Martin-Santana, Reinares-Lara & Reinares-Lara, 2017, p. 33). Consequently, official classification systems no longer serve as the main indicator of what is to be expected at the accommodation facility (Hu & Chen, 2016, p. 929). Rather, they are used by consumers mostly as a filter mechanism in the booking process, with guest reviews playing the key role in the final booking decision.

Accordingly, the hospitality industry has expressed interest in recent years to take the classification systems into the digital age by integrating online guest reviews into traditional rating methods. Destinations such as Norway and Abu Dhabi have already integrated guest opinions into their sets of hotel classification criteria, while few other countries are contemplating the idea (Pierret, 2013, p. 2, UNWTO, 2014, p. 17). Hensens (2015, p. 72) even predicts that conventional rating systems need to integrate guest opinion in their rating process to justify their future existence.

On the other hand, experts also highlight valid reasons for the continuing necessity of classification systems. Relying solely on guest reviews is forecasted to be problematic, as critics warn about the difficulty of verifying review authenticity and their lack of objectivity (UNWTO, 2014, p. 9, 23). Next, classification ratings serve as a reference point for online guest review platforms by placing the reviews within an appropriate context, as already noted. There is generally a positive correlation between guest review ratings and classification ranks, i.e. customer ratings increase with each additional star (Martin-Fuentes, 2016, p. 126). Officially

classified hotels have also proved to have significant price premiums over unclassified hotels within the same category on online travel agencies' listings (UNWTO, 2014, p. 23). Hotelstars Union (2017) even claims that in times of online reviews, it is especially important to have reliable and objective star ratings. Finally, classification systems continue to provide a useful framework for accommodation suppliers when marketing and positioning themselves on the market, which is even more important for smaller independent accommodation providers competing with large influential hospitality brands (UNWTO, 2014, p. 9; Cser & Ohuchi, 2008, p. 379).

Classification systems and guest reviews hence serve different, but not necessarily mutually exclusive purposes. According to the UNWTO (2014, p. 26), their similar, yet distinct uses indicate a continued need for the use of both. The proposed integration of guest reviews could supplement the lacking subjective criteria and satisfy those who are critical of classification systems being predominantly concentrated on objective criteria (Hensens, 2015). Within an integrated classification model, guest ratings could either be displayed in an aggregated form parallel to the official rating or be fully integrated into the system by using special methodology (UNWTO, 2014, p. 18 –19). As highlighted by Pierret (2013, p. 7), integrating guest reviews into official classifications requires certain precautions, but it seems to be a prospective trend for the near future.

Following the proposition that classification of tourist accommodation remains relevant in the era of online reviews, we can state that searching for relevant classification criteria of innovative accommodation types such as glamping, should be encouraged. Moreover, as glamping presents a transition from an outdoor accommodation facility such as a tent to a more comfort-focused and hotel-like accommodation, both hotel and campsite classification systems are relevant when designing a conceptual model of a glamping classification system.

1.3.3 Benchmark analysis of hotel and campsite classification systems

To understand better what criteria should form a glamping classification scheme and create the desired conceptual model, a benchmark analysis of hotel and camping classification systems is employed. Alongside Slovenia, the benchmark analysis includes four other European countries, namely Croatia, France, Ireland and the United Kingdom. First, their hotel classification systems are compared based on their main criteria. This is followed by the second phase of benchmark analysis, which in the same manner compares camping classification systems of the selected countries. This helps to identify the most important categories of classification criteria for glamping, which are then applied to the conceptual model.

All subjects selected for the benchmark analysis are European countries with national classification systems. France and United Kingdom have voluntary systems, meaning that accommodation providers can decide whether they want to obtain the classification or not, while

offering incentives to take part in the system. On the other hand, Slovenia, Croatia and Ireland have mandatory classification systems, i.e. the classification of specific tourist accommodation types is a necessity for all the suppliers (Uran-Maravić, 2016a, p. 46–47). All countries use five-point scale rating systems with star symbols in both hotel and camping sectors, with the exception of the United Kingdom using a system of one to five pennants for caravan and camping sector, and Ireland using a four-star scale classification system for campsites. Finally, among the analyzed countries, Slovenia is the only country that has joined the Hotelstars Union and consequently harmonized its hotel classification system with the Union's criteria.

The United Kingdom has been selected for the analysis as the country of glamping revival origins and a destination where glamping trend has shown an exceptional growth (Cerović, 2014, p. 61). Two separate bodies simultaneously oversee the classification of tourist accommodation in the country. As the classification works on a voluntary basis, willing accommodation suppliers can decide whether to adhere to Visit England's quality standards, or to use the accommodation classification schemes developed by the Automobile Association Hotel Services (hereinafter AAHS), which is an independent private organization. Both bodies have also established special glamping quality standards, making the United Kingdom one of the pioneers in glamping quality assurance. For the purpose of the benchmark analysis, the AAHS classification schemes for hotels and campsites are used.

Next, Ireland has been selected as the first country on the list of glamping keyword interest by region on Google search engine (Google Trends, 2018). Irish National Tourism Development Authority also established the Welcome Standard, a quality assurance standard for innovative and quirky tourism accommodation businesses such as glamping (Fáilte Ireland, 2012, p. 5). France has been selected as a country where glamping movement started already around 20 years ago, albeit it was known under different names. According to Lenoir (2018, p. 9), there are currently over 1,000 glamping sites in France, excluding the ones located within the conventional camping sites. Moreover, Andrey, Cabido, Galera and Wu (2014) recognize France as the leader in the field of camping sector evolution. Finally, Croatia has been selected as Slovenia's neighbor with few operating glamping sites but immense potential as a traditional Mediterranean camping destination that recorded over 22% of all overnight stays in campsites in 2016 (Ministry of Tourism of Republic of Croatia, 2017). Selected countries have well developed tourism sectors and all rank above Slovenia regarding the Travel & Tourism Competitiveness Index (World Economic Forum, 2017). Slovenia is included in the analysis as the basis of the empirical research and the country we aim to find relevant glamping classification criteria for.

Table 2. Benchmark analysis of hotel classification systems

	Slovenia	Croatia	France	Ireland	United Kingdom
Overall standards of the premises	<ul style="list-style-type: none"> - General cleanliness and maintenance - General impression of the premises - Competent and identifiable staff - Eco label 	<ul style="list-style-type: none"> - Cleanliness and general condition of the establishment - External appearance of the establishment 	<ul style="list-style-type: none"> - Hotel exterior: signage, lighting, facade - Heating and climatization system of the establishment - Sustainability standards: energy saving, water and waste management, ecological cleaning products and toiletries, employee awareness and information for guests 	<ul style="list-style-type: none"> - Statuary requirements - Cleanliness and hygiene standards of the premises - Ventilation, lighting appropriate temperature, noise insulation of the establishment 	<ul style="list-style-type: none"> - Statuary obligations, safety and security standards - Maintenance, cleanliness and physical quality of the premises - Hospitality - General quality of public spaces: furnishings, décor
Access	<ul style="list-style-type: none"> - Accessibility for the disabled - Parking options 	<ul style="list-style-type: none"> - Parking and garage - Accessibility for the disabled 	<ul style="list-style-type: none"> - Independent entrance of the establishment - Accessibility information - Accessibility for the disabled 	<ul style="list-style-type: none"> - Vehicular access, signage, parking 	<ul style="list-style-type: none"> - Identifiable entrance and parking
Services	<ul style="list-style-type: none"> - Reception amenities - Reception opening hours - Porterage and concierge - Luggage storage 	<ul style="list-style-type: none"> - Reception: opening hours, payment options, storage, internet - Porterage and concierge 	<ul style="list-style-type: none"> - Indoor and outdoor equipment to rent, recreational facilities - Website and reservation options, available information, 	<ul style="list-style-type: none"> - Reception operations: opening hours, information, storage of valuables, safe, check in and check out, payment methods 	<ul style="list-style-type: none"> - Staff appearance, skills, attentiveness and availability - Reservation system and billing <p><i>(table continues)</i></p>

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Services	<ul style="list-style-type: none"> - Staff expertise - Laundry service - Card payment options - Event organization - Child care - Guest feedback system - Website 	<ul style="list-style-type: none"> - Staff appearance 	<ul style="list-style-type: none"> - Check-in and check-out options, concierge, luggage handling, luggage storage, valet parking, payment options, feedback system, laundry service - Staff appearance and expertise 	<ul style="list-style-type: none"> - Concierge and portorage - Reservation options: pre-arrival information, special requirements - Staff availability, expertise and appearance 	<ul style="list-style-type: none"> - Polite correspondence with guests - Laundry service, phone calls, concierge, guest arrival and departure options, other
Bedroom	<ul style="list-style-type: none"> - Daily cleaning and linen changing - Size with the bathroom - Size of the bed and thickness of the mattress - Linen quality - Furniture and equipment - Electricity access and lighting - Safe - Sound insulation - Climatization and heating 	<ul style="list-style-type: none"> - Size - Equipment: bed size, bedding, furnishings, lighting, safe, phone, heating, in-room information, internet, décor, accessories - Cleanliness and general condition - Balcony and view 	<ul style="list-style-type: none"> - Size - Equipment: heating and air conditioning, lighting, furniture, TV and other entertainment, bedding, towels, power sockets, safe, internet, phone - Cleanliness and general condition - Balcony 	<ul style="list-style-type: none"> - Size - Equipment: bed, bedding, floor covering, communication device, lighting, towels, windows, printed information, power sockets, TV, internet access, work surface, safe and other furniture 	<ul style="list-style-type: none"> - Size and spaciousness - General quality: sound insulation, furniture - Housekeeping - Equipment: bed size, quality and access, bedding, décor, flooring, lighting, heating, windows, tables, mirrors, seating, storage, other furniture, in-room entertainment, phone, in-room information, miscellaneous <p><i>(table continues)</i></p>

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Bedroom	<ul style="list-style-type: none"> - Entertainment electronics - Phone and internet access - In-room information 				
Bathroom	<ul style="list-style-type: none"> - Equipment: toilet, bathtub or shower, sink, mirror, toiletries, towels, other - Electricity access and lighting 	<ul style="list-style-type: none"> - Size - Heating, lighting, ventilation - Equipment: toilet, sink, bathtub or shower, mirror, toiletries, towels, other accessories - Cleanliness and general condition 	<ul style="list-style-type: none"> - Size - Equipment: shower or bathtub, sink, toilet, bidet, lighting, power sockets, other accessories - Cleanliness and general condition - Hot and cold water 	<ul style="list-style-type: none"> - Size - Equipment: bathtub or shower, sink, waste bin, toilet, mirror, lock, toiletries, power socket and other accessories - Hot water 	<ul style="list-style-type: none"> - Size - General quality - Equipment: bathtub or shower, sink, mirror, lock, toiletries, towels, other accessories - Hot water with adjustable flow - Lighting, heating and ventilation
F&B	<ul style="list-style-type: none"> - Room service - Bar - Breakfast service: food variety and type of service - Restaurant 	<ul style="list-style-type: none"> - Kitchen and dining room: lighting, heating, ventilation, equipment, cleanliness - Breakfast, lunch, dinner and other meals: serving hours, food and beverage range, menu - Restaurant and bar 	<ul style="list-style-type: none"> - Dining area: air conditioning, lighting - Breakfast: number of food products offered, service type - Restaurant and bar - Snack options - Room service 	<ul style="list-style-type: none"> - F&B preparation and consumption facilities - Breakfast, mid-day food offer, evening food offer - Furniture, crockery, cutlery - Room service 	<ul style="list-style-type: none"> - Dining area equipment - Restaurant, bar - Breakfast and other meals: range of dishes, food quality, style of service, serving hours, wine, light refreshments and snacks - Room service <p style="text-align: right;"><i>(table continues)</i></p>

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Public spaces	<ul style="list-style-type: none"> - Internet access - Recreational and wellness facilities - Lounge area - Children playground 	<ul style="list-style-type: none"> - Reception: signage, seating, pricelist, first aid kit - Cleanliness and general condition of public spaces - Décor, heating and climatization, toilets in shared areas 	<ul style="list-style-type: none"> - Shared areas: size, cleanliness, air conditioning, lighting, toilets, internet - Reception: safe, phone, schedule of services, first aid kit 	<ul style="list-style-type: none"> - Communal areas: display of prices, seating, tables, internet access, newspapers, toilets 	<ul style="list-style-type: none"> - Lighting, heating and ventilation of public spaces - Reception: dedicated area, space and comfort amount - Public toilets, internet, phone

Sources: Pravilnik o kategorizaciji nastanitvenih obratov [Rules on the Categorization of Accommodation Establishments], Official Gazette of Republic of Slovenia, no. 22/2018; Pravilnik o razvrstavanju, kategorizaciji i posebnim standardima ugostiteljskih objekata iz skupine Hoteli [Regulations on the classification, categorisation and special standards of hospitality facilities in the group of hotels], Official Gazette of Republic of Croatia, no. 56/2016; Atout France (2016); Fáilte Ireland (2016); AAHS, (2015a).

The benchmark analysis of hotel classification systems of the five European countries shows many similarities between them, underlining the findings of UNWTO (2015, p. 6). Seven main categories of repeating criteria within hotel classification schemes of the selected countries have been identified and included in the table. These are: Overall standards of the premises, Access, Services, Bedroom, Bathroom, F&B, and Public spaces. In the process of hotel classification criteria extraction, criteria associated with lifts, corridors and staircases have been omitted as they are considered irrelevant for glamping sites.

Table 3. Benchmark analysis of camping classification systems

	Slovenia	Croatia	France	Ireland	United Kingdom
Overall standards of the premises	<ul style="list-style-type: none"> - Fenced and secured area - Entry control - Signage 	<ul style="list-style-type: none"> - Safety: barrier/fence, lighting, entrance and exit control 	<ul style="list-style-type: none"> - Lighting, barrier and security control 	<ul style="list-style-type: none"> - Statutory requirements - Water supply and drainage, electricity supply 	<ul style="list-style-type: none"> - Safety standards, barrier and warden presence <p><i>(table continues)</i></p>

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Overall standards of the premises	<ul style="list-style-type: none"> - Number of bathroom and laundry facilities per number of pitches - Cleanliness, order and general condition - Waste management - Eco label 	<ul style="list-style-type: none"> - Cleanliness and general condition - Ecological standards: energy and water saving, waste recycling, traffic control, eco labels 	<ul style="list-style-type: none"> - Sustainability standards: waste management, water consumption reduction, ecological maintenance products, fair trade products, employee training and awareness, information for guests 	<ul style="list-style-type: none"> - General cleanliness - Safety and order control - Lighting and ventilation - Hygiene and fire precautions - Environmental standards: environmental policy existence, energy saving, waste management, water saving and water quality protection, awareness among personnel and guests 	<ul style="list-style-type: none"> - Cleanliness and general condition - Water supply and drainage - Electricity access
Access	<ul style="list-style-type: none"> - Road access - Condition and lighting of connecting roads - Parking 	<ul style="list-style-type: none"> - Road access and parking - Accessibility for the disabled - Connecting roads within the camp site 	<ul style="list-style-type: none"> - Secure vehicle access and parking - Accessibility for the disabled 	<ul style="list-style-type: none"> - Vehicular access and signage - Parking - Entrances and exits - Quality of roads and pathways - Accessibility for the disabled 	<ul style="list-style-type: none"> - Entrance and access - Internal roads and paths <p style="text-align: right;"><i>(table continues)</i></p>

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Reception & Services	<ul style="list-style-type: none"> - Reception opening hours - Available information - Guest feedback system - Website - Internet access - Luggage storage - Storage of valuables - Maintenance service - Organized activities for guests - Child care - Sport equipment rental - Card payment options 	<ul style="list-style-type: none"> - Reception operations: opening hours, available information, staff appearance and expertise, payment options - Reception equipment: heating and air conditioning, first aid kit, seating, counter, phone, internet - Services: child care, organized activities for children, medical assistance 	<ul style="list-style-type: none"> - Reception opening hours, available information, payment options, feedback system, reservation system, website existence, storage of valuables, staff expertise 	<ul style="list-style-type: none"> - Reception: check-in, local tourist information, satisfaction check, directions and maps, reservation options - Number of staff - Internet access 	<ul style="list-style-type: none"> - Reception: opening hours and arrivals, availability of tourist information, emergency phone
Pitches	<ul style="list-style-type: none"> - Flat and neat pitching areas - Size - Electricity access - Density of pitches - Drinking water access 	<ul style="list-style-type: none"> - Size, signage, electricity access, water and drainage 	<ul style="list-style-type: none"> - Electricity access per pitch, landscape quality, density of units 	<ul style="list-style-type: none"> - Density of the pitches, size, distance from the road, parking areas 	<ul style="list-style-type: none"> - Density of the pitches <p style="text-align: right;"><i>(table continues)</i></p>

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Sanitary facilities	<ul style="list-style-type: none"> - Equipment: Sinks, showers, toilets, facilities for children, mirrors, hairdryers - Hot water - Dishwashing and laundry washing facilities - Chemical toilet disposal - Electricity access - Lighting 	<ul style="list-style-type: none"> - Size and spaciousness - Number of sanitary elements per number of pitches - Equipment: sinks, showers, toilets, toiletries, other - Cleanliness and general condition - Dishwashing and laundry washing facilities, chemical toilets booth 	<ul style="list-style-type: none"> - Equipment: sinks, showers, toilets, power sockets and other - Cleanliness and general condition - Hot water - Dishwashing basins, laundry washing and drying machines - Number of sanitary facilities per number of pitches 	<ul style="list-style-type: none"> - Toilets, showers and laundry: sinks, shower and toilets per number of pitches, laundry room, chemical toilet disposal facilities, pots and pans washing facility, baby changing facilities 	<ul style="list-style-type: none"> - Equipment: sinks, showers, toilets, toiletries, other accessories - Hot and cold water - Dishwashing facilities, laundry washing and drying facilities, chemical toilet disposal, baby changing facilities - Number of sanitary facilities per number of pitches - Heating
Other facilities	<ul style="list-style-type: none"> - Recreational and wellness facilities - Shared area - Public phone - Organized sales of food and other products - Organized gastronomic offer 	<ul style="list-style-type: none"> - F&B and shopping facilities: restaurant, bar, grocery store, dining areas, general cleanliness and condition 	<ul style="list-style-type: none"> - Bar, restaurant - Animation areas and playgrounds, bathing areas, relaxation and fitness areas, internet and phone access 	<ul style="list-style-type: none"> - Food supply: grocery store, cafeteria, café - Indoor and outdoor recreational facilities 	<ul style="list-style-type: none"> - Playgrounds, recreational areas, shop

(table continues)

<i>(continued)</i>	Slovenia	Croatia	France	Ireland	United Kingdom
Other Facilities		- Pet care facilities, children playgrounds, pools, barbeque area, sport and recreation areas, wellness and medical facilities, money exchange, ATM			

Sources: Pravilnik o kategorizaciji nastanitvenih obratov [Rules on the Categorization of Accommodation Establishments], Official Gazette of Republic of Slovenia, no. 22/2018; Pravilnik o razvrstavanju, kategorizaciji i posebnim standardima ugostiteljskih objekata iz skupine Kampovi [Regulations on the classification, categorisation and special standards of hospitality facilities in the group of campsites], Official Gazette of Republic of Croatia, no. 54/2016; Arrêté du 6 juillet 2010 fixant les normes et la procédure de classement des terrains de camping [Decree of 6 July 2010 Laying down Standards and Procedure for the Classification of Campsites], no number; Fáilte Ireland (2009); AAHS, (2015b).

The benchmark analysis of camping classification systems shows more divergence. Nevertheless, six omnipresent categories of criteria have been identified and are included in the table. These are: Overall standards of the premises, Access, Reception & Services, Pitches, Sanitary facilities, and Other facilities.

1.3.4 Existing glamping quality assurance systems

As stated, quality assurance systems suitable for glamping sites have already been developed in the United Kingdom and Ireland. After identifying such need in 2012, Fáilte Ireland established a quality assurance standard for innovative and quirky tourism accommodation businesses which have not fit the already existing quality assurance systems. Among others, the Welcome Standard applies to Irish glamping sites. It works as a quality certificate that accommodation providers can obtain when they comply with certain standards. It is directed at qualitative and behavioral standards, meeting customer expectations, and the quality of the experience. It focuses on the philosophy of the offering for the accommodation, rather than material items or specific measurements of the accommodation (M. Keenan, personal communication through email, 19th of February 2018). This quality assurance scheme therefore prioritizes subjective

criteria. The standards of the Fáilte Ireland Welcome Standard quality assurance system are demonstrated in Appendix A.

Next, in the United Kingdom, both the AAHS and Visit England developed a quality assurance system specifically for glamping sites, which are applicable in England, Wales, Scotland and Northern Ireland. The AAHS Glamping Quality Standards are formed as a 5-point scale classification system with green pennant symbols. The pennant scheme applies certain rating to a glamping site according to its style and the range of facilities it offers. The classification scheme, which focuses on objective criteria, but also includes subjective ones, is shown in Appendix B. Visit England's Glamping Quality Standard, on the other hand, is more similar to the Irish Welcome Standard. It works as an accreditation system, where glamping sites can obtain a Visit England Glamping mark when they apply for it and comply with its criteria. The mark reflects a certain guest experience and the quality of the product and services offered by a glamping site and its staff. Additionally, accommodation providers that want to participate in the scheme need to commit to Visit England's Code of Conduct. Accessors award a certain score to the site according to the quality criteria and in order to achieve the accreditation, the overall percentage score has to reach a minimum of 60% (Visit England, 2016). Its assessment sheet is illustrated in Appendix C.

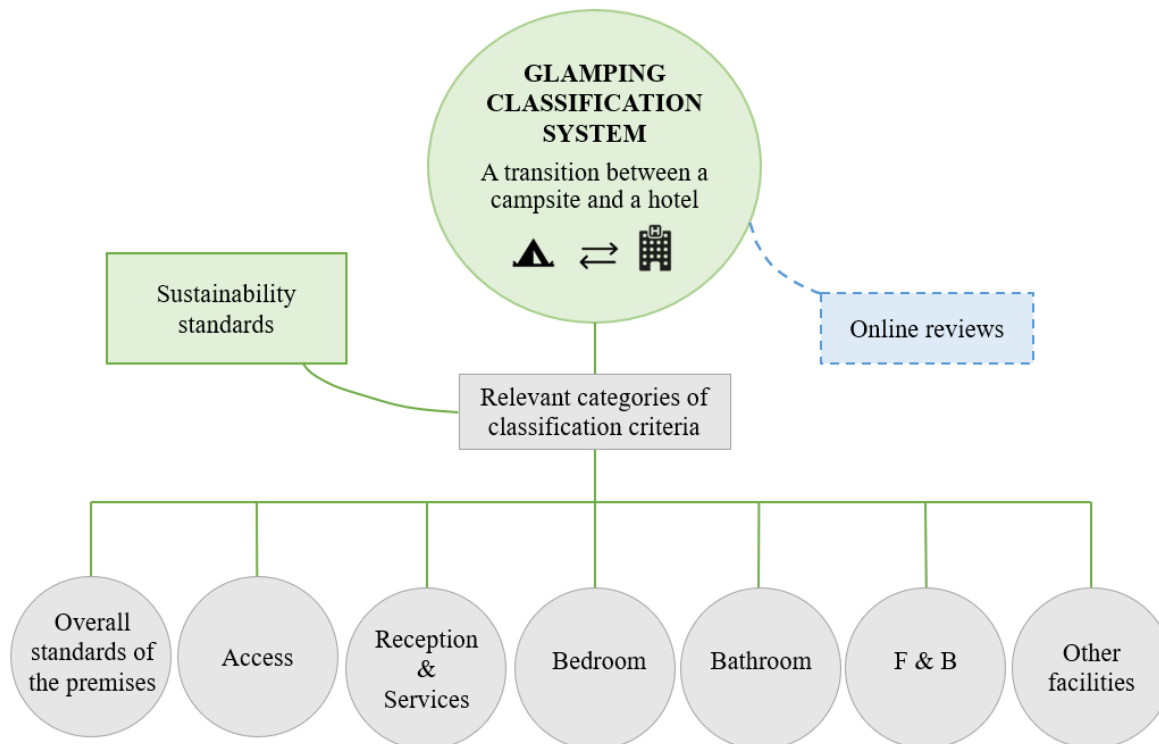
Finally, an international glamping classification system called World of Glamping has recently been developed. Its purpose is to tackle the problem of misleading advertising of glamping properties by providing rules and criteria for properties to position themselves better on the market, while improving orderliness and transparency for users. It foresees that experts first categorize the participating accommodation site between the segments of scouting, glamping and lodging according to luxury, level of services and type of accommodation. Next, one to seven stars are awarded to the site according to the compliance with the preset criteria. The criteria correspond with what is offered at the site and the quality (World of Glamping, 2018).

1.3.5 Conceptual model of relevant criteria for glamping classification

When designing the conceptual model of relevant criteria for glamping classification, several elements have been taken into account. First, common criteria categories identified during the benchmark analysis of hotel classification systems have been contrasted with the common criteria categories found within the camping classification systems. Bearing in mind the main characteristics of glamping in respect to the reviewed literature, as well as the existing quality assurance systems in Ireland and the United Kingdom, these categories have been combined to form seven main groups of criteria most relevant for glamping sites. These are: Overall standards of the premises, Access, Reception & Services, Bedroom, Bathroom, F&B, and Other facilities. Finally, the UNWTO's (2015, p. 33) advice on including sustainability indicators in

classification systems has been considered, while guest reviews are included as a potential component of the system.

Figure 3. Conceptual model of relevant criteria for glamping classification



2. PRESENTATION OF THE CASE

The basis of our empirical research is Slovenia, a small country in East-Central Europe, in which several European macro-regions come into contact, with the Alps and the Mediterranean considered among the world’s most attractive for tourists. Tourists coming to Slovenia are predominantly attracted by the country’s diverse and picturesque landscape, relatively well-preserved environment and favorable location in relation to its main tourism markets (Cigale & Gosar, 2017, p. 467). As such, Slovenia presents an ideal setting for outdoor tourism activities and nature-based accommodation offerings.

2.1 Tourism reality of Slovenia

Slovenian tourism creates an important part of national economic and socio-cultural well-being, revenues and jobs, and presents a vital contribution to the international reputation of the country. While the sector suffered significant decline in international arrivals at the time of the Balkan war, it has successfully recovered in recent years, and it is currently recording above-average growth of inbound tourism. In 2017, Slovenia recorded 4.7 million of foreign and domestic

tourist arrivals, presenting a 13% increase from 2016. Recorded overnight stays amounted to almost 12 million or 11% more than in the previous year. Furthermore, the country offered approximately 127,000 beds in various accommodation types. Most foreign tourists came from Italy, Austria, Croatia, Germany, Serbia and the United Kingdom (Statistical Office of Republic of Slovenia [SURS], 2018). Tourism sector presented 11.9% of total Slovenian GDP, while its share is forecasted to increase to 14.5% in the next decade. The total contribution of tourism to employment, including jobs indirectly supported by the industry, amounted to 12.3% of total employment (World Travel & Tourism Council [WTTC], 2017). On the Tourism Competitiveness Index, Slovenia placed as 41st among 136 countries (World Economic Forum, 2017).

The latest national tourism strategy of Slovenia, designed for the period of 2017–2021, strives to position the country as a green boutique global destination for demanding guests who are seeking a diverse and active experience, peace of mind and personal benefits. It defines a clear vision for Slovenian tourism development – to become a green, active and healthy destination offering five-star experiences. Sustainability has indeed been at the center of national tourism policies in the recent years, as extensive forests, high levels of biological biodiversity and abundant drinking water supplies form a great base for sustainable tourism development. In 2009, Slovenian Tourism Organization (hereinafter STO) identified sustainable tourism policy as the only true development and differentiation opportunity of Slovenia and its tourism offer and in 2014, a unique national certification program for sustainable tourism development called the Green Scheme of Slovenian Tourism was initiated (STO, 2018). Since then, the country has become one of the leading countries in sustainable tourism development not only in Europe, but also worldwide.

In Slovenia, MEDT is the main governmental body responsible for creating and implementing national tourism policies, while the promotion and marketing of Slovenia as a tourist destination are the responsibility of STO and local tourism organizations. Tourist accommodation classification is also entrusted to MEDT, which is assisted by the Tourism and Hospitality Chamber. Classification operates on the basis of the Hospitality Industry Act (ZGos), Official Gazette of Republic of Slovenia, no. 93/07. It is obligatory for most of the formally recognized accommodation types.

A major classification system change took place in 2008, when compulsory prescription of minimum standards was supplemented by a combined system of compulsory and elective elements with set point values for each element (STO, 2012). Furthermore, Slovenia joined the Hotelstars Union in 2017, committing itself to harmonize the national hotel classification system with the Union standards within a year. New classification was announced in April 2018 with the revised Rules on the Categorization of Accommodation Establishments, Official Gazette of the Republic of Slovenia, no. 22/18. In addition to the updated hotel classification scheme, this

document also presented modernized criteria for the classification of other accommodation categories, excluding glamping. New rules will enter into force in October 2018 and all providers of accommodation categories subjected to classification will have to align with the new provisions within a period of the next six months. Until then, MEDT will prepare a new electronic classification system and carry out the necessary training (MEDT, 2018). Prior to the classification process, all the accommodation suppliers must meet the minimum conditions for their accommodation categories, which are set in the Rules on the minimum technical requirements and on the range of services for the performance of hospitality activity, Official Gazette of Republic of Slovenia, no. 21/14 and 25/17.

2.2 Glamping in Slovenia

Developing glamping tourism offer corresponds to the natural and political context of Slovenia, especially as boutique tourism development, nature-based outdoor activities and sustainability are positioned at the forefront of the country's tourism development vision. Recent years have, in fact, been characterized by the growing popularity glamping in Slovenia (Vreš & Demšar-Vreš, 2015, p. 46). There are currently 58 tourist accommodation businesses marketing their offer on the biggest Slovenian booking platform for glamping accommodation, glamping.si, with 36 of them identifying their accommodation offer as glamping units. On top of that, more glamping sites are currently being planned or constructed. Most sites are located in the North-West and North-East regions of the country. Moreover, according to Google Trends (2018), Slovenia is the fourth country in the world by interest in keyword 'glamping' on Google search engine (see Figure 4).

Figure 4. Interest in keyword 'glamping' on Google search engine by region*



* Values are calculated on a scale from 0 to 100, where 100 is the location with the most popularity as a fraction of total searches in that location.

Source: Google Trends (2018).

Even though glamping has not yet been recognized as an official accommodation type, its rising popularity in Slovenia has not been left entirely unnoticed by the tourism policy makers. The modernization of legislation governing tourist accommodation is listed as one of the main objectives of the latest tourism strategy. Within this objective, formally acknowledging glamping and other innovative forms of outdoor accommodation as a type of tourist accommodation is identified as a goal that would contribute to the standardization and quality improvement of the glamping product and which is achievable in the near future. The strategy also states that regulation designed for traditional campsites, including the classification system, cannot be applied to glamping due to differences in terms of services and target markets of these accommodation types (MEDT, 2017a).

Further, when the Rules on the minimum technical requirements and on the range of services for the performance of hospitality activity were updated in 2017, the term glamping appeared in a legal document for the first time. It is referred to as an example of an extraordinary type of accommodation under an article about campsites, alongside with tree houses, wine barrels and beehives. Such extraordinary type of accommodation is defined as a rounded area consisting of one or more units of extraordinary accommodation that are arranged or adapted for accommodating guests and located in nature. Further, this accommodation type presents a complementary offer to an existing hospitality establishment and must have: orderly sanitary facilities, supply of running drinking water, and containers for recycling waste (MEDT, 2017b).

3. METHODOLOGY

The core aim of the study was to answer two research questions: What is the definition of glamping tourism offer? And, what are the relevant classification criteria for glamping tourism offer in Slovenia? The study therefore pursued two research objectives – first, to construct a comprehensive definition of glamping, or rather to expand the existing definitions, and second, to find relevant criteria for the classification of glamping as a tourist accommodation type. As stated, these goals were pursued in the setting of Slovenia. Data were collected by conducting interviews and then analyzed to obtain new insights about glamping.

3.1 Research strategy

Different perspectives on glamping were analyzed, while the researcher's reflections also formed a part of knowledge production. Findings were hence co-created through interaction between the researcher and the studied subjects. Since their subjectivity became a part of the research process, the epistemological position of the research is subjectivist (Flick, 2009, p. 16). Findings are value-laden, as well as context and time sensitive. As such, they present solely one of the multiple existing realities, or rather a consensus on a construction of reality. After a variety of constructions about glamping have been identified, they were brought into as much consensus as possible to construct new knowledge about the phenomenon. According to Guba (1990, p.

26), this process had two aspects. The hermeneutic aspect involved depicting individual constructions as accurately as possible, whereas the dialectic aspect consisted of comparing these existing individual constructions, including the researcher's. Theoretical stance of this research thus corresponds with the constructivist paradigm.

As the issues regarding glamping tourism offer have not been clearly defined yet and limited knowledge about the phenomenon is available, exploratory research design was applied. The research intended to obtain in-depth understanding of this social phenomenon within its natural setting, rather than offering any conclusive or determining evidence and solutions. Moreover, the research followed a qualitative approach. Data were collected through interviews, which enabled the researcher to explore new views, experiences and beliefs of selected individuals about glamping and the relevant criteria for its classification. As qualitative research is centrally concerned with the production and analysis of texts, which are considered as empirical material (Flick, 2009, p. 48), this study relied on understanding social realities through the thematic interpretation of text obtained through interviews. Moreover, the study reflects an inductive research process, where data are gathered before the construction of meanings.

3.2 Research methods

Before collecting data, pre-existing ideas about the outdoor hospitality, glamping and tourist accommodation classification were studied to get familiar with the main concepts. Among other, this step enabled the identification of the key global tourism trends that have stimulated the rise of glamping, the main characteristics of glamping, and the current developments within the field of tourist accommodation classification. Next, to better understand the classification systems within the tourist accommodation sector and their criteria, a benchmark analysis of hotel and campsite classification systems of five European countries was performed. These classification systems have been considered as valuable points of reference, since glamping is perceived as a transitional form between these two accommodation categories. Besides Slovenia, the United Kingdom, France, Ireland and Croatia have been included in the benchmark analysis. Information on their campsite and hotel classification systems has been obtained online from the official websites of the responsible bodies. This analysis enabled the recognition of the most relevant classification criteria categories for glamping. Together with the reviewed academic materials and the existing quality assurance systems for glamping in Ireland and the United Kingdom, it served as an input for proposing a conceptual model of glamping classification criteria.

3.2.1 Data collection

During the next part of the research, semi structured interviews were conducted with tourism experts and glamping sites representatives. Interviewees were not selected for constructing a representative sample of a general population. Instead, they were selected based on their

relevance to the research topic. In other words, sampling decisions aimed at that material that promised the greatest insights (Flick, 2009, p. 118). Email and social media have been used to recruit interviewees. First, 11 Slovenian glamping resorts have been contacted through email, while one glamping business was reached through their official Facebook account. Five representatives of glamping resorts have agreed to be involved in the interviews, involving three resort managers, one resort owner and one sales department representative. Furthermore, four Slovenian and two foreign tourism experts agreed to take part in the research through email communication. These experts included two co-owners of private Slovenian companies that revolve around glamping tourism offer, a director of a Slovenian private company focused on sustainable tourism, a representative of a Slovenian tourism and hospitality chamber, and two representatives of international companies, the first one focusing on hotel classification in Europe and the second one offering a global booking platform for glamping accommodation.

The use of semi structured interviews applies well to the constructivist research stance (Jennings, 2005, p. 106). This data collecting method permitted more flexibility and further questions to be raised during the sessions, which is important when studying a phenomenon that has received limited attention in tourism research so far. It allowed for the discovery of additional information that has not been thought of as important beforehand, as well as for more detailed and thorough data. The interviews included a set of guiding questions that kept them on track, while emerging topics of interest have also been followed. The guiding questions were prepared in advance. Six interviews were conducted in person, while five were performed on the phone or through a video call. This number of interviews was perceived as sufficient, since similar ideas and patterns began to reoccur at the eighth and ninth interview. At this point the researcher became confident that a sufficient level of data saturation was reached. Transcripts of the interviews that lasted between 30 and 45 minutes have been prepared based on the recordings. These were then subjected to further analysis.

3.2.2 Data analysis

The content of transcribed interviews was interpreted with the use of conventional content analysis. This method was chosen over other qualitative data analysis methods such as grounded theory and phenomenology, because the study deals with relatively less researched social phenomena and is as such limited regarding the development of theoretical relationships. Grounded theory and phenomenology go beyond content analysis to create theoretical frameworks, despite sharing a similar initial approach (Hsieh & Shannon, 2005, p. 1281). On the other side, content analysis allows for development of conceptual models and as such fits the aims of this research.

After reading through it a few times, the text was subjected to the process of coding, following the aim of developing collected data into meaningful categories (Blair, 2015, p. 16). Coding was done manually with printed transcripts and by highlighting codes with distinct colors. No

software was employed. Although Hsieh and Shannon (2005) relate content analysis method to open coding, meaning that codes are derived directly from the text data, the notion of approaching the coding process with no preconceptions was perceived as inaccurate in relation to the design of the research. By selecting semi structured interviews as a data collection method, the researcher was guiding the interviews around the predetermined topics. Preset interview questions align better with a process called template coding, during which the used codes are primarily defined by the researcher rather than the data itself (Blair, 2015, p. 19). Template coding has indeed proved to be more in-line with the epistemological and ontological position of the research. Accordingly, initial codes were drawn from the interview questions that were based on the literature review and research questions. Nevertheless, these initial codes were constantly being adapted and broken down into more codes according to data gathered through interviews, while no initial code was eliminated as irrelevant (see Table 4). Hence, the type of coding applied to data analysis was combined coding. As concluded by Blair (2015, p. 26), there is no best type of coding and sometimes a combined approach seems most pragmatic.

After creating the codes, all text coded with the same color was gathered in one place. The content assembled under each code was then presented using descriptive analysis. In such manner, data were synthesized to offer new insights about the phenomenon of glamping. Finally, data were summarized with the aim of answering the research questions and adapting the conceptual model of relevant criteria for glamping classification.

3.3 Research limitations

Research limitations mainly refer to the inherited aspects of the constructivist paradigm. Findings reflect the unique characteristics of the location and time frame of the research, as well as the researcher's subjective interpretation of data collected. The possibilities of generalization of the findings are therefore extremely limited. On the other hand, there are prospects of transferring the results to similar settings. As such, the research offers a certain degree of transferability.

Next, the results reflect the unique perspectives of glamping site representatives and tourism experts that agreed to take part in the study. The collected data were limited to their views and experiences and might not portray the state of the subject matter in Slovenia entirely. Additionally, due to time and money constraints, not all interviews were conducted face-to-face, although this was perceived as the most desirable manner. What is more, two interviews were conducted in English, which is not the researcher's first language. This might have affected the researcher's ability to denote and depict all the relevant information. Another limitation was the lack of relevant academic literature on glamping that would help the researcher to obtain better understanding of the concepts prior to data collection.

The semi structured design of the interviews allowed for more flexibility, which was needed when studying a less researched phenomenon, but it also made the data analysis more difficult. Interviews were open for additional topics and that complicated the comparison of the responses at times. As mentioned, the analysis of collected data was also subjected to the researcher's bias, meaning that data interpretation was influenced by researcher's values. Another researcher might have identified alternative themes and conducted coding differently. Time and money limitations prevented to test the findings with the triangulation of themes or with peer debriefing. In addition, the use of any software program was avoided due to time needed to master such programs.

Nonetheless, steps were taken to increase the reliability and validity of the study. In qualitative research, reliability and validity can be understood as the quality of the study and the trustworthiness of research procedures (Stiles, 1993). This means that data must be collected with an appropriate procedure, while the findings should accurately represent the collected data. An indirect measure adding credence to the research findings was the selection of field experts and glamping site representatives as subjects for the interviews. This enabled the collection of reliable data. Next, to make the process of data collection more accurate, all the interviews were recorded with a smart phone and later transcribed verbatim. In addition, the transcripts are included in the thesis as an Appendix D. The recordings also enabled the researcher to pay more attention to the flow of the conversation and avoid the shortcomings of taking notes during the interviews. Next, vague and unclear responses were avoided with probing, meaning that raised topics were followed up by specific questions, encouraging interviewees to provide more details and clarify their statements. The researcher also refrained from using only the most intriguing interview responses during data analysis and instead aimed to include a wide range of responses, analyzing the data in a comprehensive manner.

Finally, the ethical aspect of the research was considered. The research participants all agreed to be involved in the study and were told about the research purpose. Respondents were asked for permission before recording the interviews and their identity was hidden. Furthermore, it was explained to them that the research will be published as a master's thesis and publicly available in the Faculty's database.

4. ANALYSIS

The initial codes and the codes revised according to data collected through interviews are demonstrated in Table 4. After, the relevant information falling under each of the codes is presented.

Table 4. Developing qualitative codes.

Initial codes	Revised codes according to data collected
1. Mutual features of glamping sites defining glamping tourism offer	1. Natural surroundings as a mutual feature of glamping sites 2. An upgrade from camping as a mutual feature of glamping sites 3. Extraordinary design as a mutual feature of glamping sites
2. The need of regulating glamping tourism offer 3. Minimum standards for glamping sites 4. Classification of glamping sites 5. Classification and online reviews	4. The need of regulating glamping tourism offer 5. Minimum standards for glamping sites 6. Classification of glamping sites 7. Classification and online reviews 8. Certification of glamping sites
6. Facilities and services as relevant criteria for glamping classification 7. Sustainability criteria 8. Subjective criteria	9. Facilities as relevant quality criteria for glamping 10. Additional offer as relevant quality criteria for glamping 11. Sustainability criteria 12. Subjective criteria

4.1 Natural surroundings as a mutual feature of glamping sites

All the interviewees agreed that natural location is undoubtedly a common feature of glamping sites. In their regard, glamping units need to be surrounded by nature and must enable their guests to connect with nature. Respondent 1 stated, for example, that “Natural environment is absolutely a feature that can partially define glamping tourism offer.” Next, respondent 2 said that “Glamping needs lush nature and greenery” and “should be near forest”, while respondents 3, 4, 6 and 7 listed nature as a necessary requirement for all glamping resorts. Respondent 5 expanded this view, saying that “Glamping sites must have access to the outdoors and give their guests a very natural experience, since a lot of people travel to glamping sites to be immersed in nature...The aspect of nature is a by-product of glamping and also the most important basic condition of glamping sites...It cannot be in the city center.” In contrast, respondent 9 mentioned the existence of urban glamping, but also said that “In Slovenia, glamping is originally a part of nature.”

Interviewees also associated glamping with the trend of returning to nature. Respondent 11 stated that “Glamping philosophy meets the trend of going back to nature, back to the roots.” Furthermore, respondent 2 thinks “Glamping is popular because we want to connect with nature

and find peace in this crazy world.” Respondent 8 also believes that “Glamping product is about being connected to nature, to get what you cannot in a city.” Finally, respondent 2 and 9 believe that Slovenia is an ideal destination for glamping development due to its beautiful pristine nature.

4.2 An upgrade from camping as a mutual feature of glamping sites

Through the interviews, glamping was often described as an upgrade from camping offer in terms of comfort, amenities and services. Respondent 1 defined glamping as “camping on a higher level” and “more luxurious camping for those who do not want ants in their bed.” Respondent 3 stated that “Glamping is more comfortable than camping, because you have a bed and bedding” and “you do not have to do anything to have accommodation”, “you do not have to bring sleeping bags” and “you do not have to take anything with you when you leave”. When comparing glamping to camping, respondent 5 defined glamping as “what many people would call more comfortable”, a “structure versus a pop-up tent” and “something that is more permanent and will be there when you return to it”. Next, respondent 10 stated that “The level of comfort depends on the glamping site, but it is always higher than in campsites.” However, while respondent 9 believes “All glamping units are equipped on a higher level”, respondent 4 claimed that “Glamping does not necessarily have more luxurious equipment than camping, but it definitely has different equipment.”

Still, most respondents agreed that glamping offers a higher level of comfort and amenities in comparison with campsites, whereas the opinions about a higher level of services were mixed. According to respondents 1, 3 and 4 glamping sites do not always offer higher level of services than campsites. Respondent 1 stated that “Glamping guests just want more comfort; the rest can be similar to camping” and respondent 3 even mentioned an option of a campsite offering more services than a glamping resort. Respondent 4 said: “Regarding services, we do not divide our glamping and camping guests, they are the same for all.” To the contrary, respondents 2, 5, 6, 8 and 9 believe glamping resorts in general offer a higher level of services in comparison to camping. Respondent 9 argued that “Glamping guests are more demanding, and they can choose among more activities.” On a slightly different note, respondent 8 stated that “Glamping sites do not necessarily offer more services than campsites”, however, “they offer different services...In a glamping site you wish for more luxurious services.”

In addition, respondents 4, 8 and 9 associated glamping sites to a higher level of privacy relative to campsites. Respondent 8 thinks that “When units are located close together, this is no longer glamping...Without privacy, the product of glamping is ruined...The experimental value of glamping lays in having a view of nature, not of the next tent.” Similarly, respondent 9 highlighted the importance of privacy for glamping guests and listed an adequate level of privacy as a glamping feature, while respondent 4 mentioned privacy as an important aspect of

glamping. Lastly, respondent 4 also described glamping as an upgrade from campsites regarding sustainable thinking.

4.3 Extraordinary design as a mutual feature of glamping sites

According to the data collected, extraordinary design is also a mutual characteristic of glamping sites. Uniqueness and variety present the essence of glamping units. Respondent 5, for example, believes “Glamping must be unique and cannot be a condo or an apartment.” Likewise, respondent 7 stated that “Glamping sites are special, they are different from the established forms of accommodation.” This respondent added that “Uniqueness is a feature of this extraordinary type of accommodation.” What is more, respondent 6 thinks that “Glamping has a unique style that attracts admiration.” Respondent 1 also believes that “Design, size and shape of glamping units can be very different” and respondent 9 agrees that “The term glamping covers different forms of accommodation.”

Interviewees shared more views on the design of glamping units. Many expressed the opinion that glamping units need to be independent, meaning they are separated from any bigger buildings such as hotels and other attractions. Respondents 7 and 10 also claimed that a glamping resort needs to be a rounded area. Furthermore, respondent 4 believes that “Glamping is not a mass accommodation and one unit should thus not accommodate more than 6 people.” As a final point, wood was identified as the main building material for glamping sites.

4.4 The need of regulating glamping tourism offer

Only 3 respondents did not clearly express the opinion that glamping tourism offer needs to be regulated, either due to the early stage of product development, no perceived need or seeing loose rules as an advantage. Nevertheless, they still stated that some sort of glamping organization would be beneficial. Others agreed that glamping regulation is necessary and would be beneficial due to several reasons. Their views can be illustrated by the statement of respondent 11, saying that “It is necessary to find some principles or guidelines to avoid complete chaos when nobody knows what the offer is and what is behind the offer.” Respondent 1 wants regulation to “prevent harming the reputation of glamping”, believing “Not everybody should be allowed to call themselves anything” and that “Regulation would be best for the development of the product”, but also admitting that the lack of regulation is “probably normal in this phase of tourist product development”. Respondent 6 found another benefit of glamping regulation, which is to ease the price adjustment.

Respondent 2 further noted that “It would be great to establish what glamping even is” and “define what glamping sites must have”. He stated that “The current situation is not fair to the guests” and “They can feel cheated because Slovenia permits these big differences between sites with the same name.” Moreover, respondent 2 said that regulation would “increase the quality

of the accommodation sites in Slovenia” and that “Currently many suppliers call themselves glamping just to be visible and easy to find.” Respondent 4 agrees that “Guests can be very disappointed when something is advertised as glamping, but the experience is different.” Likewise, respondent 8 believes that “As the best glamping sites and the ‘whatever’ sites are presented under the same story, guests are being deceived and the product is crashing.” With respondent 10, they both believe regulation should start with defining glamping tourism offer. Respondent 9 also wants to avoid the misleading of the guest with “putting the offer in order”, which presents the “the next step of what we need to do”. For respondent number 10, the lack of regulation “causes confusion for both glamping guests and suppliers on a proper level, while also decreasing the overall level of glamping offer.”

Further, respondent 5 supports the idea of defining and regulating glamping “to keep glamping true to the brand” and thinks glamping needs to be its own accommodation category, as do respondents 3, 7 and 9. Interviewee number 10 denied the option that regulation can “prevent suppliers to misuse the name glamping, but stated “this will happen less and less” and added that “More and more sites improperly called glamping will open, if we do not regulate the offer now.” Respondent 5 concluded that “It is important to define and regulate a trendy market if you want to stay around...Defining it, regulating it, categorizing it and providing structure is a way to keep it as its own branch in the tourism umbrella.”

4.5 Minimum standards for glamping sites

All respondents supported the idea of setting up some minimum standards for glamping sites. Some then mentioned a minimum number of accommodation units as one of such standards, but their opinions about the exact number were very different. While respondent 1 would set the minimum number at five units and the respondent 6 at four units, respondent 2 talked about 10 units and respondent 4 about 10 – 15 units. They argued that “You cannot build one unit behind your house and already call it glamping” and that “It does not make sense to open a glamping business with 3 units.” While respondent 10 recognized that a minimum number of units is important, she found it hard to determine the minimum number and highlighted the need for exceptions. On the other side, respondents 3, 5 and 9 believe that the number of glamping units is irrelevant. Interviewee number 3 stated that “It does not matter if you have 3 or 20 glamping units, it is more important to have certain infrastructure such as sanitation” and respondent 5 claimed “Glamping can be one or five units, it just depends on the property and the experience they are offering.” In a comparable way, respondent 9 thinks that even a single boutique glamping unit can have an incredible additional value, hence, “A number of units is not a criterium that tells anything about the quality.”

Respondent 7 listed tidy sanitation facilities, access to drinking water and recycling waste bins as extreme minimum conditions for glamping sites. While stating that “It is extremely difficult to say what are the minimum standards”, respondent 8 perceives the way of how the units are

built and their environmental footprint as a necessary base of glamping resorts. Next, respondent 9 said that every glamping “needs an idyllic location and additional offer presenting additional value, while services must be on a middle or higher level, also regarding cleanliness.” Other ideas about minimum requirements for glamping sites were also discussed, but they already qualify as codes related to the relevant quality criteria for glamping. Besides this, respondents 3 and 5 expressed the opinion that having minimum standards would help us to know what glamping even is and put it in a category. Be that as it may, respondent 1 concluded that establishing minimum standards would not change much on the glamping market and no big step would be made.

4.6 Classification of glamping sites

Views on classifying glamping tourism offer were mixed. Some respondents advocated for the idea of creating an official classification system for glamping. Respondent 1 stated that classification would protect the guest, while also having a positive effect on his business. As an owner of the resort, he would be willing to change something in order to qualify for a higher rank. In addition, respondent 1 believes glamping is not yet classified in Slovenia, because it is not known well-enough. Respondent 6 also supports classification of glamping, saying that “A star would bring some sort of evaluation, we could set a price and it would benefit the guest.” This opinion was underlined by respondents 9 and 10. The latter stated that “The stars are needed, because glamping suppliers and guests need to know the limits of services and expect what they will get.” But while respondent 9 believes that Slovenia is too small to divide glamping into more segments, respondent 10 was sure that a priori segmentation of diverse glamping sites is necessary if we want to classify them, otherwise “it is like classifying pears and cars at once”. While supporting the classification of glamping sites on a national level, respondent 8 agrees that it would be easier to develop it by dividing the sites between segments first.

The wide variety of glamping forms was also one of the main concerns of the respondents doubting the need or feasibility of glamping classification. Respondent 5, for example, compared a wide variety of glamping forms to a more uniform structure of hotel rooms across the world and concluded that for classifying glamping we might need subcategories for tree houses, yurts and tepees. Next, respondent 7 identified herself as “not inclined towards an option of strictly classifying glamping according to criteria and elements, because with this we lose its originality and imagination”. At the same time, she stated that the road to glamping classification is difficult and long, but it might be possible in 5 years’ time. Respondent 8 offered an alternative form of classification in order to cope with the issue of variety, saying “Maybe we could establish some different ranks of glamping, not necessarily with stars...It could be done in a more descriptive manner – tree houses, luxury glamping, simple glamping...” Respondent 11 was skeptical about classifying glamping resorts, questioning whether hardware

criteria are applicable to glamping and whether one common criteria can fit all glamping sites. Respondent 2 denied the option of classification with another argument, stating that “Glamping can only be one and we cannot have different ranks, everything else is scouting.” The interviewee further said that “Segmentation would be sufficient, stars are not needed”.

Respondents 3 and 4 talked about positive and negative sides of classifying glamping tourism offer. While “Differences between glamping sites can be settled with stars”, a resort can also “fall into a lower rank due to trivial things”. Further, in the opinion of respondent 4, classification helps to avoid confusion and direct guests, but it can also make a glamping resort unavailable for some segments of guests.

4.7 Classification and online reviews

When talking about the relevance of classification systems in times of online reviews, the respondents acknowledged that online reviews have become most important for guests when choosing accommodation, but most of them also said classification still serves some purpose. Respondent 1 claimed that some guests and especially agencies want an accommodation with a specific number of stars and respondent 5 defined classification criteria as “important facts that cannot be argued”. Respondents 8 and 9 agreed that stars are used as the first filter when looking for accommodation, which is followed by the next step or reading online reviews of resorts within the chosen specific rank. Respondent 8 continued that physical indicators remain important when choosing accommodation and even more so on the corporative level and with agencies. Additionally, the respondent 8 stated that “We still have associations with traditional classification that come from our experience... We look for the lowest price with the highest star and best guest reviews.” Respondent 9 offered another interesting thought, perceiving stars much less important when it comes to boutique stories and arguing that “Boutique sites normally do not want to be classified.” Respondent 11 highlighted the continuing relevance of classification systems despite the usefulness of guest reviews, noting there is an information overload on the internet and hotel reviews are always subjective, whereas the stars present objective, trustworthy and transparent information. Respondent 11 also evaluated that 60% of guests still want the information about stars when choosing hotels.

Regarding the integration of guest reviews in official classification systems respondents were more cautious, mostly due to not being familiar with the topic. Respondent 7 stated “We are still very far from such developments” and respondent 1 said thinking about integrating guest reviews goes in the right direction, while not knowing how it would work. Moreover, respondent 4 believes you cannot satisfy every guest completely, but integration of guest reviews could be an option. Finally, respondent 6 recognized that classification systems and online reviews are two spheres with different purposes that should remain separated, first being objective and the second subjective.

4.8 Certification of glamping sites

Primarily due to concerns about the feasibility of developing a classification system for diverse glamping sites, a possibility of organizing glamping tourism offer with a special certificate for glamping sites was considered among some respondents. Respondent 2 said that “As accommodation sites try to get eco labels, they should also strive to obtain the title of glamping” and that “Some commission could give this title, a certificate.” Resorts would obtain a glamping certificate when complying with certain standards and “This should be revised by evaluators each year.” Respondent 6 also expressed the need to establish some kind of certificate for glamping accommodation, which would set some standards for glamping providers, while recognizing and evaluating glamping offer. Interviewees number 7, 9 and 11 further acknowledged that such certificate would be easier to implement than classification and would also be more useful for regulating diverse glamping tourism offer. Respondents 7 and 9 added that suppliers are proud of their certificates and guests appreciate them. In addition, respondent 11 referred to 21 HOTREC principles as a base for such certificate.

Lastly, respondent 7 noted that establishing a glamping certificate would be appropriate in Slovenia and that STO could be responsible for it. In her opinion, this certificate would include more than only minimum conditions and would not focus on technical criteria, but on different, more relevant ones. This respondent also expressed doubt about binding the term glamping with such certificate.

4.9 Facilities as relevant quality criteria for glamping

The conceptual model of relevant classification criteria for glamping, shown in Figure 3, includes several categories of criteria that are related to the facilities of a resort, such as Bedroom, Bathroom, Reception and Other facilities. When asked about desirable facilities within a glamping site, the interviewees offered some reserved and contesting thoughts. They did, however, agreed that facilities present important quality criteria for glamping tourism offer.

The main line of division between the respondents was whether all glamping units should have a private bathroom or not. Respondents 1, 4, 6, 9 and 10 were the advocates of an idea that “There is nothing glamorous about a guest having to walk to a shared toilet in the rain”, while respondent 3 went in the opposite direction, saying that “A unit with a kitchen and a bathroom already loses the character of glamping and becomes an apartment.” Respondent 5 agreed that “A site can fall under the category of glamping if it has a shared bathroom facility on site” and respondent 7 concluded there is a big debate whether glamping bathroom should be private or not and this is not yet clear. Many respondents mentioned an option of using the facility of a private bathroom (within a unit or dislocated) as a crucial element of dividing glamping resorts between different ranks. Respondent number 9, for example, stated that “Having a private

bathroom presents a criterium for stars” and respondent 10 said that “Before anything else, glamping sites must be divided between those having a private bathroom and those that do not.”

Regarding cooking facilities, most respondents think they are not needed as long as the guests have other options to eat in the area. Respondent 1 stated that “The relevance of cooking facilities is relative...If a glamping unit is very basic, a fridge or a grill is useful.” Common space for socializing proved to be another popular facility in glamping sites. Further, representatives of glamping resorts emphasized that their glamping units can be locked, therefore security is also an important aspect. While most of glamping suppliers offer some sort of heating and air conditioning in their units, respondent 8 said this is unacceptable in terms of sustainability. More importantly, respondents shared an opinion that glamping guests want to have a good and comfortable bed, as well as a solid roof and floor.

4.10 Additional offer as relevant quality criteria for glamping

According to the interviewees, additional offer is what makes a glamping resort especially attractive. This offer is focused on food and wellness, but also involves other activities. In the words of respondent 9, “Physical characteristics such as a private bathroom are advantages, but the additional offer gives the final touch...Classification would be beneficial not only regarding the physical characteristics of a resort, but also regarding its additional offer.” Respondent 8 underlined this opinion, saying that “Services such as yoga, massages and culinary experiences are relevant criteria in a sense of what you can get additionally.”

Regarding the wellness offer, respondent 2 claimed that “Glamping sites need to include a water element.” Indeed, we can find pools, bathing ponds, hot tubs and similar on all sites of interviewed resort representatives, while saunas and massage offer proved to be equally important. As stated by respondent 4, “Guests look for the option of having a private sauna or a hot tub.” Furthermore, an elevated level of culinary offer seems to present high additional value for a glamping site. Respondents recognized that glamping guests appreciate breakfast and other meals on site, especially when they do not have a kitchen or other culinary offer nearby. Respondent 5 stated, for example, that “Glamping guests appreciate breakfast and onsite meals as many glamping sites are secluded.” Respondent 9 even highlighted breakfast as a big advantage of their resort, while adding that they are also producing their own wine on-site, as well as having degustations for guests. Moreover, respondents 2, 3 and 9 agreed that glamping suppliers should strive towards offering locally produced and ecological food, and few others also mentioned the importance of connecting with a local community to obtain ingredients.

Respondent 2 talked about another aspect of what glamping should offer, stating that “Resorts should educate their guests about the cultivation of plants and the coexistence between a man a nature.” This is why respondent 2 also believes that “Every glamping site must have a garden and offer it to the guest.” Respondent 3 also referred to such offer in their resort. Other trendy

activities for guests were discussed. Interviewee number 5 said that “Guests definitely appreciate experiences on site, so when you get there, there is something to do that is unique to that glamping site...Activities and new experiences are what really draws a lot of the guests to the sites.” Several resorts offer bicycles to rent, while activities such as yoga in nature, on-site fishing, rafting and making goat cheese were also identified. Finally, respondent 2 suggested that glamping suppliers should think about families with children when developing their additional offer. With respondent 9, they further emphasized that glamping offer must create and follow a story that brings together all the elements of the resort.

4.11 Sustainability criteria

The literature review showed a connection between the concept of glamping and the concept of sustainable tourism. A clear majority of respondents acknowledged this connection and all glamping representatives except one talked about sustainable practices that have been implemented in their resorts. Respondents mostly referred to natural location of glamping resorts when talking about sustainability. Respondent 1, for instance, explained that glamping is instinctively related with the concept of sustainability, because “People staying in nature take better care of the nature” and added that, “Regarding the guests, it is easier to implement sustainable practice in glamping than in a hotel.” Similarly, respondents 4, 5 and 6 believe glamping providers protect nature, because people travel to these resorts to be immersed in unspoiled environment.

Sustainable practices listed by the glamping representatives included composting, using ecological cleaning products, decreasing water consumption, using wood as a construction material, including local population in the resort, offering ecological and locally produced food, recycling waste, and educating staff and guests about sustainable practices. Self-supply was also exposed as an important glamping feature. Respondent 2, for example, believes every glamping site should be as self-sufficient in terms of producing food and energy as possible. In addition, few glamping representatives mentioned having obtained or planning to get a certificate related to sustainable tourism.

On the other hand, respondents 3, 7 and 8 think the level of sustainability depends on each site. Respondent 7 even claimed that the sustainable aspect can be used only as a marketing strategy. Respondent 8 denied the notion of glamping sites being sustainable just because they are located in nature, saying that “Glamping is the same as other types of accommodation regarding sustainability...Today people still do not understand the difference between being in nature and doing business in a sustainable way...Glamping providers think they are automatically sustainable because of their location, but this is not enough.” This interviewee concluded that glamping resorts should still follow sustainable practices and must be positioned in appropriate areas, as did all other respondents.

In regard to including criteria related to sustainable tourism in a classification system, the responses were somewhat positive. Respondent 4 said, for instance, that “Sustainable criteria should definitely be included in classification...To qualify as a four or five-star accommodation, I think you should definitely follow some sustainable practices.” Next, respondent 5 stated “When making choices whether making things eco-friendly, we should make them...If I were to set regulation or push for certain guidelines, I would include this green aspect.” Other respondents were more cautious. Respondent 1 thinks that including criteria about sustainability in glamping regulation would already determine the profile of glamping, while respondent 6 would support such inclusion, however not now, but in the future. Furthermore, respondent 7 supported the inclusion of criteria related to sustainability, but also noted to be less inclined towards the option of limiting something and more towards rewarding respectful attitude towards nature. The third interviewee first stated that “It would be smart to include sustainable criteria in classification”, but then also thought about this as a possible disadvantage for their resort, because they did not build in this direction. Respondent 3 then concluded that it is probably better if sustainability criteria remain an addition in a form of a certificate. As a final point, respondent 11 believes that “If you really want to live the philosophy of being sustainable, you have to include it in your entire business concept...I think it is not really a motivation to go into sustainability only to get a higher star.” Nonetheless, respondent 11 expects sustainable tourism criteria to have more weight in the future.

4.12 Subjective criteria

Respondents had less to say about the potential addition of more subjective criteria such as resort atmosphere and staff friendliness into a glamping classification system, supposing that such system could be established. Their opinions were mostly inclined against this option. This can be partially attributed to the fact that some of them already argued that guest reviews present subjective elements, whereas official classification focuses on objective criteria, and that these two spheres should stay separated. Respondent 1 said that looking idealistically he would include subjective criteria in classification, because it would improve the quality of offer, while also predicting this would cause many complaints. Further, respondent 3 doubted the appropriateness of subjective criteria and criticized the subjective online reviews as sometimes being unfounded, despite acknowledging that elements such as atmosphere are extremely important in tourism. In a similar manner, respondent 4 declined the idea, claiming that it would be too difficult to control. Respondents 5 added that guest reviews already speak for the subjective aspects and classification should remain more objective, as confirmed by respondent 6. The seventh respondent offered a different perspective, first recognizing that more and more soft elements are included in official classification systems and secondly supporting this trend, because “Experience is the most important in tourism.”

5. DISCUSSION

As glamping is a relatively new and less researched phenomenon within the tourism research sphere, the literature on the topic is scarce. Still, this study is based on the available academic discussions about the recent trends within the outdoor hospitality sector and within the field of tourist accommodation classification. More importantly, the existing literature on glamping, including the historical development and the main characteristics of this novel accommodation category, was used as a foundation on which this research was built on.

The primary research, which included interviewing representatives of Slovenian glamping resorts as well as tourism experts, produced original data with new insights about glamping and the relevant criteria for the potential classification of this accommodation type. This part of the thesis is dedicated to connecting and contrasting the literature review with the results of the study, while answering the research questions. Findings are demonstrated in a modified conceptual model.

5.1 Upgrading definition of glamping tourism offer

When reviewing the literature, it was noticed that occurring definitions of glamping were mostly limited to describing the phenomenon as ‘luxury camping’ or ‘glamorous camping’, exposing only its up-scale nature in relation to camping. Consequently, a somewhat more holistic definition of glamping by MacLeod (2017) was applied to this research. The author defined glamping as a form of camping that is very comfortable with high levels of amenities and service relative to more mainstream camping. Still, one of the aims of the research was to adapt and expand this definition in line with the new insights about the mutual characteristics of glamping sites obtained through interviews.

As unanimously reported by the respondents, nature presents an inherent feature of glamping. Pristine natural environment is necessary, since glamping guests travel to the sites to connect with nature. Glamping philosophy follows the global tourism trend of ‘returning to nature’, meaning that people want to reconnect to the natural world from which they feel disconnected in their hectic urban lifestyles. Natural surroundings thus present a characteristic that defines glamping.

Next, glamping is often described in relation to traditional camping, from which it evolved from. According to the respondents, glamping presents an upgrade from camping in terms of comfort. This increase in comfort stems from the amenities that we typically find within glamping units, but not in conventional tents, for example a real bed with bedding, a table with chairs, and sometimes also a toilet and a shower. The structure itself is also more permanent, with a solid roof and floors. Regarding the upgrade in terms of services, several respondents agreed that glamping resorts in general offer a higher level of services than campsites, while few claimed this depends on each resort. Lastly, in comparison to camping, glamping was also associated

with a higher level of privacy. That being the case, glamping can be defined as an upgrade from traditional camping in respect to comfort, whereas higher levels of services and privacy relative to camping occur as its likely features.

In addition, respondents described glamping units as being designed in a unique and extraordinary way. In contrast to more standardized types of tourist accommodation, such as a hotel room, glamping units include a wide variety of forms and are placed in their environment in distinct manners. Besides being extraordinary, glamping units were defined as forming a rounded area and being individual, meaning they are separated from any larger buildings. Despite few respondents mentioning the possibility of setting a minimum number of glamping units, for the time being a glamping resort is considered to be comprised of one or more components.

Given these points, the main features of glamping can be summed up as: being located in nature, presenting an upgrade from camping in terms of comfort and often also in terms of services and privacy, being a rounded area consisting of individual units, and having extraordinary design. Considering these features, glamping tourism offer is defined as follows:

Glamping tourism offer is a rounded area of one or more individual units of extraordinary accommodation that is located in nature and presents an upgrade from traditional camping in terms of comfort and often also in terms of services and privacy.

When returning to literature and contrasting it to research results, common traits can be seen. Several authors highlighted the importance of comfort when discussing the phenomenon of glamping and comparing it to campsites, which was confirmed by the data collected. Moreover, the sense of privacy and especially the natural location were both mentioned as significant aspects of glamping in the literature. This was validated by the respondents. On top of that, new insights about the characteristics defining glamping tourism offer also emerged. While several researchers associated glamping to environmentally friendly operations, these were not put at the forefront of glamping features by the representatives of glamping sites and tourism experts. Even so, the concept of sustainable tourism did obtain more attention once interviews progressed towards the topic of relevant quality criteria for glamping. Respondents also pointed out that unique or rather extraordinary design presents one of the essential features of glamping units, which was somewhat overlooked by the previous researchers. Following the current tourism trends, this sense of uniqueness is also what makes glamping attractive to many guests.

Moreover, this new definition should be contrasted to the definition of extraordinary accommodation, including glamping, found in the Rules on the minimum technical requirements and on the range of services for the performance of hospitality activity, applicable in Slovenia. The latter defines such accommodation as a complementary offer to an existing hospitality establishment, meaning that accommodation sites that focus exclusively on extraordinary accommodation do not fall under this definition. The new definition avoids this

provision and therefore embraces such sites as well. On the other hand, the components of ‘being located in nature’ and ‘being a rounded area of one or more units of extraordinary accommodation’ are found in both definitions, confirming their relevance in the context of Slovenia. These findings can also be compared with the initially applied glamping definition by MacLeod (2017). While glamping did prove to present an upgrade from traditional camping in terms of comfort, a higher level of services proved to be optional. What is more, new definition expanded MacLeod’s definition with the above-mentioned components.

5.2 Regulating glamping tourism offer in Slovenia

The respondents confirmed the proposition of this thesis that glamping tourism offer in Slovenia needs to be regulated, while guests were identified as the main victims of poorly organized glamping market. They are being deceived as glamping sites on profoundly different levels are being advertised and sold under the same name. Regulation was therefore perceived as a necessary next step to prevent confusion on the market. In other words, defining and regulating the trendy market of glamping is needed if we want to keep it as a category of tourist accommodation. Another proposition of this thesis was that glamping tourism offer should be regulated by developing a classification system for this novel accommodation type. For this reason, a part of the literature review was focused on the topic of tourist accommodation classification. Nevertheless, data showed that another type of quality assurance system might be more appropriate.

5.2.1 How to regulate the glamping market

Respondents agreed that determining minimum standards for glamping sites would present a base from which to build from. Nevertheless, this form of regulation was perceived as not being progressive enough to bring any significant improvement. Minimum standards such as having sanitation facilities and access to drinking water on site are not glamping-specific and are typically already included in statutory requirements of opening any sort of tourist accommodation. As stated by one of the resort representatives, not much would change on the glamping market by officially establishing minimum standards. Regardless of this, a specific minimum requirement received more attention in the interviews. Respondents showed contesting opinions whether a minimum number of glamping units should present a requirement for glamping resorts. The ones advocating for this option, proposed very different numbers of units as a limit, ranging from 4 to 15. Others claimed that a number of units has nothing to do with the quality of the site and emphasized the boutique nature of glamping resorts. The researcher concluded that exceptions would have to be permitted in case of implementing a requirement of minimum number of units.

Furthermore, the collected data showed that the prospect of creating an official classification system for glamping is much less straightforward than expected. While various respondents

perceived classification as a beneficial possibility, it soon became clear that developing such system would be very difficult due to the large variety of glamping units. Following the proposition that classification systems focus on objective criteria, the application of same criteria to tree houses, yurts and other glamping forms hardly seems feasible. It is important to note that standardization of glamping, which is listed as the aim of formally recognizing glamping as an accommodation type in the latest strategy of Slovenian tourism development (MEDT, 2017a, p. 89), might not be desirable in case of glamping, as uniqueness of glamping units presents one of its most attractive elements. Classification could bring a certain degree of uniqueness loss, which is a relevant concern. Being special and unique therefore presents both, an appealing characteristic of glamping, as well as a limitation for potential organization and regulation of its offer.

Two alternatives were suggested to address this challenge:

- a) Classification with prior segmentation
- b) Implementation of a glamping certificate

To avoid the obstacle of glamping diversity, glamping sites could be subjected to prior segmentation. In this way, glamping units would first be divided among different segments and then each of these segments would have its own classification scheme. A list of relevant criteria would be developed for each segment according to its characteristics. Tree houses would be subjected to different criteria than glamping tents, for example. A similar option is proposed by the World of Glamping, an international system of glamping segmentation and classification. It proposes to first divide glamping sites between three segments, namely scouting, glamping and lodging. Only then it awards one to seven stars to each site in respect to compliance with determined segment criteria. While the adoption of such system is perceived as a feasible option for the Slovenian glamping market, few concerns must be highlighted. First, the a priori segmentation of glamping sites would add another level of complexity to the process of glamping evaluation. One of the respondents stressed, for example, that Slovenia might be too small to further divide glamping into more accommodation categories. Next, as distinct types of glamping units can be found within individual glamping resorts, one resort would offer more than one segment of glamping and could therefore even obtain different number of stars for each of these segments.

The second alternative would be to disregard the idea of classifying glamping and establish a glamping certificate instead. Accommodation certificates, also known as quality marks or labels, are often confused with accommodation classification systems, but in fact present a different type of a quality assurance system (Foris, 2014). While classification systems allocate accommodation sites into different levels according to their criteria, certificates are understood as mechanisms that ensure customer safety and satisfaction by obliging a service provider to comply with a certain set of standards (United Nations Environmental Programme & United

Nations World Tourism Organization [UNEP & UNWTO], 2005, p. 102). Classification systems might be compulsory or voluntary, whereas certificates are always voluntary. Furthermore, in contrast to the various presented objectives of an accommodation classification system, the adoption of a certificate is primarily associated with the aims of generating tourist satisfaction and increasing the competitiveness of the accommodation site (Foris, 2014, p. 35).

A certificate for glamping sites was also recognized as a more feasible and useful option at this stage of glamping offer development by many respondents. Creating a glamping certificate would present a 'softer' form of regulation in relation to classification. Glamping sites could apply for the certificate and when complying with its standards they would become certified glamping sites. Guests would be able to choose between these certified sites guaranteeing a certain level of quality. A certificate would thus address the issue of deceived guests. As acknowledged by the respondents, accommodation providers are proud of their certificates and guests appreciate them as well. What is more, a glamping certificate would contain more than solely the general minimum standards. When developing such certificate in Slovenia, the Welcome Standard quality assurance system for innovative and quirky tourism accommodation businesses by Fáilte Ireland as well as the Glamping Quality Assessment by Visit England could be used as reference points. Following the latter, complying with different standards would bring a certain number of points, while a minimum overall score would be set to obtain the certificate. Nevertheless, standards prescribed by these two quality marks are rather general and could in fact be applied to other types of accommodation (See Appendices B and D). Therefore, they should be supplemented by criteria specific for glamping sites that are discussed in the next part.

Although tourism industry already boasts more than 150 quality labels worldwide (Plüss, Zotz, Monshausen & Kühhas, 2016) and the market of tourism certificates can be seen as oversaturated, the development of a brand-new certificate for Slovenian glamping sites is relevant, since the lack of any kind of glamping offer organization is evident. Moreover, the existing quality assurance labels in Slovenia were not created specifically for glamping sites. It would be, however, difficult to bind the term glamping itself to such certificate due to its voluntary nature. But even if accommodation providers not reaching the quality level of the certificate would still be able to call their site glamping, the certificate would direct guests to certified glamping resorts with a guaranteed level of quality.

Finally, a more general classification system applicable to glamping sites could present the third option of overcoming the issue of classifying a wide variety of glamping types. The AAHS Glamping Quality Standards, classifying glamping resorts in the United Kingdom between 5 pennants, present an example of such system (see Appendix B). Instead of focusing on precise measurable criteria, this scheme involves more descriptive criteria such as 'basic site', 'slightly increased level' and 'high quality site'. At the same time, it lists criteria related to specific glamping equipment. Because it involves words such as 'ideally' and 'may be' it serves more

as a list of guidelines that resorts with a certain number of pennants should adhere to, but also allows for exceptions, which is important when regulating an accommodation type known for its uniqueness. Be that as it may, the idea about a more general or ‘softer’ classification system originates in the search for the existing glamping quality assurance systems, whereas it did not surface during the interviews. This option would therefore need to be more thoroughly researched to better understand its potential in the context of Slovenia.

No matter which of these options would be implemented, a body responsible for granting and controlling the classification rank or the certificate should be determined. In case of official classification which is compulsory in Slovenia, this duty would fall on the MEDT, while STO was exposed as a suitable supervisor of a potential glamping certificate. Further, it is important to practice regular controls of compliance with the criteria. Frequency of on-site checks should thus also be determined. Finally, the type of the most appropriate quality assurance system also depends on the stage of the tourism product development. While stakeholders on the Slovenian glamping market perceive a glamping certificate as the most useful option at the moment, several also voiced an opinion that as glamping offer evolves with time, an official classification system might become easier to develop.

5.2.2 Relevant quality criteria for glamping

One of the research aims was to find relevant criteria for classification of glamping. Collected data then suggested that creating a conventional classification system might not be the most appropriate type of quality assurance system for Slovenian glamping market, which can be attributed to the early stage of the product development and the inherent characteristics of this novel accommodation type. Nevertheless, finding quality criteria applicable to glamping sites remains crucial, either for application to a classification system, to a certificate or to some different scheme.

Facilities undoubtedly present one of the main groups of relevant quality criteria for glamping. Since glamping sites are so diverse and accommodation units differ even within individual glamping resorts, so do available facilities. Nonetheless, few criteria related to specific glamping facilities and equipment proved to carry more prominence than other. Above all, offering guests a private bathroom with a toilet and shower turned out to be a crucial element for glamping. While respondents had mixed opinion whether all glamping sites should provide private bathrooms or not, they agreed that this criterium presents a key line of division between basic accommodation and accommodation on a higher level. When talking about a potential five-star glamping classification system, the idea about giving one or two stars to glamping sites without private bathrooms was expressed, whereas having a private bathroom within the accommodation unit or having a dislocated private bathroom accessible with key would enable a resort to qualify for higher ranks. It is interesting to note that Glamping Quality Standards by

the AAHS prescribe that only glamping sites of the highest rank of five pennants have individual toilet, shower and washing facilities, but also permitting them to have a shared sanitation block of an exceptional standard (AAHS, 2017).

Before including a private bathroom as one of the standards of a glamping certificate, it should be taken into serious consideration whether only resorts offering private sanitation facilities should be allowed to get certified. The possibilities of adding more sanitation units to glamping sites that currently do not offer private bathrooms, and converting them to private facilities accessible with key, should first be examined. What is more, expanding the sanitation facilities of a glamping in resort might not be appropriate from an environmental perspective, keeping in mind that glamping sites are located in pristine nature. This dilemma could be addressed by shaping the standard of having a private bathroom as a guideline that resorts should follow, while allowing for exceptions. Such proposition is aligned with the contemplated certificate scheme, in which a certain amount of points is given in accordance to the compliance with each standard, but only the overall score decides whether a resort obtains the certification.

Furthermore, all glamping units need to be of solid structure and have a secure lock. A proper bed with a mattress is also necessary in all accommodation units, while the size and quality of bed and bedding could present criteria for further classification. To the contrary, cooking facilities are not needed when the guests have other culinary options close by. Next, representatives of glamping sites emphasized the demand for shared areas where guests can socialize, although they appreciate the sense of privacy. Lastly, heating was stressed as an essential element of glamping units during the colder months.

The second large category of quality criteria applicable to glamping relates to the additional offer of a resort. Within the additional offer, the subcategories of culinary offer and wellness were highlighted, while other activities were also discussed. Guests need to be provided with meals on site, when there is no alternative culinary offer in the immediate vicinity and cooking facilities are not available. As an elevated culinary offer presents high additional value for the guests, glamping resorts should strive towards serving high quality food and beverages that are ideally produced in the region. In addition, breakfast proved to be an on-site meal that glamping guests especially appreciate. Moreover, glamping sites typically offer some sort of wellness activities to their guests. Offering private or shared bathing options, as well as sauna visits and massages within glamping resorts proved to be very common. On top of that, glamping sites tend to offer educational and recreational activities that are special to their resorts. With these additional activities they create a story of a resort and enable their guests to enjoy new experiences. In respect to their importance, additional activities offered at a glamping resort should therefore be included as relevant criteria for classifying glamping sites between ranks. Resorts of higher ranks should provide a rich choice of additional activities, while more basic sites should at least offer some culinary options. Alternatively, a glamping certificate could

involve various standards associated with wide variety of additional activities in the resort, including culinary options, wellness offer and more. Offering such activities would bring a higher overall score to a site, taking it one step closer to obtaining the certificate.

Finally, the relevance of criteria related to the sustainable design and operations was taken into account. Respondents agreed that glamping resorts should protect their natural environment and several operations connected to the concept of sustainable tourism were exposed when talking to the representatives of glamping sites. Most also supported the inclusion of criteria related to sustainability when developing a glamping quality assurance standard. Glamping sites aiming to qualify for higher ranks within a classification system should therefore follow certain sustainable practices, while even the sites in lower ranks could be subjected to some basic requirements of sustainability. On the other hand, imposing such criteria could present a disadvantage for the resorts that were not built with this aspect in mind. For this reason, the researcher concluded that sustainable practices should not be introduced as an obligatory requirement, but rather as a rewarding behavior. Sustainable stance would therefore bring extra points to a glamping site. Again, this proposal fits well with a system, where resorts acquire a glamping certificate when they reach a certain overall score. It can also be applied to a classification system that involves compulsory and elective elements with set point values for each element.

Next, when discussing the inclusion of more subjective criteria to a potential scheme of glamping classification, this option was rejected by most respondents as being too difficult to control and not trustworthy enough. They suggested that subjective criteria are already sufficiently represented in online guest reviews, whereas classification systems present the sphere of objective standards. Further, the possibility of integrating guest reviews into official classification is not considered as needed, which can be contributed to the fact that its prospects are not well-known. Finally, while recognizing the dominance of online guest reviews when it comes to guests choosing their accommodation, the respondents perceive official classification as still serving a purpose.

After revising the quality criteria that are relevant for glamping sites, the second research question can be answered. Before doing so, it is important to restate that a classification system might not be the most appropriate form of quality assurance standard for glamping tourism offer in Slovenia. Still, relevant quality criteria can be applied to another type of quality assurance system. For this reason, the second research question could be changed from ‘What are the relevant classification criteria of glamping tourism offer in Slovenia?’ to ‘What are the relevant quality criteria for glamping tourism offer in Slovenia?’.

The relevant quality criteria for glamping tourism offer in Slovenia relate to three categories of criteria, namely facilities, additional offer and sustainable standards. Within the category of facilities, the existence of a private bathroom is the most important criteria, while equipment

such as a secure lock, a bed with mattress and bedding, a shared area for socializing, and a heater during colder months are needed. Next, culinary and wellness offer present vital additional value of glamping resorts. Finally, sustainable operations should be included in the quality assurance criteria, but only for obtaining extra points.

In conclusion, it must be stressed that glamping sites are so unique that no matter the type of quality assurance system, exceptions always need to be recognized. In other words, permitting exceptions is crucial when regulating an accommodation category known for its uniqueness. Considering this, the glamping quality rank developed by Visit England was recognized as a good reference point (see Appendix C). It foresees that a site under evaluation receives a certain amount of points in respect to compliance with each of the certificate standards. Additionally, a minimum number of overall score is determined for a site to obtain the certificate. By designing a certificate functioning in a similar way, the system would allow for exceptions. The loss of points due to a shared sanitation block in a resort could, for example, be compensated by an exceptional additional offer. On the other side, standards perceived as indisputable requirements, could be listed as compulsory criteria for all certificate holders.

5.3 Modification of the conceptual model

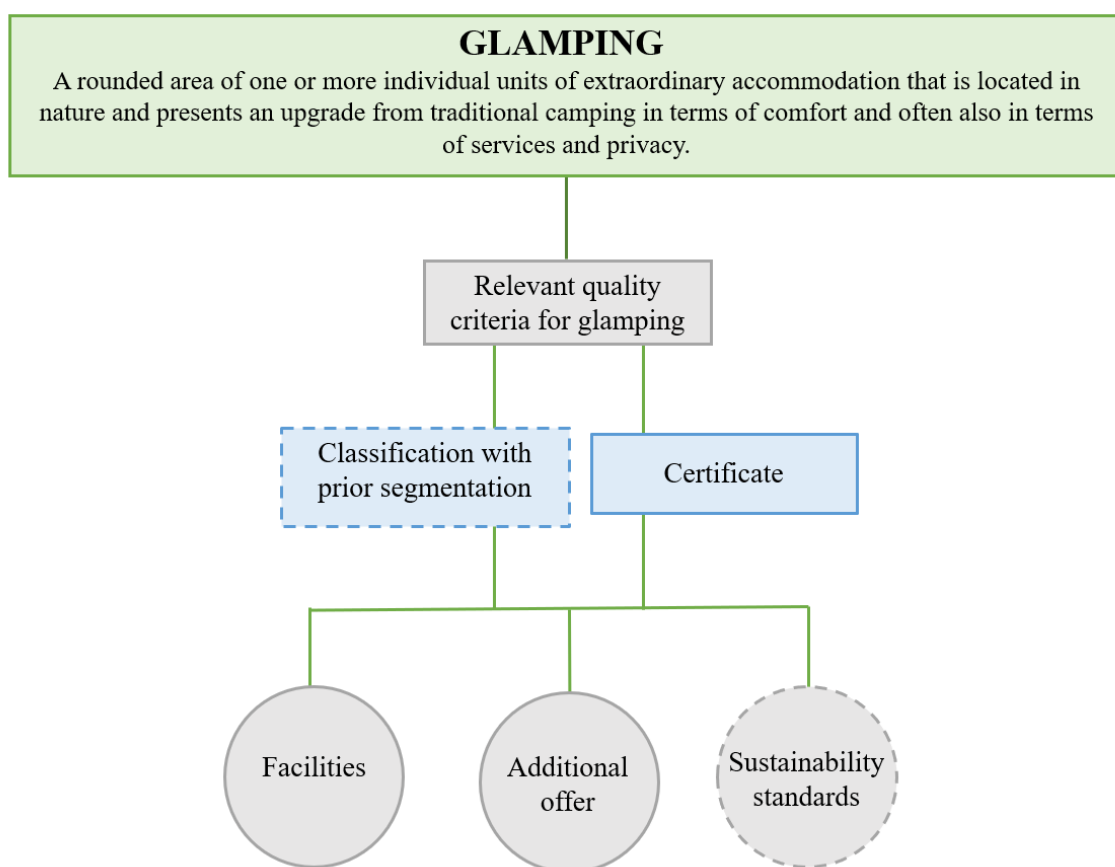
Following the latest strategy for the development of Slovenian tourism, it was assumed at the beginning of this research, that Slovenian glamping market should be organized by first defining what glamping is, formally recognizing it as an accommodation type, and finally developing a classification system for this novel accommodation type. Definition of glamping tourism offer has proven to present a compulsory base on which further regulation can be built from. Drawing up a classification system, on the other hand, proved to be less appropriate for glamping resorts in Slovenia in relation to a different quality assurance system, namely a certificate. In order to establish a classification system, prior segmentation into more glamping subcategories would be necessary.

Figure 3 showed a conceptual model of relevant categories of criteria for the classification of glamping based on the literature review. It involved seven relevant categories of criteria for glamping classification, as well as the components of sustainability standards and the possible integration of guest reviews. The primary research, during which representatives of Slovenian glamping resorts and tourism experts were interviewed, showed that this conceptual model needs to be modified as well as renamed (see Figure 5).

Data showed that in case of glamping tourism offer in Slovenia, it would be very difficult to follow a conventional accommodation classification approach, similar to the classification systems of hotels and campsites. First, glamping presents a relatively new type of accommodation, meaning that it is difficult to determine clear boundaries and criteria of classification at this stage of product development. More importantly, the essence of glamping

lays in being unique and innovative. Development of strict criteria for all glamping resorts could therefore result in a loss of uniqueness. Nonetheless, current confusion on the Slovenian glamping market must be addressed. While considering the possibility of glamping classification with prior segmentation, establishing a certificate for glamping sites with a certain level of quality proved to be the most appropriate option for the time being. Further, the relevant quality criteria applicable to either of these accommodation quality assurance systems can be summed up in two key categories, namely facilities and additional offer. On top of that, sustainability standards are included as rewarded behavior, whereas the integration of guest reviews proved to be a rather unknown and non-desirable component.

Figure 5. Conceptual model of relevant quality criteria for glamping



CONCLUSION

Glamping presents one of the recent developments within the outdoor hospitality sector combining the comfort of a hotel room with pristine natural surroundings. Although the idea of glamorous camping sparked several centuries ago, the term glamping as well as the global expansion of this novel tourist accommodation type came along in the first years of the 21st century. The expansion of glamping resorts has also been recorded in Slovenia, a small

European country with abundant nature. However, despite the growing popularity of the phenomenon in the country, glamping is not yet formally recognized as a type of tourist accommodation and no applicable quality assurance system has been developed, resulting in a disoriented glamping market. An increasing number of accommodation sites on profoundly different quality levels are being advertised and sold as glamping, making guests feel like they are being deceived.

What is more, the outdoor hospitality sector has received little attention within the field of tourism research and glamping remains a poorly researched topic. Academic materials on the subject matter of tourist classification and classification criteria are also predominantly focused on hotels. Countries and other organizations that aim to organize their glamping market and regulate their offer by classifying glamping sites or employing another quality assurance system, can therefore find little direction in the academic field. Considering all these points, two main research goals were determined. The initial goal was to construct a comprehensive definition of glamping tourism offer, whereas finding relevant criteria for the classification of glamping presented the second objective.

The first part of the thesis was intended for reviewing the existing body of literature on outdoor hospitality sector, glamping and tourist accommodation classification. To find relevant categories of criteria for the classification of glamping, a benchmark analysis of hotel and campsite classification systems in five European countries was performed. Respectively, a conceptual model of relevant criteria for glamping classification was created. It predicted that relevant criteria can be summed up in seven categories, namely Overall standards of the premises, Access, Reception & Services, Bedroom, Bathroom, F&B, and Other facilities, while also addressing the options of including sustainability standards and online guest reviews in the classification system.

The conceptual model, however, needed to be modified according to the data collected through semi structured interviews with the representatives of Slovenian glamping sites and tourism experts. Data were interpreted by using the conventional content analysis method and employing manual coding. This process enabled to obtain new insights about the phenomenon of glamping. First, several common characteristics of glamping sites were identified, which enabled a construction of the definition of glamping. The latter defines glamping tourism offer as a rounded area of one or more individual units of extraordinary accommodation that is located in nature and presents an upgrade from traditional camping in terms of comfort and often also in terms of services and privacy.

In the next part, it was discovered that a conventional classification scheme might not be the most appropriate type of quality assurance system for the Slovenian glamping market at the current stage of product development. Developing common classification criteria for the wide

variety of glamping units indeed proved to be an extremely challenging task. Classification with prior segmentation of glamping sites between more accommodation segments was identified as one of the possible ways to address this issue. Still, as such system would add another level of complexity to the process of quality assurance, an alternative of establishing a glamping certificate is suggested as the most convenient option. Such system would enable tourists to choose among certified glamping resorts obliged to follow certain standards. Moreover, designing a certificate in a way, where a resort under evaluation receives a specific number of points in respect to its compliance with each of the listed standards, and obtains the certification when collecting enough points to reach a determined minimum score, the system allows for exceptions, which proved to be highly important when organizing a sector known for unique accommodation sites. Finally, while it would be difficult to bind the term glamping itself to this certificate, guests could avoid the confusion on the market by choosing among the certified glamping establishments.

Despite realizing that developing a classification system for glamping might not be feasible at this certain point in time, finding relevant quality criteria for glamping sites remained a vital research goal, as these criteria are easily transferable to other quality assurance systems such as certificates. Facilities were pointed out as the first group of relevant glamping criteria. Within this category, offering a private bathroom is an essential element of division between higher and lower quality resorts. Having a secure lock, a proper bed, a heater and a shared area for socializing also turned out to present important criteria regarding the glamping facilities. Further, additional offer proved to attract many guests to glamping resorts, presenting the second large category of relevant quality criteria for glamping sites. Within this category, criteria related to culinary and wellness offer seem most relevant. Finally, the list of relevant quality criteria for glamping should be supplemented by sustainability standards. Such criteria, however, should not take the form of inarguable conditions, but should rather present elective elements, the compliance with which is rewarded.

No matter what type of quality assurance system is developed for glamping sites in Slovenia, a responsible monitoring body has to be determined. Keeping in mind that the overall tourist market is subjected to constant changes, it is also crucial to regularly update regulative acts and follow the natural evolution of glamping as a tourism product. What is more, glamping remains a little researched phenomenon that needs to be studied more thoroughly. Future research should be directed at examining the topics of glamping tourism offer definition and its relevant quality criteria from the perspective of guests. It would be interesting to see whether guests visiting glamping sites in Slovenia and elsewhere confirm that regulation of the glamping supply is needed, as was inclined by the Slovenian resort representatives and tourism experts. More attention should also be directed at studying the relationship between the quality assurance systems such as classification schemes and certificates on one side, and online guest reviews on

the other. While this research indicates that these two spheres serve different and not mutually exclusive purposes, study of the demand side might bring different results. Since providers of glamping accommodation might have their own interests in mind when it comes to regulating the market, researching the opinions and needs of glamping guests is of crucial importance. The so-called glampers should also have a say when searching for relevant quality criteria of glamping. After all, they are the ones that a quality assurance system should benefit the most.

Moreover, this study presents only the first step towards creating a list of specific quality criteria relevant for glamping sites. Each of the proposed categories of criteria should therefore be examined further. Additional effort should also be directed at researching the supply and demand sides of glamping in different contexts. While this research was carried out in European environment, more specifically on the case of Slovenia, future studies should explore how tourism policy makers confronted the growth of glamping market in other countries and regions around the world. Finally, it should also be studied how transferable the findings of this research are to other similar contexts.

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APPENDICES

APPENDICES

Appendix A: Quality assurance system applicable to glamping sites by Fáilte Ireland

Table 1: Welcome Standard quality assurance system for innovative and quirky tourism accommodation businesses by Fáilte Ireland

General Business Processes
<ul style="list-style-type: none">- Reliable and consistent performance of daily operations evident.- The business is aware of and addressing its statutory obligations with adequate documentation e.g. Building Regulations, Planning Regulations, Fire Safety Regulations.- Procedures are in place to ensure that all staff have good knowledge of the facilities and services provided.- Procedures in place to resolve guest complaints.- Clear evidence that the business is complying with the Fáilte Ireland Code of Ethics.
Pre-Arrival
<ul style="list-style-type: none">- Business is clearly identified in an appropriate manner when answering the phone.- Clear and accurate information on the facilities and services is provided during the call, or via a website if provided.- Clear directions provided on how to locate the business.- Clear information on payment methods is communicated.- All enquiries are responded efficiently within the appropriate time for the guest.
Arrival
<ul style="list-style-type: none">- Staff are on duty during guest arrival periods.- Guests made to feel welcome upon arrival.- A “thank you” offered for choosing the business, the region or Ireland, where appropriate.- All necessary information is provided to guests upon arrival.
During the visit
<ul style="list-style-type: none">- Friendly and courteous service is provided at all times.- Staff are on duty or available at all appropriate times for the guest and available and contactable throughout the guests stay.- All necessary information is provided to guests.- Guest complaints are acknowledged and resolved.- Where food is provided, meals are prepared with care and as appropriate for guest needs.
Facilities
<ul style="list-style-type: none">- A good first impression of the business, including surroundings where appropriate.

- All buildings, surrounds, fittings, transport, equipment as appropriate are maintained in a sound condition and fit for purpose.
- All interiors used by guests are well maintained.
- All appropriate furniture and fittings comfortable, well maintained and in reasonable condition.
- Heating and ventilation effective where appropriate.
- Lighting effective and well maintained where appropriate.
- Cleanliness to be of a good order throughout.

Exit/Departure

- Staff are on duty for departure, check out and exit.
- Check out, departure or exit process in place.
- Where appropriate, bill account correct and clearly presented with explanation.
- Guest satisfaction check carried out.
- Guest thanked for choosing the business, the region or Ireland as appropriate.
- Guest wished farewell hoping they will return soon in the future.

Source: Fáilte Ireland (2017).

Appendix B: Glamping quality assurance system by AAHS

Table 2: Glamping Quality Standards by AAHS

All glamping sites must:
<ul style="list-style-type: none"> - Be clean and tidy throughout, and all equipment checked before each new let. - Be compliant with fire authority regulations, gas and electric safety requirements, including appliance testing. - Be fully licensed/have planning permission with local authorities. - Provide public liability insurance. - Undertake good practice in terms of service, advertising, booking, and for the duration of the guests stay. - Provide contact numbers including emergency details.
1 Green Pennant
<ul style="list-style-type: none"> - Basic glamping site. - Unit to have adequate flooring – ground sheet or wooden floor. Guests bring own sleeping bags/bedding. - Availability of toilets and showers and washing facilities – these may be fairly basic and unisex. - Entrance and access roads of adequate width and surface plus reasonable access to glamping units. - Well-drained ground, and level pitches. - Basic water point. - Adequate refuse disposal, clearly signed. - Whereabouts of emergency telephone shown.
2 Green Pennants
<ul style="list-style-type: none"> - Glamping site offers a slightly increased level of facilities, services and customer care plus good security and ground maintenance – the glamping unit is still basic. - Units to have good flooring with improved insulation and a bed with mattress. Guests may need own sleeping bag/ bedding. - Each unit to have a basic electric point & maybe single light, or provision of torches or lanterns. - Externally-lit toilet blocks of an improved standard. - Dish-washing facilities, covered and lit. - Availability of owner/warden or contact number and 24-hour contact details. - Information hut or information board. - Consider basic site security.

3 Green Pennants

- Mid-range type of glamping site providing a good level of comfort and good facilities.
- Beds have mattresses - ideally provision of bedding and linen.
- Units may have electric lighting, otherwise good provision of lamps (oil/gas), lanterns and torches, some basic heating.
- Modern shower cubicles ideally with doors & free hot water.
- Improved and better-appointed toilet and washing facilities all likely to be unisex.
- Free hot water for dishwashing.
- Good access to site and units and provision for parking.
- Public telephone on site or nearby, available 24 hours, where mobile phone reception is poor.
- Reasonable efforts at providing site security and supervision.
- Outside seating area, provision of chairs and BBQ.

4 Green Pennants

- High quality glamping site. Facilities, security and customer care are of a high quality and units are well equipped – beds, cloths storage, chairs, tables etc.
- Ideally, all bedding and linen should be supplied – all good quality and replaced at each let.
- Good toilet and shower facilities, very well appointed may be individual to each unit or a high quality shared block.
- Fridge or cool box and cooking facilities.
- Crockery and cutlery.
- Heating in each unit maybe wood burning stove or electric.
- Quality shop on site, or within a reasonable distance.
- Warden available 24 hours – may not reside on site.
- Reception area - may be separate facility or part of owner's house, with tourist information available.
- Access roads/tracks and paths of good standard and maybe lit at night.
- Good spacing between glamping units.
- Heated toilet and shower facilities.
- Dishwashing facilities if separate should be undercover.
- Table and chairs external to glamping unit or picnic bench + BBQ. May have own fire pit or access to communal fire pit.
- Good customer care with information packs etc. in each unit.
- Good security – lockable gates or CCTV etc.

5 Green Pennants

- 5 Pennant glamping sites are of an extremely high standard, set in attractive surroundings with mature landscaping. Facilities, security and customer care are of an exceptional quality.
- All toilet, washing and shower facilities to be of exceptional standard, very well equipped and appointed. Ideally to be individual to each unit but may be a shared block of exceptional standard – heated.
- Toilet facility ideally mains flushing.
- Waste and water points ideally at each glamping unit.
- Fittings and furnishings to be of the highest quality and standards.
- Glamping unit to be spacious with good headroom with space for internal tables and chairs.
- Quality, fully equipped cooking area within unit or separate and equally well-equipped kitchen area shared by units.
- External table, chairs, loungers and BBQ etc. plus fire pit/brazier etc.
- Exceptional levels of customer care with availability of wardens or staff during the day.
- Other services or activities could be offered at this level including good Wi-Fi across the site or hotspot.

5 Pennant Glamping Sites may also provide

- Swimming pools or hot tubs at this level.
- A country style shop.
- A café or other eating facility.
- A designated walking area for dogs (if accepted).

Source: AAHS (2017).

Appendix C: Glamping quality assurance system by Visit England

Table 3: Glamping Quality Assessment Sheet by Visit England

	Marks awarded (out of 5)
Information & Arrival	
Pre-arrival information	
Arrival information	
Extra touches on arrival	
Exterior	
Exterior look and condition of the unit	
Grounds and setting	
Beds	
Quality and condition of beds	
Quality and condition of bedding. Also bed linen if provided.	
Bathrooms	
Quality and condition of shower room/ bathrooms	
Quality and condition of WCs - if separate	
Kitchen	
Quality and condition of all cooking equipment	
Quality and condition of all crockery, cutlery, glassware	
Living Space	
Quality comfort and ease of use	
Lighting & Heating	
All interior and exterior areas	
Housekeeping & Cleanliness	
Grounds & gardens	
General accommodation	
Shower room/ bathroom	
Toilets (if separate)	
Kitchen/ cooking areas	
Total Score	
% Score	
Pass Yes/No	
Gold award Yes/No	

Source: Visit England (2016).

Appendix D: Interview Transcriptions

RESPONDENT 1

Pri nas in globalno se kot glamping oglašuje velika vrsta različnih nastanitev. Bi lahko poimenovali par značilnosti, ki jih za vas nastanitev mora imeti, da je glamping oz. nekaj značilnosti, ki so glamping nastanitvam skupne?

Glamping načeloma izhaja iz kampinga. Ampak tudi kamping nima nekih skupnih značilnosti. Osnova je na primer velikost. Na Hrvaški obali ima ponekod že vsaka druga hiša kamping. To pa pomeni, da imajo zmožnosti postaviti tri prikolice na dvorišču. Če to preneseš v glamping, je tudi tukaj to nerazčiščeno. Že tukaj na Gorenjskem imajo dve hišici za hišo in je to že glamping. Ali pa imajo čisto navadno mobilno hišico in je to glamping. Poimenovanje glamping pri nas predstavlja predvsem tržno ime z namenom dosega gostov, ki iščejo glamping. Drugače je pa daleč od tega, da bi bil definiran. Za začetek še zakonsko ni določen. Glamping je bil lanskega junija z odlokom šele prepoznan, pred tem je bilo vse črno in smo imeli vsi probleme. Težko bi rekel, kaj obstoječe definira glamping.

Kaj pa bi ga lahko definiralo za vas osebno?

Zame ga definira to, da gre za kamping na višjem nivoju, da je hiška predvidoma lesena. Vsebina hiške, oblika in dizajn so pa zelo različni – kar je pa tudi prav. Vsak produkt ima svoj dizajn. Mi smo ga naredili povsem na novo. Garden Village je tudi poseben, zares lep. Če greš pa v kamp Zaka od Save, so pa samo leseni šotorčki. Ampak to je dejansko to, od koder je glamping začel. Bolj razkošen kamping za tiste, ki jim ni do tega, da bi jim v posteljo lezle mravlje. Zdaj gre pa ta nivo vse višje in višje. Če vtipkaš glamping in gledaš po Avstriji ali pa po Nizozemskem, to so navadne lesene hiške. Tako da, ene skupne definicije glampinga kar se tiče oblikovno, kakovostno in po velikosti ni. Ve se samo, da je to glamurozni kamping – nekaj boljšega za tiste, ki želijo v naravo, a ne v šotor.

Se pravi, da naravno okolje je neka značilnost, ki bi lahko delno definirala glamping namestitev?

Absolutno.

Ko ste omenili višji nivo od kampinga – ste s tem mislili bolj razkošno opremo ali tudi višji nivo v smislu storitev za goste?

Ja to je relativno. Mi sicer imamo to zraven hotela, ampak smo eni redkih. Zaradi tega imajo naši gostje še dodatne možnosti in več storitev. Vendar načeloma to tako ni. Načeloma se glampingi, vsaj pri nas, postavljajo znotraj kampinga ali pa na novo. Jaz razumem glamping bolj v tem smislu, da je hiška samo bolj »nobel«, ker je gost ali prestar ali pa si želi več udobja, še vedno pa bi bil rad v naravi. Okolje samo je lahko podobno kot pri kampingu.

Verjetno ste seznanjeni z zadnjo turistično strategijo Slovenije. Se vam zdi, da glamping ustreza viziji razvoja turizma, da Slovenija postane zelena butična destinacija za 5-zvezdična doživetja?

Absolutno. Glamping je točno to. Mislim, da je tudi strategija pisana z mislijo na to. Jaz jih kar nekaj poznam, ki so bili zraven. Seveda, saj se vsi poznamo. Mislim, da so prav to imeli v glavi. Ker če imamo kaj v Sloveniji, je to lepa neokrnjena narava. Majhno je, vse je blizu. Če si ti nekje v Ameriki, moraš biti 5 ur v avtu, da prideš v eno tako okolje. Tukaj greš pa dve minuti iz Bleda in že ga imaš.

Glamping naj bi bil razkošen in bi zadostil tudi zahtevnim gostom, ki iščejo 5-zvezdična doživetja, kar se prav tako sklada s strategijo.

Absolutno. Pa še nekaj je. V Sloveniji imamo problem s tujimi investitorji, ki jih ni. Za dober hotel pa je potrebna velika investicija. Saj imajo tudi Slovenci denar in nekateri bogatejši so se zdaj začeli iti tudi turizem. Ampak po mojem je to zelo vprašljivo. Če si en bogataš vzame nekaj za igračko in ga čez 3 leta to neha zanimati. Bolj pravilne se mi zdijo strateške investicije od ljudi iz posla. Teh pa ni, ker imamo očitno investicijsko in pa davčno okolje malo slabše, se pravi ni nekih velikih podvigov na področju hotelirstva. Izjema je hotel Continental v Ljubljani. Za glamping je potrebna bistveno manjša investicija in prav zadane v srce to zeleno butično Slovenijo. Tako, da to predstavlja veliko bližnjico do 5-zvezdičnih doživetij kot pa preko nekih »nobel« hotelov, sploh na podeželju.

Kakšno se vam zdi trenutno stanje, bi bilo potrebno glamping regulirati ali ste zadovoljni? Bi kaj spremenili?

Absolutno ga je treba regulirati.

Na kakšen način pa?

Treba bi bilo določiti minimalne kriterije, da se lahko ponudnik nastanitve poimenuje glamping. Številčno omejevati nima smisla, ampak bi rekel, da bi morali določiti minimalno število enot, da se lahko okličeš za glamping. Ne moreš narediti hišice za svojo hišo in je to že glamping.

Katero število enot pa bi določili za minimum?

Recimo 5. To je že nekaj, od česar lahko lastnik živi. Se pravi, da se s tem zares ukvarja. To mora biti povezano. Ko nekdo od nečesa živi, za to tudi trdo dela. Jaz imam dosti kolegov, ki mi rečejo, jaz bi tudi imel glamping za hišo. Jim rečem da lahko, ampak sam pri sebi se pa ne strinjam, pa ne zaradi konkurence. Če gledaš koliko je v Sloveniji postelj v hotelih in to primerjaš z glampingom, je za glamping prostora kolikor hočeš, neomejeno. Zato to ni problem. Bi bilo pa fino, če bi bil glamping urejen. Na Bledu bodo to rešili lokalno in glampinga ne bo možno postaviti kjerkoli, ampak samo na določenih lokacijah in zgolj, če bodo izpolnjeni določeni pogoji. To se je začelo zdaj, ko se sprejema Občinski prostorski načrt, oziroma njegove spremembe. Ta predlog je zapisan kot sprememba, ki prihaja jeseni. Ker so tudi oni začeli opazovati to in poskušajo preprečiti nižanje ugleda zaradi pomanjkanja regulacije. Bi bilo treba nekako določiti minimalne pogoje. Je pa to stvar širše debate.

Bi minimalni pogoji rešili težavo tega, da se različne namestitve vsepovprek oklicujejo za glamping?

Bom še enkrat šel nazaj na primer Bleda. Bled se je o tem naučil na drugem primeru. Na Bledu je okoli 50 objektov, ki se oglašujejo kot hostel. In potem je bila gonja zaradi občutka da je na Bledu preveč hostlov, ki na Bled sploh ne pašejo. Potem se gre pa pogledat vsak objekt posebej in se vidi, da se samo uporablja naziv hostel, gre pa za dve sobi v sklopu zasebne hiše. Ime hostel se uporablja zaradi dosega pri gostih. Na tem primeru so se naučili, da je treba nazive namestitev regulirati in, da si ne more kar vsak reči vse. Po zakonu tega sicer ni in si da lahko vsak ime glamping ali hostel ne da bi izpolnjeval določene pogoje. To je verjetno v tej fazi razvoja turističnega produkta normalno. Stvari niso dorečene, potem se jih pa počasi uredi. Ime se lahko za zdaj uporablja samo za domet na spletu.

Bi lahko naštel par minimalnih pogojev, ki bi jih moral izpolnjevati vsak glamping?

Dobro vprašanje. Za začetek število enot. Naprej bi rekel, da to ne more biti nekaj »za hišo«. S tem se mora nekdo ukvarjati. To je sicer najbrž težko doseči. Ker lahko rečeš, da imaš glamping doma za hišo, a se z njim stalno ukvarjaš. Ker gre za glamurozni kamping, bi se moral ponudnik z gostom bolj ukvarjati.

Se pravi, ko rečete za hišo, tega ne mislite v prostorskem smislu, temveč bolj v smislu, da ne gre za nek konjiček, temveč za primarno dejavnost ponudnika.

Tako je. O tem sploh še nisem nikoli z nobenim debatiral.

Če izhajate iz svoje ponudbe, kaj se vam zdijo osnove za glamping?

Vsak mora imeti svoje stranišče in kopalnico. Moraš imeti skupni prostor za druženje. Potem bi verjetno predpisal kvadrato hiške, vsebino hiške – kaj mora imeti. Jaz bi rekel, da samo lesen šotor s posteljo ni več glamping, čeprav je na začetku bil. Zadeva se je že toliko razvila, da to ni več to. Ali pa jaz pretiravam, saj ne vem. Kakor gre razvoj glampingov pri nas, so tisti zaostali in manj prodajajo. So pa tudi bolj poceni. No, mogoče bi šel pa po kategorijah, mogoče bi pa tako naredil.

Če bi imeli uradno klasifikacijo glamping namestitev, bi se lahko osnovni lesen šotor s posteljo kvalificiral kot glamping z eno ali dvema zvezdicama...

Tako je, ter da tisti brez zasebnega stranišča dobi eno zvezdico. Mogoče bi šlo tako.

Kaj pa kakšna oprema za kuhanje? Je to relevantno v glampingu ali gostje pretežno jedo zunaj?

To je pa zdaj spet specifika. Bom primerjal nas in kamping Zaka. Oni imajo zelo osnovne glamping hiške. Tam bi verjetno res prav prišel notri hladilnik ali pa oprema za peko na žaru. Mi pa imamo glamping enote ob hotelu. Na nepozidani strani hotela jih bomo po vsej sreči dodali še 20 že to jesen. Mi se izogibamo kuhinjske opreme, ker imamo zraven hotel in želimo, da gostje jedo pri nas.

Če je v neposredni bližini glamping enot kulinarčna ponudba, torej oprema za kuhanje ni potrebna. Če pa so enote postavljene sredi divjine, je taka oprema dobrodošla.

To si prav rekla, ja. Moraš imeti možnost, da poješ.

Ali je način čiščenja glamping enot enak kot v vašem hotelu?

Isto. Dnevno čiščenje. Pri nas so zasebne kopalnice dislocirane, ampak so res na nivoju. Vse čistimo, s tem, da gostom v kopalnico damo začetni komplet brisač in jim sporočimo, da je to to. Če jih mečejo po tleh, morajo nove brisače plačati. Med drugim kmalu kot prvi v Sloveniji dobimo nalepko »zero waste« hotel. Ta načela uveljavljamo tako v hotelu kot tudi v glamping enotah.

Nadaljujva z zelo priljubljeno temo v slovenskem turizmu, ki je trajnostni razvoj. Se vam zdi morda glamping bolj izvorno povezan s koncepti trajnostnega turizma kot druge vrste namestitve?

Če izhajaš iz glamping gostov, je glamping že izvorno bolj povezan s koncepti trajnosti. Tisti, ki hodijo v naravo, načeloma bolj skrbijo za naravo. Tako, da je v glampingu, kar se tiče gostov, bistveno lažje izvajati trajnostne politike in aktivnosti. Mi smo v glamping enotah s takimi aktivnostmi začeli že preden smo se začeli ukvarjati s tem v hotelu. Bistveno lažje je z okolju-prijaznimi praksami začeti v glampingu. Če pogledamo globalno, pa ne bi smelo biti razlike z drugimi namestitvenimi kategorijami. Na Bledu bodo verjetno v nekaj letih vsi hotelirji začeli z zero waste aktivnostmi. Bled je narejen za to zaradi svoje narave.

Ali se povezanost s trajnostno zasnovo razlikuje med kamping in glamping namestitvenimi obrati, kljub temu, da sta praviloma obe kategoriji locirani v naravi? Morda zaradi višjih cen in bolj ozaveščenih gostov?

Jaz sem v svojem življenju ogromno kampiral po Evropi in Afriki. Se mi zdi, da ne. Ljudje, ki hodijo po naravi in kampirajo se tega preprosto bolj zavedajo. Zelo malo je turistov v naravi, ki ne pospravljajo za seboj. Načeloma se zavedajo svojega ravnanja, saj naslednje leto nočejo priti kampirati na smetišče. Glamping je nadgradnja tudi v tem pogledu. Ampak se mi zdi, da je treba gostom v glampingu včasih celo bolje razložiti okoljevarstvene aktivnosti, saj le-ti pogosto niso navajeni bivanja v naravi. Sem zaidejo tudi premožni ljudje, ki bi radi šele preizkusili bivanje v naravi. Glampinga je po svetu že precej, ampak se mu povsod ne reče tako. V Aziji imajo nore hiške po drevesih in drugod. Vseeno pa to ostaja inovativen produkt, ki ga mnogi želijo preizkusiti, tudi če do takrat niso bili tako povezani z naravo.

Poleg upravljanja z odpadki, izvajate tudi druge okolju prijazne prakse?

Vse kar je v konceptu zero waste, je okolju prijazno. Kakšne prakse konkretno pa imaš v mislih?

Na primer brošure o varčevanju z vodo, elektriko...

Ja ja, seveda. To je vse pod okriljem koncepta zero waste. Goste hotela in glampinga glede trajnostnih praks obravnavamo zelo podobno. Glamping gostje tudi konzumirajo vse v hotelu. Po drugi strani pa gostje hotela nimajo vstopa v glamping del.

Imate kakšno izobraževanje osebja glede trajnostnega delovanja?

Ja seveda, tega smo imeli ogromno.

Gostje dobijo informacije o trajnostnih praksah hotela in glampinga?

Absolutno. Povsod so table. Imamo pa en konkreten problem. Trenutno smo zelo zasedeni s korejskimi in japonskimi gosti, ki večinoma pridejo v hotel le za eno noč. Njim je težko karkoli sploh povedati. Zaradi tega bomo kmalu posneli 2 videa na Bledu. En video bo posnela občina – kako se na Bledu obnašati in kaj videti. Drug video bomo posneli sami. Pokazal bo, kako deluje hotel in kako kot gost upravljati z odpadki ter podobno. Vodiči bodo tem turistom video predvajali že na avtobusu.

Klasifikacije sva se nekoliko že dotaknila. Pri nas imajo druge kategorije turističnih namestitev kot so hoteli, moteli, turistične kmetije itd. urejene uradne sisteme klasifikacije, povečini označene z zvezdicami. Ali menite, da bi glamping tudi lahko šel v to smer?

To bi morali imeti že zaradi varstva gosta. Gost ne ve vedno kam prihaja. Sicer imaš lahko na spletu izredno dobro predstavitev namestitve, ampak kraj zares začutiš šele po prihodu. Glamping še nima klasifikacije, ker se ga še ne pozna dovolj dobro.

Če bi se uradna klasifikacija glamping uvedla, kakšen vpliv bi to imelo na vas kot ponudnika?

Nas na dobrega, ker imamo zelo dober glamping. Mi bi hitro padli vsaj v 4 zvezdice. Mogoče bi dobil Graden Village 5 zvezdic. Najbolj verjetno bi tudi mi ustrezali kategoriji 5 zvezdic zaradi spremljajočih zadev, ki jih ponujamo.

Če bi vam hipotetično manjkal določen pogoj za uvrstitev v višji razred, bi bili pripravljeni za uvrstitev kaj spremeniti?

Absolutno. Naše hiške se od hišk Garden Village razlikujejo zgolj po velikosti, ostala ponudba je enaka. Mi imamo absolutno vse, kar za glamping potrebuješ.

Bi se strinjali s sistemom klasifikacije, ki vključuje trajnostne kriterije in v katerem mora ponudnik za višji razred izvajati več trajnostnih aktivnosti?

Mogoče. Sicer potem bi že zelo profiliral zadevo. Pri hotelih tega ni, v trajnostni turizmu se lahko usmeriš in nato imaš tak profil. Pri hotelih to ne prinaša nobenih zvezdic. Ne vem, kaj je bolj prav. Na vsak način je to stvar debate.

Verjetno bi bilo to odvisno od interesa ponudnikov.

Vsi ponudniki se o tem ne bi smeli pogovarjati. Če bi o tem debatiral ponudniki, ki imajo eno glamping hišico za svojo hišo, se ne bi nikoli razvila nobena klasifikacija. Klasifikacija koristi najboljšim ponudnikom, pa tudi gostu in celotni Sloveniji, saj viša nivo kakovosti. Če bi uvedli klasifikacijo, bi se tudi najbolj osnovni ponudniki pridružili. Ker bi se morali. S tem bi se avtomatično dvignila kvaliteta. Taki ponudniki s svojo dejavnostjo ne bi prenehali. Vložili bi še tisto nekaj, kar bi manjkalo. Zna biti, da hkrati obstaja tudi potreba po bolj osnovnih glamping namestitvah.

Na področju klasifikacije turističnih namestitev se pojavlja tudi debata o tem, ali v uradne sheme vključiti bolj subjektivne kriterije kot so čistoča, vzdušje, prijaznost osebja ipd. Se vam zdi to koristno ali bi se takim kriterijem raje izognili?

Če bi gledal idealistično, bi to vse vključil, ker bi to vse dvigalo nivo ponudbe. Sicer bi bilo veliko pritožb, ampak bi dvignilo kvaliteto. Tudi v Hotelstars sistemu imajo mehki deli ocene več vloge kot prej.

Se vam zdi, da so v dobi vedno večjega pomena spletnih ocen gostov uradni sistemi klasifikacije še pomembni? Se vam zdijo morda manj relevantni za goste, še vseeno pa pomembni za ponudnike in kakšne druge deležnike v turizmu?

Tudi to je res. Težko rečem. To je stvar debate. Največjo težo ima ocena na internetu. Zvezdice so v smislu, ali se bo gost odločil zate ali ne, pozabljena kategorija. Imajo pa težo, ko izbiraš znotraj določenega nivoja. Imamo goste, še posebej pa agencije, ki hočejo namestitev znotraj določenega razreda, npr. s 4 zvezdicami. Mi imamo opravka z veliko korejskih agencij, ki hočejo namestitev znotraj določenega razreda, ne zanima jih pa, kaj ta razred sploh ponuja.

To se pravi, da uradno klasifikacijo še vedno prepoznavajo kot indikator kakovosti namestitve.

Ali ji zaupajo, ali pa preprosto sledijo pravilu, da morajo v aranžma vključiti hotel s 4 zvezdicami in jih kaj dosti več od tega ne zanima.

Za agencije torej uradna klasifikacija ostaja relevantna.

Absolutno.

Kaj pa za ponudnike, da se lažje pozicionirajo na trgu?

Na Bledu imamo večinoma hotele s 3 in 4 zvezdicami. Debata je, ali se investicija za doseg 4 zvezdic sploh splača. Ali kaj prinese. To ni strokovno dokazano, ampak pri nas se zdi, da zvezdice niso tako važne. Važno je kako te dolgoročno prepozna trg. Obstajajo tudi agencije, ki raje poslujejo s hoteli z dobrimi 3 zvezdicami kot s slabimi 4 zvezdicami.

Ampak omenili ste primer korejskih agencij, ki želijo dotični razred.

Ja, tam je pa obratno. Oni imajo take predpise. Za njih potrebuješ klasifikacijo.

Bi raje videli, da bi se uvedli zgolj minimalni kriteriji za glamping namestitve ali si želite uradne klasifikacije? Kaj bi bilo bolje za vas oziroma za celotno panogo?

Jaz bi imel kar klasifikacijo. Na to bi gledal kot na neko evolucijsko zadevo z zavedanjem, da bo mogoče to čez 5 let preživeto. Ampak na tej stopnji razvoja glampinga potrebujemo nekaj, da naredimo red. Za razvoj produkta bi bilo to najbolje. Če bi uvedli le minimalne pogoje, se ne bi prav dosti spremenilo. Velika koraka ne bi naredili.

Še zadnje vprašanje. Nekaj destinacij, npr. Norveška in Abu Dhabi, se je teh novih trendov na področju klasifikacije lotilo z integracijo spletnih ocen gostov v uradne sheme klasifikacije. O tej možnosti je študijo objavil tudi UNWTO, ki našteva možnost

paralelnega prikaza spletnih ocen ali pa globljo integracijo s posebnim algoritmom. S tem bi morda lahko preprečili zastarelost sistemov klasifikacije turističnih namestitev. Kaj menite o tej možnosti?

Ne poznam tega. Ne vem na kakšen način bi se to naredilo in kakšno težo bi ocena gostov imela. Razmišljanje je absolutno pravo, ne vem pa točno kako bi delovalo. Drugače bi bilo pa dobro, da bi bila ocena gostov del klasifikacije. Ocene gostov so seveda tudi odvisne od števila zvezdic. Če ima gost enako izkušnjo v 2 in 3-zvezdičnem hotelu, bo boljše oceno napisal v hotelu z 2 zvezdicama. To je treba narediti na pameten način.

RESPONDENT 2

Kot veste, se lahko v Sloveniji vsakdo okliče za glamping, kar se odraža v veliki raznolikosti nastanitev pod imenom glamping.

Bilo bi super, če bi se uredilo kaj glamping sploh je. Nekateri ponudniki v Sloveniji imajo tri hišice ali pa tri šotore s kadjo pred vhodom – to ne more biti glamping. Vseeno pa se danes oglašuje kot glamping. Imamo tudi kar nekaj primerov takih ponudnikov na Gorenjskem. Garden Village je pa eden prvih glampingov za moje pojme poleg Nebes. Meni, da bi lahko v Sloveniji za glamping poimenovali le okoli tri ponudnike. Opredeliti bi morali tudi kaj mora vsak glamping imeti. Na primer biotop, potok...

Biotop je torej za vas ena izmed nujnih lastnosti glampinga.

Ja, potrebno je, da imaš biotop, da imaš potok oziroma nek element vode. Lokacija blizu turističnega kraja je zagotovo tudi prednost. Prednost Garden Village-a je zagotovo to, da je na Bledu. Vendar je lahko glamping resort postavljen tudi povsem na samem, če gre za dober kompleks. Preko spleta je danes lahko vsakdo dosegljiv. Nato pa je ključna storitev.

No pa se vrniva k vprašanju. Če začneva pri definiciji glampinga. Pri nas in globalno se glamping namestitve zelo razlikujejo. Ali vseeno prepoznate kakšne stične točke oziroma skupne značilnosti, ki bi zaznamovale glamping namestitve? Ena izmed takih lastnosti je verjetno, da se enote nahajajo v naravi. Bi lahko našli še kaj?

Element vode, sonce, delno v gozdu in delno izven, prvinskost bivanja. Človek je praktično zlezel iz drevesa. Naši predniki so živeli v gozdu. Zakaj je tako aktualna ta hišica na drevesu? Ker iščemo stik z naravo in mir v tem podivjanem svetu. Zato so tovrstne namestitve takšen hit. Niso drage po investiciji, so pa drage za vzdrževanje. Glamping resort je mogoče postaviti zelo hitro, umetnost pa ga je vzdrževati. Težko je tudi ustvariti zgodbo in poučevati goste o sobivanju, o vzgoji rastlin, zelenjave in sadja. Mi goste vsak dan vodimo skozi resort in jih izobražujemo o vzgoji rastlin. Vse kar tukaj raste je namenjeno njim. Ni to zdaj samo postavi šotor in ga oddajaj. Tukaj je več, je zgodba sobivanja človeka z naravo. V tem času, ki ga gost preživi z nami, ga želimo spomniti, da je zmožen preživeti sam. To delamo mi. Sporočamo, da lahko hrano pridelujemo sami. To je razlika med nami in drugimi ponudniki namestitve. Drugje

še nisem doživel te zgodbe. Naši vrtnarji govorijo več jezikov in gostom razlagajo o biotopu, o rastlinjaku...

Omenila bi tudi zadnjo strategijo razvoja slovenskega turizma. Se vam zdi da glamping ponudba v Sloveniji sledi strategiji, da postane zelena butična destinacija za 5-zvezdična doživetja?

Ko sem jaz prebral to strategijo, sem pomislil, da je pisana na primeru Garden Village-a. Vse kar mi že delamo, je tam notri zapisano in določeno, da bo šla Slovenija v to smer. Polno priložnosti za doživetja, aktivno preživljanje prostega časa v naravi in zelenju... Saj praktično točno temu sledimo, oziroma se vprašaš – kdo komu sledi? To vprašanje se mi je zdelo prav simpatično. Lani smo imeli v resortu celotno upravo STO-ja. Torej glamping ponudba se definitivno sklada s strategijo.

Kaj pa menite o regulaciji glampinga, ki je bila v strategiji zapisana kot potreba? Če to podpirate, kako bi vi regulirali glamping ponudbo?

Predvsem tako kot je trenutno ni pošteno do gostov. Ko vtipkaš besedo glamping v Google, ti vrže ven marsikaj. Danes je že vse glamping, ker je to moderna beseda. Ne vem kako je v Avstriji, na Hrvaškem pa trenutno mnogo kampov del svoje ponudbe preobraža v glamping. Zdaj se je Hrvaška začela zbujati glede glampinga. Tukaj je Adria, proizvajalec mobilnih prikolic, zaznala tržno priložnost in ustvarila univerzalen glamping produkt. Ta šotor je podoben kot ga imamo tukaj, ampak z znamko Adria. Se pravi, smo šli iz prikolice na kolesih na kamp mobilno hišico, iz tistega smo pa prišli do luksuznega šotora. S tem sledijo trendom in tako se bo na Hrvaški obali razširila ponudba glampingov. Za to mi je v bistvu precej vseeno, važno pa je, da se v Sloveniji uredi kaj glamping sploh je, kdo lahko to besedo uporablja.

Se pravi želite vzpostavitev minimalnih pogojev.

Tako je. Neka komisija bi lahko dala nek naziv, nek certifikat. Kot se potegujemo za neke eko marjetice, bi se morali potegovati tudi za ime glamping.

Kaj pa bi lahko bili ti minimalni pogoji za glamping namestitve?

Definitivno minimalno število enot.

Koliko pa?

Vsaj 15. No moraš se iti glampinga s tremi enotami. Pogoj bi morala biti tudi kvadratura enot. Ne more biti glamping nekaj, kar ima prostora le za eno vzmetnico.

Število 15 se mi zdi kar visoko, v tem primeru bi odpadla večina trenutnih ponudnikov glamping namestitev pri nas.

Mogoče je bolje, da rečeva vsaj 10. Bolj kot to se mi poraja vprašanje ozelenitve. Vsak glamping bi moral imeti vrt in ga ponuditi gostom. Pridelovati bi morali zelenjavo in goste izobraževati v to smer. Glamping se vrača v zgodovino, ko smo jedli, kar smo pridelali skozi leto in shranili. Glamping pomeni tudi prvinskost preživetja v naravi.

Kaj pa, če glamping postavimo v neko drugo okolje, na primer na Kras? Tam ni bujnega rastišča. Take kriterije bi bilo tja torej težko aplicirati.

Jaz ne vidim možnosti glampinga na Krasu, zame to paše v Alpski svet. Gorenjska in Štajerska sta primerni, ne vidim ga pa na Krasu in na morju, tam je poleti vse požgano. Za glamping potrebujemo bujno naravo, zelenje.

Kako pa bo potem glamping uspeval na hrvaški obali?

Tam bo uspeval zaradi drugih razlogov. Ker je tam morje in je hrvaška obala poleti vedno zasedena. Tam se bodo tudi manj ukvarjali z gosti. Pri nas vsakega gosta sprejmemo, ga peljemo po resortu in mu razložimo o našem delovanju.

Če se vrnemo k definiciji glampinga, torej glamping v primerjavi s kampingom ni bolj razkošen le v smislu opreme, temveč tudi glede storitev.

Moral bi biti. To ni 5-zvezdični hotel, ampak 5-zvezdično doživetje. Doživetje je prvi vtis gosta, ko prispe, vse ostalo pa delamo ljudje. Naš resort februarja ali marca, ko ni zeleno, ni primeren za namestitve. Čeprav imamo gretje in bi lahko enote še dodatno izolirali. Gost ne bi bil zadovoljen in ne bi mogli imeti tako dobre ocene na spletu. Zdaj smo v peti sezoni, prvi dve sta bili naporni, zdaj pa so stvari bolj utečene. Smo v začetku maja in so hišice na drevesu razprodane že do konca septembra. In to kljub verjetno najvišjim cenam na Bledu.

Če se vrneva nazaj k minimalnim pogojem, da se lahko ponudnik okliče za glamping. Kaj pa kakšne zahteve glede kopalnic ali ponudbe hrane?

Absolutno. Hrana mora biti v teh primerih lokalna, pridelana v regiji. Vino je izjema. Ne smemo prodajati uvoženih pijač kot je Coca cola. Mi imamo domače sokove, domače marmelade, narejene pri nas. To bi moralo biti vse tako. Hrana mora biti ekološka in ne kupljena pri najcenejšemu dobavitelju. Za to je vredno plačati več, prinese tudi poseben okus.

Kakšno je pa vaše mnenje o tem, da bi se glamping uradno klasificiral na tak način kot so klasificirani hoteli, moteli, turistične kmetije in podobno?

Z zvezdicami? Ne. Glamping je lahko samo eden. Ne more imeti različnih zvezdic. Vse ostalo so... kakšen je že izraz?

Scouting?

Ja, to je scouting. Vam je kdo to že omenil?

To sem zasledila v sklopu novega sistema segmentacije in klasifikacije glamping namestitvev World of Glamping, ki se razvija na slovenskih tleh, a naj bi bil uporaben globalno. Po tem sistemu se glamping namestitve najprej segmentirajo med scouting, glamping in lodging, nato pa se jim določi še število zvezdic.

To je to, s tem se strinjam.

Tudi s zvezdično klasifikacijo znotraj vsakega segmenta?

To je tržno razmišljanje uporabnosti te znamke. Če gledam iz osebnega stališča, je segmentacija dovolj in zvezdice niso potrebne.

Torej podpirate nek sistem, ko se namestitvi dodeli nek certifikat, da gre za glamping, ko izpolnjuje določene pogoje.

Tako je. In, da se to preveri s strani ocenjevalcev vsako leto znova.

Želela sem vas vprašati tudi, ali menite, da je glamping že v svojem izvoru povezan s trajnostno obliko turizma? Ali je v tem kaj drugačen od drugih kategorij namestitve? Številni ponudniki glampinga se namreč oglašujejo kot trajnostno naravnani ali okolju prijazni.

Se strinjam. Pri nas poleg samooskrbe s hrano delamo tudi na samooskrbi z energijo. Imamo vrtino in vsa voda je iz naše vrtine. Napaja vse vroče kopeli. Poraba energije nas zato ne boli. Enako je z namakalnim sistemom v rastlinjaku. Voda v biotopu prihaja iz potoka, v katerega se vrača. Določena mera samooskrbe bi torej lahko predstavljala potrebno lastnost vsakega glampinga. Tudi vrtnarjenje in biodinamika, v smislu, da nič ne zavržemo, ampak kompostiramo. Da spet upoštevamo stare navade naših prednikov. To je del tega pogoja, ki ga po mojem mnenju potrebuješ, da si glamping. Samooskrba s hrano, energijo in vodo. Tudi uporaba ekoloških mil in detergentov. Mi sami peremo perilo in uporabljamo ekološka čistila.

Če sem prav razumela, ste torej odločno proti uvedbi uradnega sistema klasifikacije za glamping, ki bi na primer nastanitvam dodeljeval od 1 do 5 zvezdic.

Tako je.

Obstaja še kaj, česar še nisva omenila, kar gostje še iščejo v glamping namestitvah? Glede opreme, storitev... Kaj bi bilo še relevantno v primeru regulacije?

Naši gostje v veliki večini prihajajo iz Amerike, na drugem mestu so Belgijci, na tretjem Angleži, na četrtem Italijani (govorim za leto 2017). Prvi dve državi ustvarita skoraj polovico nočitev. Zasedenost je bila lani 89%. Odprti smo od prvega aprila do prvega novembra, zato smo strogo sezonsko naravnani. Naša težava je vsakoletni boj za najboljši kader na Gorenjskem. To je težava sezonskega glampinga, sploh če si tako velik kot smo mi, ki za obratovanje potrebujemo 25-30 ljudi. Imamo samo 6 stalno zaposlenih, zato imamo veliko težavo s kadrom. Najbrž nisem nič novega povedal. Energija zadnjih dveh mesecev je bila usmerjena skoraj samo v to.

Še kaj kar je v glamping namestitvah zelo pomembno?

Treba je misliti na družine z otroki. Če si straši lahko to privoščijo, bodo otrokom omogočili sanje, da prespijo v hišici na drevesu ali v glamuroznem šotoru. Hišo na drevesu je precej težavno postaviti, precej bolj kot glamurozni šotor. Hišic na drevesu je v Sloveniji relativno malo. Se pravi, pomembno je dobiti dober kader, saj je »hospitality« poleg čistoče zame najpomembnejši. Umazanija je nedopustna, enako je s kadrom. Glavno je doživetje, gostu je treba dati kar mu obljubiš, kar prebere v ocenah drugih gostov, kar mu kažejo slike. Ocene gostov so seveda zelo pomembne in jih redno spremljamo ter analiziramo.

Vi bili torej zadovoljni, če bi se na državni ravni glamping reguliral z določenimi pogoji, ki bi jih namestitve morala izpolnjevati za prejem naziva glamping.

Ja, absolutno. To je nujno. Zaradi tega, ker delamo škodo ljudem, turistom. Se dogaja, da te ljudje grejo po glamping namestitvah v Sloveniji. Lahko se počutijo ogoljufane, ker Slovenija dopušča te velike razlike med namestitvami z enakim imenom.

Tudi za dvig kakovosti namestitvev bi bila regulacija najbrž koristna.

Sigurno. Da se povežejo pravi glampingi in tisti začnejo sodelovati.

Regulacija bi potemtakem koristila tako ponudnikom kot gostom in nenazadnje še destinaciji, ker bi prišlo do dviga kakovosti.

Najbolj gostom. Gostje so izbrali glamping in želijo glamping. Dajmo jim glamping, ne pa navadnega taborjenja. Številni ponudniki se imenujejo glamping, samo zato da so vidni in se jih najde. Mi smo kljub najvišji ceni v Sloveniji za sezono 2018 že skoraj povsem zasedeni.

Se pravi, da cena ni odločilen faktor.

Ne, vse je odvisno od zgodbe. Češnje, jagode... Gostje, ki prihajajo k nam, pogosto niso navajeni stika z naravo. Gosti prihajajo iz tako velikih mest, da je lahko za nekoga fotografiranje otroka medtem, ko utrga in poje jagodo, nekaj izjemnega. Mi smo tega navajeni, drugje pa niti ne.

RESPONDENT 3

Pri nas, pa tudi globalno, pod pojem glamping trenutno spada široka vrsta različnih namestitvev. Imajo kljub raznolikosti kakšne skupne značilnosti, ki bi lahko glamping definirale?

Narava sigurno. Jaz mislim, da mora biti glamping nujno samostojna enota in hiška stoji posamezno. Mi kot glamping definiramo hiške zgoraj, to so naši glampingi. Spodnje tretiramo bolj kot kakšen bungalov ali apartma, sploh za tujce, ki to iščejo – ker imajo notri že kopalnico in kuhinjo. To za nas ni glamping. Glamping so zgornje hiške, notri je samo postelja. Skoraj tako je kot v šotoru, imajo tudi skupne kopalnice s tuši. Taka bi bila definicija glamuroznega kampiranja. Se pravi, si še vedno sam notri, si v naravi in malo se moraš potruditi za kaj. Se pravi, iti na wc ven in te stvari. Ti je pa bolj udobno, ker imaš posteljo, posteljnino in vse te zadeve. Mi smo v celoti resort, del ponudbe pa smo poimenovali glamping. Marsikdo nas tudi poimenuje kot glamping, ampak mi se ne oglašujemo striktno kot glamping.

Tega pojma nimate v imenu, na spletni strani pa en tip namestitve, ki ga ponujate, imenujete glamping.

Tako je. Ko se gost odloči imamo hiške 4+1 ali pa glamping hiške.

Glamping ste primerjali z bolj udobnim kampingom. Ali se strinjate tudi s tem, da imajo glamping enote bolj razkošno opremo in višji nivo storitev v primerjavi s kampingom?

Ja, ker hiška že stoji, notri dobi posteljnino, mi hiško očistimo... Se pravi, gost ne počne nič. Če pa gremo kampirati, moramo vse narediti sami. Sabo moraš prinesiti spalke, posteljnino in na koncu moraš vse pospraviti. Ko pada dež, si verjetno moker. V glampingu imamo gretje in je kot neka soba. Zato je velika razlika.

Kaj pa v smislu storitev? Ali imajo glamping gostje več možnosti kot tisti v kempingu?

To pa ni nujno. To se mi pa zdi, da je lahko isto, ali pa kamping ponuja celo več storitev. Mi vsekakor imamo na voljo dodatne storitve kot so masaža, savna, hrana, bazen, plavalni ribnik...

Je zajtrk vključen v ceno nočitve?

Ni, razen če imamo posebne ponudbe. Vse te storitve so podobne tistim, ki jih najdemo v veliko kampingih. Vse to že imajo kampingji na visokem nivoju.

Kako bi opisali trenutno ponudbo glampinga v Sloveniji, če izhajate ne le iz vašega resorta, ampak tudi bolj na splošno? Ali sledi turistični strategiji, da Slovenija postane zelena butična destinacija, ki ponuja 5-zvezdična doživetja?

Mislim, da ja. Glampingi so zdaj v porastu. Kot spremljam našo konkurenco, mislim, da so na zelo visokem nivoju. Najbrž ste jih obiskali že kar nekaj in videli, da so na nivoju.

Nekaj sem jih in meni osebno se zdi, da se razvoj glamping ponudbe odlično sklada z vizijo razvoja turizma.

Tako je, Slovenija mora turizem graditi na naravi ter na kulturni dediščini, ki se jo lahko tudi prikaže skozi glamping ponudbo.

Kaj pa menite o tem, da bi se glamping ponudba v Slovenija regulirala? Ali menite, da so spremembe potrebne in kakšne?

Ne opažam, da bi nam prav nekaj manjkalo. Moti pa, da glamping sploh še ni kategoriziran, v smislu, da obstaja kot uradna vrsta namestitve. To tudi manjka na primer na portalu Booking.com. Mi imamo ogromno gostov iz tega portala in bi bilo fino, če bi lahko namestitev iskali zgolj znotraj kategorije glamping. To sem tudi že njim povedala, ker tega je zdaj že ogromno.

Pod kaj pa na Booking.com spadate trenutno?

Zdaj spadamo pod kategorijo bungalovov. Pogosto zaradi tega pride do nezadovoljstva gostov, čeprav imamo dobro definirano, da so kopalnice ločene in deljene. Še vseeno pride kdo s polnim avtom hrane in vpraša, kje bodo pa kuhali. Kuhinje pa v našem glampingu ni.

Se vam zdi, da je potreba tudi po ureditvi minimalnih pogojev, da se lahko določena namestitev okliče za glamping? Bi morali obstajati minimalni pogoji?

Nekaj bi bilo fino, ja. Sigurno. Neka osnova mora biti.

Bi mogoče lahko našli nekaj takih osnovnih pogojev?

Imeti urejeno neko infrastrukturo kot so sanitarije. Če nekdo postavi samo par hišk, nekdo drug ima ponudbo že na malo višjem nivoju kot na primer mi, potem pa kdo še na višjem nivoju... To se pa lahko uredi z zvezdicami, kot pri apartmajih. Infrastruktura pa seveda mora biti.

Če stopiva še korak nazaj, kaj bi bili pa povsem osnovni pogoji za glamping, ki bi jih morali izpolnjevati tudi za najnižji razred?

Narava kot sva rekli. Zame tudi ne sme imeti notri kuhinje in kopalnice, ker s tem že zgubi značaj glampinga in postane apartma. Mora biti samostojna enota, to je sigurno pomembno.

Bi morda kot pogoj navedli tudi minimalno število glamping enot?

Ja... O tem pa nisem razmišljala. Je res, da si brez tega vsak lahko na dvorišču postavi hišico in reče, da ima glamping. Samo konec koncev, ne vem. Težko bi rekla. Sem bila v kampingu v Bosni, ki se razglašča za najmanjši kamping na svetu. In je bilo prostora samo za 5 šotorov, lušno.

Minimalni pogoji se postavijo predvsem za zagotavljanje nekega osnovna nivoja kakovosti.

Ja. Ampak bolj kot število bi jaz izpostavila neko infrastrukturo. Vseeno je, ali imaš 3 ali 20 hišk – gostu lahko ponudiš enako. Je pa sigurno nujno, da je v naravi.

Kaj poleg naštetega gostje v vašem resortu še iščejo? Recimo glede opreme, storitev...

Spet najbolj pomembna zadeva je, da so v naravi. Da imajo udobno posteljo s posteljnino, ampak tega ne poudarjajo, ker že vedo, da bodo to dobili. Zelo veliko težo ima možnost zajtrka, sploh za goste v glamping hiškah, ki nimajo kuhinje.

Lahko svoje glamping enote zaklenejo?

Ja.

Recepcija je pri vas odprta čez dan?

Tako ja, ves dan. Vse kar imamo pa zraven, na primer savno, masaže, najem koles... vse to so pa potem samo še plusi.

Kakšen imate pa protokol čiščenja glamping enot? Z vsakim novim gostom ali dnevno?

Z vsakim gostom. Na tri dni pa menjamo še brisače in posteljnino po želji. Po enem tednu pa vsem.

Glede hrane ste pa dejali, da lahko gostje naročijo zajtrk.

Novo v ponudbi imamo tudi kuhinjo in lahko gostje naročijo kosilo in večerjo. Savna je tudi privatna, vsak gost lahko rezervira privatno finsko savno. Vse storitve imajo na voljo tako gostje bungalovov kot glamping enot.

Prej ste že omenili klasifikacijo glamping in označbo z zvezdicami. Kaj vi menite o tem? Ali bi moral biti glamping klasificiran na tak način?

To je pozitivno za goste, da bolje vedo, kaj pričakovati. To se točno ve na osnovi dodeljenih zvezdic. Na nek način je to dobrodošlo. Po drugi strani pa lahko namestitev pade v nižjo kategorijo zaradi malenkosti, na primer, da ti zmanjka 20 centimetrov površine. So plusi in minusi.

Mi imamo glamping enote odprte celo leto. Najprej smo mislili, da bo to bolj za poletje, zdaj pa so polni skozi vse leto. Vikendi so bili skoraj 100% zasedeni, med tednom pa manj.

Morda potem načrtujete, da boste dodali še kakšno enoto?

Ja tako je, najbrž bomo dodali še kakšno.

Omenili ste, da bi lahko klasifikacija pomagala gostom, da bi bolje vedeli, kaj jih čaka. Kako pa bi to vplivalo na vas? Bi vam morda pomagala pri orientaciji na trgu ali pa pri poslovanju s turističnimi agencijami?

Saj to, ja. Na ta način ima vsak neka pričakovanja že vnaprej in delaš v neki smeri. Po drugi strani je pa lahko to tudi minus. Opazujem po Sloveniji, da smo si glamping resorti res različni in bi verjetno lahko komu res podelil 2 zvezdici, komu pa 6. Tudi cenovno so razlike.

Kje pa mislite, da bi se na tem spektru pozicioniral vaš glamping?

Težko rečem. Naše enote so precej velike, niso več šotori. Notri si dobro zaščiten in imaš gretje. Po drugi strani pa imamo sanitarni blok, ki ga ne bi uvrstila v 4 ali 5 zvezdic. To imamo tudi v planu še nadgraditi in izboljšati, narediti lepše.

Obstajajo tudi glampingi na zelo visokem nivoju z ločenimi kopalnicami, a ima vsaka enota svojo. Gostje imajo ključ.

To bi tudi jaz rada naredila. Upam da bo tako po tej sezoni. Sanitarije bi našo klasifikacijo lahko znižale, hiške so pa dobre. Tudi celotna struktura resorta je dobra in gostje dajejo pozitivne komentarje.

Imajo gostje tudi prostor, kjer se lahko družijo?

Ja, povsod. Poleti imamo tudi koncerte in druge dogodke, ki so dostopni vsem.

Veliko glampign resortov pri nas, pa tudi globalno, se oglašuje kot trajnostno naravnani, okolju prijazni in podobno. Menite, da je glamping že izvorno povezan s konceptom trajnostnega turizma?

Spet je odvisno od vsake namestitve in po kakšnem principu deluje. So pa materiali pri glampingu zagotovo drugi. Vse je narejeno z lesa. Mi imamo tukaj tudi samooskrbni vrt. Kar se tiče družbenega stebra, poskušamo kar se da vključiti lokalno prebivalstvo in povezati resort z okoljem.

Kako pa je s hrano, ki jo strežete, je lokalna?

Ja, uporabljamo čim več lokalnih sestavin, veliko tudi z našega vrta in okoliških kmetij.

To gostom poveste?

Ja, povemo in to gosti tudi cenijo. Sploh, da si lahko kaj sami naberejo na vrtu, lahko vzamejo tudi s seboj. Te stvari so kar pomembne in povezanost z naravo. Delamo na smeri trajnostnega turizma.

Izvajate tudi kakšne druge trajnostne prakse? Na primer varčevanje z vodo in elektriko.

To še pripravljamo, goste bomo opozarjali na to. Zdaj jih že učimo o ločevanju odpadkov. Bomo pa še vse nadgradili. Fino bi bilo dobiti tudi še kakšen certifikat.

Kaj pa menite o tem, da če bi imeli sistem 5 zvezdic, da bi nekdo, ki bi želel več zvezdic, moral izpolnjevati tudi več trajnostnih kriterijev?

To bi bilo pametno. Za nas bi bil lahko to sicer spet minus, ker nismo gradili v to smer. Odvisno od vrste postavljenih kriterijev. Nekaterih certifikatov na primer ne moremo dobiti.

Ste to že poskusili?

Smo se pozanimali, nismo pa še začeli procesa. Poskušali bomo pridobiti certifikat Green Travel. Ne bi bilo prijetno, da naknadno izveš, da se za določeno zvezdico ne moreš kvalificirati zaradi teh kriterijev. Morda je bolje, da bi to ostalo kot dodatek, v obliki certifikata.

Kaj pa menite o bolj subjektivnih kriterijih kot so čistoča, vzdušje v resortu, prijaznost osebja? Bi se taki kriteriji lahko vključili v sistem klasifikacije glamping namestitev?

Sledim komentarjem gostov in včasih ne morem verjeti, kaj kdo objavi in nam tako zniža oceno. Kakšne ocene so zelo neosnovane. Zadnjič so se gostje pritožili, ko smo jim brezplačno posodili kolesa, da v okolici Kamnika ni kolesarskih poti. Na to mi preprosto nimamo vpliva. Zaradi tega je ta subjektivni pogled vprašljiv. Nisem prepričana glede takih kriterijev. Vendar je pa vzdušje v resortu vsekakor pomembno. Lahko zgradiš izjemen resort, ampak če ni tiste pristnosti, oziroma duše in povezanosti, to gosti začutijo. Tukaj smo zaposleni res s srcem pri stvari in se trudimo za goste. Turizem to povezanost, vzdušje, potrebuje. Iz tega vidika so te subjektivni kriteriji pomembni.

Vaše zaposlene tudi izobražujete o trajnostnih praksah resorta?

Ja.

Še zadnje vprašanje. Vrniva se k klasifikaciji. Nekaj strokovnjakov in destinacij se navdušuje nad idejo, da se v klasifikacijske sisteme integrira spletne ocene gostov, ki so danes za goste postale najpomembnejša referenčna točka pri izbiri namestitve. Kaj menite o tej možnosti?

To je tako kot sem že prej omenila. Na nek način je to dobrodošlo in pomaga gostom, ki išče nastanitev, saj združi vse informacije. Ne vem, težko rečem.

Klasifikacija za vas ostaja relevantna tudi v dobi spletnih ocen gostov?

Ocene imajo večji pomen za goste.

Kaj pa za druge deležnike v turizmu? Za destinacijo in ponudnike?

Ne vem, če so zvezdice tako pomembne.

Ampak na začetku ste jih omenili.

Sem jih, ker še vseeno olajšajo zadevo. Ampak imam mešano mnenje. Temu kar ponujamo tukaj in kar smo naredili za prepoznavnost Slovenije, zvezdice ne bi kaj dosti pomagale ali spremenile. Bistvo je visoka kvaliteta in zadovoljni gostje, ki se vračajo.

Če ne zvezdice, kaj pa minimalni pogoji? Kot sva rekli prej – da bi vse glamping namestitve morale imeti določene osnove, da bi se lahko tako poimenovala.

To pa mislim, da bi bilo fino. Da stremimo k neki osnovi. To bi bilo definitivno fino, da se sploh ve kaj glamping je. Ogromno je tega, pa še vedno se točno ne ve, kaj to sploh je.

RESPONDENT 4

Tako pri nas kot tudi v tujini se kot glamping oglašuje cela vrsta različnih namestitev. Ali kljub temu prepoznate kakšne značilnosti, ki so jim skupne? Katere elementi definirajo glamping namestitev?

Jaz bi vsekakor rekla, da mora biti nastanitev ločena od večjih objektov kot je recimo hotel, da gre za zasebno bivanje. Da ena enota sprejme maksimalno, če se orientiram po naših standardih, do šest ljudi, da ni množična. Da je v naravi, absolutno v naravi. Mogoče tudi, da je glamping ločen od ostalih večjih atrakcij. Da predstavlja aspekte kampiranja z dodanim luksuzom. Tudi, da ima vsaka nastanitev svojo kopalnico, to se mi zdi zelo pomembno. Da ni skupnih kopalnic, vseeno pa dopušča občutek, da človek je v stiku z naravo in, da kampira.

Ko glamping primerjamo s kampingom... Glamping torej ponuja bolj razkošno opremo, več udobja...

Ne nujno bolj razkošno opremo, sploh da ima določeno opremo – kot sta zasebna kopalnica in postelja. Pa da ima trdno streho nad glavo in trdna tla pod nogami. To je tista razlika.

Se vam zdi, da se višji nivo v primerjavi s kampingom nanaša tudi na storitve? Je gostom glampinga ponujenih več storitev kot v kampingu?

Če primerjam z našo nastanitvijo, katere del je tudi kamping, ne ločujemo gostov glede storitev. Vsem ponujamo enako. Glamping gost tako nima nujno vključene večerje v hotelu, kot je tudi kamping gost nima. Tako da se mi zdi, pa tudi kar vem od drugih ponudnikov, ni ločitve med storitvami. Česar ima glamping gost več je predvsem trdna struktura in posteljo. Niti zasebna kopalnica ni vedno prisotna.

Vaš glamping resort je med najnovejšimi v Sloveniji.

Tako je, mi smo svoja vrata odprli šele decembra.

Menite, da je glamping ponudba v Sloveniji skladna s turistično strategijo, da Slovenija postane zelena butična destinacija, ki ponuja 5-zvezdična doživetja?

Meni se zdi, da definitivno. To je eden prvih korakov k uresničitvi. Če želimo poudarjati to zelenost, moramo v to integrirati tudi bivanje. Glamping to dopušča. Glamping bi moral tudi sam po sebi biti 5-zvezdična nastanitev, zdaj spet odvisno od ponudnika. Ampak po definiciji naj bi bil. Ker je vključen v naravi, mislim, da definitivno sledi tej viziji.

V statregiji je tudi navedeno, da se mora glamping ponudba urediti. Se s tem strinjate? Kaj bi vi spremenili?

Glamping trenutno ni svoja kategorija namestitve, ampak spada pod druge. Mogoče to, da se malo bolj definira in ne more vsak, ki naredi nek zaprti prostor reči, da je to glamping. Po drugi strani je morda tudi prednost v teh malo bolj ohlapnih pravilih. Mogoče ni vse slabo.

Če se zadevo uredi tako, da se ne more vsak oklicati za glamping, to pomeni, da se vzpostavijo neki minimalni pogoji. Bi mogoče lahko naštel kakšne minimalne pogoje, ki so po tvojem mnenju potrebni v vsaki glamping namestitvi?

Recimo to, da je v naravi. Da je ločeno od nekega večjega kompleksa namestitve. Da ponuja zasebnost, meni se to zdi zelo pomemben aspekt. Nekako mogoče tudi to, da je kopalnica vključena v enoto in ne gre za skupne toaletne prostore. V tem primeru je to skoraj že počitniško naselje. Lasten intimen kopalniški prostor se mi zdi mogoče še najbolj pomemben.

Kaj pa na primer minimalno število enot? Bi to lahko bil pogoj?

Ja, mogoče tudi. Lahko bi se za glamping določilo minimalno število enot.

Katero število bi pa določili kot mejo?

Tam nekje med 10 in 15 enot. Tudi odvisno od ponudnika, ampak se mi zdi, da se je z nekimi tremi enotami nesmiselno iti glamping. Čeprav imajo kje v tujini tudi po samo eno hiško. Seveda izhajam iz naših izkušenj, mi imamo 22 glamping vil in 11 glamping šotorov.

Vi ste eden izmed večjih glamping resortov v Sloveniji.

Ja, to je res.

Poleg minimalnih pogojev, ki sva jih že omenili, katere elemente gostje pri glamping namestitvi še iščejo? Na primer določeno opremo, storitve...

En zelo pomemben aspekt je, da je zasebno in mirno, tišina v naravi. Dosti je tudi povpraševanja po lesenih kadeh, s katero so opremljene nekatere naše enote. Naše kadi so napolnjene s termalno vodo, v čimer smo posebni. Gosti iščejo tudi masažne kadi, ampak to naše niso. Dobro se jim zdi tudi, da imamo v resortu eno hiško namenjeno samo savni za individualni zakup. Iščejo pa tudi ljudje na splošno pri glampingu, da obstaja možnost zasebne savne ali vroče kadi znotraj individualne enote.

Pri vas je mogoče glamping enote zakleniti?

Tako je, pa tudi za vstop v resort vsi gostje potrebujejo kartico. Zunanji ljudje nimajo vhoda.

V redu, toliko o varnosti. Kako pa je s čiščenjem glamping resortov in menjavanjem brisač, posteljnine?

Za vsakim gostom definitivno čistimo, brisače menjavamo na 3 dni, posteljnino pa na 5. Po potrebi je možno že prej, ampak z doplačilom. Mi v hotelu sledimo Eko marjetici in standardu Slovenia Green Accommodation in poskušamo tudi v glamping namestitvah spodbujati tako mišljenje. Glamping sicer še ni certificiran, ampak poskušamo s takim načinom to že uvajati.

Stremite k temu, da bi oznako Slovenia Green Accommodation razširili tudi na svojo glamping ponudbo?

Definitivno bomo šli v tej smeri.

Recepcijo imate verjetno povezano s hotelom?

Recepcija se nahaja v hotelu, ker je glamping v neposredni bližini, na hribu nad hotelom. Gosti pridejo najprej na recepcijo v hotelu. Recepcija pa je 24-urna.

Če se vrneva h regulaciji. Kaj menite o tem, da bi se glamping ponudba klasificirala na podoben način, kot so hoteli klasificirani s 1-5 zvezdicami?

Zakaj pa ne, zato da ne pride do zmešnjave. Imamo goste, ki so specializirani posebej za glamping in iščejo prav glamping. Ti gosti znajo biti razočarani, kadar se nekaj oglašuje kot glamping, izkušnja pa je druga. S klasifikacijo bi take goste lažje usmerili. Če se na primer zasebna kopalnica ne bi uveljavila kot obvezen pogoj za vse glampinge, bi to lahko potem ločili z zvezdicami. Mogoče za prvi dve zvezdici zasebna kopalnica ne bi bila potrebna. Vse ostalo bi pa potem predstavljalo dodatne stvari, kot na primer vroča kad ali savna.

Zvezdice bi torej po vašem mnenju koristile predvsem gostom. Kako pa bi vplivale na vas kot ponudnika? Ali pa na širše na Slovenijo kot turistično destinacijo?

Zdaj razmišljam, da je lahko to tudi dvorezen meč, ker se lahko zapremo in za nekoga nismo več dostopni. Če bomo imeli samo 5-zvezdične glampinge, lahko to postane odbijajoče, ker bodo s tem narastle tudi cene, ki že zdaj niso nizke. Na splošno pa odvisno od želje ponudnikov. Mi želimo biti 5-zvezdična destinacija in že v tem vidim oddaljevanje od nekega splošnega gosta. Večja masa ljudi pa nima denarja za vrhunske glampinge.

Po drugi strani številne destinacije želijo prav to – privabiti premožne turiste, ki se hkrati tudi zavedajo svojega vpliva na okolje.

To je res, ampak, če želimo imeti polne kapacitete, se pa ne smemo zapirati.

Kot prejemnik znaka Slovenia Green Accommodation ste nekoliko poseben primer, ampak, če gledate bolj na splošno... Menite, da je glamping kot oblika namestitve že izvorno povezan s konceptom trajnostnega turizma? Morda bolj kot ostale oblike namestitve?

Ja, že s svojo pozicijo v naravi. Kot del narave bi tudi to moralo biti bolj strogo določeno. Glamping mora biti bolj trajnostno naravnan.

Tudi kampingi se po večini nahajajo v naravi, ampak se jih manj oglašuje kot trajnostno naravnani. Zakaj?

Glamping je novost in, če gremo v koraku s časom, je to torej nadgradnja. Glede kampinga bi morali nekateri stvari re-definirati in spremeniti, ampak pri glampingu pa lahko s tem že začnemo.

Glamping bi lahko torej predstavljal nadgradnjo kampinga tudi v smislu trajnostnega turizma.

Tako. Tudi v bolj trajnostnem razmišljanju.

Če se vrneva na potencialno klasifikacijo glampinga s 5 zvezdicami. Bi se strinjali s sistemom, ki od ponudnikov zahteva, da za pridobitev več zvezdic tudi izpolnjuje določene trajnostne kriterije?

Definitivno. Da se lahko sploh uvrstiš v 4 ali 5 zvezdični rang, bi po mojem mnenju moral nujno izpolnjevati vsaj neke trajnostne vidike delovanja.

Prej ste omenili še število zvezdic v povezavi s ponudbo zasebne kopalnice. Bi morali glampingi s 3 zvezdicami ponujati zasebno kopalnico?

Po mojem ja. Kot osnova glampinga se mi zdi to pomembno. Zdaj do dve zvezdici še mogoče lahko dopušča to izjemo, naprej pa ne.

Dotakniva se še bolj subjektivnih kriterijev. Evolucija klasifikacije turističnih namestitev uvaja vse več subjektivnih kriterijev, kot so vzdušje v resortu, čistoča, prijaznost osebja... Mislite, da bi del klasifikacije glampinga moral vsebovati take kriterije?

Po mojem je to preveč splošno. Take stvari je tudi zelo težko nadzorovati in obvladovati. Te kriterije bi težko vključili.

Imajo vaši gostje na razpolago skupinsko območje za druženje?

Mi smo še precej novi in tega za zdaj še nimamo. Imamo pa trenutno v izgradnji ob glampingu ribnik, kjer je načrtovan tudi prostor za druženje. Je v delu.

Glede na to, da obratujete šele nekaj mesecev. Ste zadovoljni s številom rezervacij?

Smo zadovoljni, včasih kar presenečeni. Malo težav smo imeli, ker smo odprli pozimi in so se mnogi bali, da jih bo zeblo, čeprav imamo gretje. Glamping je v tem delu Sloveniji še vedno neznanka in ljudje ga morajo še spoznati. Glede na to situacijo, smo zadovoljni z zasedenostjo. Zdaj se pa sploh začinja glavna sezona. Med vikendi in prazniki smo pa sploh brez vseh težav.

Nameravate imeti glamping enote odprte skozi vse leto?

Naše vile imajo panelne plošče za ogrevanje in so odprte vse leto. So zelo tople pozimi. Šotori pa so sezonski in odprti od aprila do septembra, oziroma odvisno od vremena.

Oboje pa se imenuje glamping.

Tako je.

Še zadnje vprašanje. Nekaj strokovnjakov in destinacij se navdušuje nad idejo, da se v klasifikacijske sisteme integrira spletne ocene gostov, ki so danes za goste postale najpomembnejša referenčna točka pri izbiri namestitve. Kaj menite o tej možnosti?

Jaz se strinjam, da je mnenje gostov najpomembnejše in zelo veliko tudi delamo na tem. Dejstvo je, da vsakega gosta ne moreš zadovoljiti popolnoma, lahko pa gostje iz drugih ocen dobijo koristne informacije. Če ima kdo dober produkt, so ocene samo dobrodošle. Mislim, da bi bilo dobro, da se ta mnenja vključi.

Če za konec samo ponoviva... Vi se torej strinjate, da se mora glamping v Sloveniji regulirati in, da potrebujemo neke minimalne kriterije, da se lahko nekdo okliče za glamping. Hkrati podpirate idejo, da se glamping klasificira, ker se vam zdi to koristno.

Tako je.

RESPONDENT 5

In Slovenia, but also globally, many different accommodation sites are marketing and identifying themselves as glamping. Do you recognize any mutual features they have? Although they are different, do you see any common characteristics among them?

Yes. The way that we define glamping is an assortment of accommodations that are unique and close to nature. But, these are the two big categories (uniqueness and nature) that all the accommodations on Glamping Hub have to uphold. It can be anything from a tree house, which is really unique, to a cabin, which is more standard, but it has to be close to nature and in an area with an access to the outdoors. Also giving a very eco, natural experience to the guest.

When comparing glamping to campsites, glamping is often described as an upgrade in terms of equipment and services. Do you agree?

Yes. Whether or not the accommodation is more luxurious or more rustic, it is different than camping in the fact that it is a structure versus a pop-up tent. Something that is more permanent and will be there if you are to return to it. Whereas the tent goes with you.

Do you think glamping is also more comfortable comparing to staying in a campsite?

I guess that this is a preference. Some people are really comfortable sleeping in a tent or have the most natural experience sleeping under the stars. But I guess glamping is what many people would call more comfortable.

Do you think glamping sites also tend to offer more services to guests?

I think it depends on the site, but in general they do offer more services to their guests. Even basic services such as running water and a bathroom that is connected to the facilities, or electricity.

Do you think countries should subject their glamping offer to some sort of regulation? Should they regulate it similar to hotels, campsites and other accommodation categories?

I believe that glamping should be an accommodation category with structure and that there should be regulations in order to keep it true to the brand. While types of glamping vary, it should be defined and regulated. Glamping is a brand.

Would you then agree with setting up minimum standards for accommodation sites to be able to market themselves as glamping?

Yes. I think that would go along with defining glamping as a brand and putting it in a category.

Could you maybe name some such basic conditions?

I would say that it has to be a more permanent structure, it cannot be within a city center. It cannot be in an apartment or a condo, it must be its own separate unit. And I would say the nature aspect is the biggest one.

You mentioned a private bathroom before. Would this be a necessary condition for a glamping site as well?

No. I think a site can still fall under the category of glamping if it has a shared bathroom facility on site, maybe between two units.

Do you think a site needs to have a minimum number of units to be called glamping?

No. I think that glamping can be one unit, or five units, it just depends on the property and the experience they are offering. I don't think there has to be a minimum or a maximum number of units for something to be called glamping.

In addition to the basic requirements that you mentioned, what else are the guests looking for most when they are glamping in terms of equipment and services?

Regarding services, what sets glamping apart is the fact, that there is a host that can cater to the guests' needs. How I camped in the past, you show up and there is usually nobody to check you in or provide extensive directions of how to set up. Hosts offering glamping are someone a guest can turn to should they need anything. In glamping there is somebody catering to you, similar to a hotel.

Do you maybe have anything else in mind? What do the guests want when they glamp, especially in comparison with other accommodation types?

I think many of glamping guests appreciate breakfast and onsite meals or a place to prepare meals, as many glamping sites are secluded, meaning that they cannot wake up and go to a restaurant across the street. Glamping sites are located a bit farther from a city center and they would need to use a car for that. So, I think guests really appreciate a breakfast on site, or meals included, or somewhere to cook. Definitely also experiences on site, so, when you get there, there is something to do that is unique to that glamping site. For example, some of our hosts have animals and they offer make your own goat cheese classes. Others have on site fishing,

others include rafting experience, on site yoga... Activities and new experiences are what really draw a lot of our guests to the sites.

What do you think about developing a glamping classification system on a country level? For example, establishing a 5-star classification system. Do you think it could benefit the guests and the suppliers?

It is hard to say. Classification systems work very well with hotels. You go to a hotel and you know more or less about the experience you will have. But because glamping is so diverse, there are so many types of accommodation, it is very subjective depending on what you are looking for. A hotel is much easier to define, you know, a large building, multiple rooms, a lobby to check in. This structure is similar across different hotels. For glamping classification, would there be sub-categories for tree houses, for yurts, for tepees? Glamping sites are so vast.

I understand. But you still agree with the need of setting up some minimum conditions for sites to qualify as glamping?

Yes, I think so. Defining it as something where you can arrive, and it is there for you, like to a hotel. You don't arrive to a hotel and then have to make your own bed or clean your own shower...

What about the connection between glamping and sustainable tourism? Many glamping resorts market themselves as being ecological, environmentally-friendly, responsible. How important is the role of sustainable design and operations in glamping sites?

I think you brought up a really good point with that. I think this is an important element that I did not bring up before when we were talking about what defines glamping and how it should be regulated. I do think that eco-tourism should play a role in a glamping accommodation. A by-product of glamping is the aspect of nature and that is why a lot of people travel to glamping sites, to be immersed in nature. Glamping sites should therefore protect nature and do things that are environmentally friendly and green.

Campsites are mostly located in natural surroundings as well. How come they are not so intrinsically connected to the concept of sustainable tourism?

Campsites is something you just choose to go to, whereas a glamping site has a host who supports the guest staying there and also has more control over their site. They can make a choice to make their accommodation eco-friendlier.

Sustainable practices are hence definitely a part of glamping.

Yes.

Would you then agree to include sustainability criteria within glamping regulation? For example, as a basic requirement to market as a glamping or as a qualification for a higher star.

Yes. When making choices whether making things eco-friendly, we should make them. Personally, I think an accommodation should be eco-friendly to qualify as a glamping, however,

does it have to be eco-friendly to be called glamping? No, it doesn't. But if I were to set the regulation or push for certain guidelines, I would include this green aspect. But no, it does not have to.

Do you think subjective criteria such as resort atmosphere, staff friendliness and cleanliness could be included in a potential glamping classification system?

Taking hotels as a base, the criteria would be objective. And then the reviews would speak for all the other subjective aspects such as friendliness of staff.

You mean online guests reviews.

Yes.

There is a big debate in the world of tourist accommodation classification, whether classification systems lost their relevance in the times of online reviews, as the latter have become the most important reference point for tourists looking for accommodation. Do you think classification systems are still relevant today?

I think they are still relevant. Stars present a category, what makes a hotel one or five stars based on the facilities and services. That is undebatable. For example, if there is a toilet connected to a glampsite, that might be 4 or 5 stars, whereas a disconnected toilet might fall under 1, 2 or 3 stars. These criteria can't be argued, they are facts. This is just an example. How the guests felt about that is completely subjective and it is also necessary, but I think both aspects are important.

Some countries integrated online reviews into their accommodation classification systems. Do you think this is a promising option for the future?

I think it is important to define and regulate a trendy market if you want it to stay around. Right now, I feel like glamping is being talked about as being trendy. And you know, trends come and go. But hotels are there on the map, that is it – a complete market. Working for a company involved with glamping, I would like to see it not as a trend, but as its own branch of tourism. Defining it, regulating it, categorizing it and providing structure is a way to keep it as its own branch in the tourism umbrella.

Interesting. Is there anything else that I didn't mention or ask you about and you think is important to note in regard to your work experience and the potential regulation of glamping? If you would talk to a policy maker of a country wanting to regulate its glamping offer, what kind of advice would you offer?

I'm not sure if what I am about to say is totally relevant to your question, but something I have come upon through my work experience so far is that people ask me: "Aren't there already booking platforms, aren't there already ways to rent accommodation? What makes glamping different?" And I think what makes us really different from other booking platforms is the experience that we can provide our guests with and how special and unique this is. And I think that hotels and other booking platforms can be more convenient, they are located in the city centers. But when people are disconnecting and going on a vacation, I would like glamping to pop up in somebody's head as a completely different entity and associate glamping with

experience. I guess with policy makers it depends on whether we decide to categorize glamping as it is in the UK and Europe, or in the US, or in Asia.

Do you follow a set of guidelines when adding new accommodations to your portal? You probably have some minimal standards for a site to include it on your portal.

Pretty much it just has to be unique, it has to be close to nature. It cannot be a condo or an apartment. It has to fall under those categories.

This is still quite wide.

Yes, it is pretty vast. We don't have any set standards for eco-friendliness, we provide our hosts with guidelines on how they can become eco-friendlier. Ideally, we would like all our hosts to follow eco-friendly guidelines one day. But it is not a deciding factor whether or not they can be on our website.

Your collection of hosts therefore includes a wide spectrum of sites, from very basic ones to very luxurious ones.

Absolutely yes.

But you still consider all of them to fall under the term of glamping.

Yes. Its will be interesting to see how this branch of tourism evolves.

RESPONDENT 6

Katere so po vašem mnenju glavne značilnosti, ki definirajo glamping in po katerih se razlikuje od ostalih kategorij turistične namestitve? Čeprav so si glamping nastanitve med seboj zelo različne, ali obstajajo kakšne skupne karakteristike?

Sigurno narava, saj se glamping enote morajo nahajati v naravnem okolju. Rekla bi tudi, da gre za nek višji nivo od apartmajev in tudi za edinstven slog. Pri glampingu je več občudovanja. Pomemben je tudi bazen za kopanje, npr. mi imamo naravni ribnik, v katerem so kopajo gosti.

Če glamping primerjamo s kampingom... Ali je glamping gostom ponujen tudi višji nivo storitev?

Da, mislim, da ja.

Kako bi opisali trenutno stanje glamping ponudbe v Sloveniji? Ali sledi turistični strategiji, da Slovenija postane zelena butična destinacija, ki ponuja pet-zvezdična doživetja?

Da, jaz opažam, da se glamping ponudba v Sloveniji zelo razširja. Imamo tudi številne goste, ki povprašujejo po podobnih vrstah nastanitve drugod po regiji. Morda glamping v Sloveniji ne sledi še povsem strategiji turizma, je pa na dobri poti.

Ali menite, da bi morala biti ponudba glampinga v Sloveniji regulirana? Če je temu tako – zakaj in kako? Trenutno lahko po državi najdemo zelo različne vrste namestitve, ki se oglašujejo kot glamping. Kako bi regulacija to spremenila?

Regulacija glampinga bi koristila. Glamping je treba prepoznati, določiti mu je treba ponudbo. S tem bi se lažje tudi uravnalo ceno. Jaz bi rekla, da bi bilo potrebno uveljaviti nek certifikat za glamping nastanitve.

In tak certifikat bi verjetno določal neke minimalne pogoje, ki bi jih morali ponudniki nastanitev izpolnjevati, da bi se lahko oklicali za glamping?

Tako je, to bi bil certifikat za vse glamping namestitve. Zdaj se vsak ponudnik trudi posebej, s certifikatom pa bi bil glamping prepoznan in ovrednoten.

Kakšni pa bi morali biti ti minimalni pogoji za pridobitev glamping certifikata? Bi jih lahko nekaj našteji?

En pogoj bi moral biti zagotovo minimalno število glamping enot, nastanitev bi tako morala imeti vsaj 4 enote. Sigurno tudi zasebna kopalnica in kuhinja. Pa seveda določena oprema, na primer prava postelja.

Prej ste omenili tudi element vode. Je to tudi minimalen pogoj glamping ponudbe?

Ne, to pa ne. Večina glamping namestitev ima bazen ali kad, vendar je glamping lahko tudi drugačen.

Katere dodatne opreme ali storitev po vašem mnenju gosti v glamping namestitvah še želijo?

Gostje imajo radi na voljo brisače, da jim za kopanje ni potrebno prinesiti svojih. Pomemben je tudi tuš, da se lahko pred in po kopanju v ribniku stuširajo. Pa še javni wc, ki ga lahko med kopanjem uporabljajo.

Lahko vaši gostje svoje glamping enote zaklenejo?

Da.

Kakšen pa je protokol čiščenja glamping enot? Čistite dnevno ali za vsakim gostom?

Seveda za vsakim gostom, več pa glede na želje gostov. Na 2 do 3 dni tudi ponudimo sveže brisače in posteljnino.

Je zajtrk vključen v ceno nočitve?

Zajtrk ni vključen, vendar pa je v radiju 1 kilometra trgovina. Za skupine včasih tudi mi pripravimo zajtrk.

Gostom ponujate še kakšne dodatne aktivnosti?

Da, gosti lahko najamejo kolesa in uporabljajo rekreacijsko sobo oziroma fitness. Na voljo je tudi wellness ponudba, v sklopu katere sta masažna kad in savna.

Kakšno je vaše mnenje o uradni klasifikaciji glamping namestitev v Sloveniji? Kako bi klasifikacija vplivala na vas kot ponudnika glamping namestitve in kako na goste ter druge deležnike?

Mi bi podpirali klasifikacijo, saj bi nam zvezdica prinesla neko ovrednotenje in bi lahko določili ceno. Pozitivno bi klasifikacija vplivala tudi na goste.

Glamping ponudniki se pogosto oglašujejo kot ekološko in trajnostno naravnani. Kako pomembna je vloga trajnostnega turizma za glamping namestitve po vašem mnenju?

Nekako je pomembna in to zato, ker so glamping enote postavljene v naravi. Glamping namestitve sledijo sodobnim trendom trajnostnega turizma.

Ali v vašem resortu izvajate kakršnekoli aktivnosti, ki bi jih lahko opisali kot okolju prijazne ali trajnostne?

Zaenkrat še ne. Smo bili pa na delavnici o »zero waste« delovanju in trenutno preučujemo možnosti. To imamo še v načrtu.

Ali bi se strinjali s sistemom klasifikacije, pri katerem bi namestitev morala izvajati več trajnostno naravnanih aktivnosti, da bi se lahko kvalificirala v višji razred?

To bi podpirali, ampak mogoče še ne zdaj, v prihodnosti pa.

Kaj pa mislite o bolj subjektivnih kriterijih kot so vzdušje v resortu, čistoča in prijaznost osebja? Ali bi bilo mogoče te kriterije vključiti v uradni sistem klasifikacije?

Mislím, da bi taki kriteriji lahko ostali ločeni od uradne klasifikacije.

Menite, da so subjektivni kriteriji že v dovolj veliki meri zastopani v spletnih ocenah gostov?

Tako je, te sfere bi lahko ostali ločeni še naprej.

Pa menite, da so v času velikega pomena spletnih ocen gostov uradne klasifikacije turističnih namestitev še relevantne?

Tako je. Jaz bi zvezdice ohranila, saj vsaka sfera služi svojemu namenu. Spletne ocene so bolj subjektivne, klasifikacija pa je bolj objektivna.

Več strokovnjakov je pozvalo destinacije, naj spletne ocene gostov kar integrirajo v svoje uradne sisteme klasifikacije turističnih namestitvenih obratov. Kaj menite o tej možnosti?

Da, lahko bi se tudi integrirali.

Obstaja morda še kaj, česar nisva omenili, pa je pomembno za potencialno regulacijo glamping nastanitev pri nas? Na kaj bi opozorili tiste, ki bodo zadevo urejali?

Mogoče še, da je gostinska ponudba za goste res pomembna. Dobro je imeti gostilno v neposredni bližini oziroma znotraj resorta.

Vi načrtujete, da boste zraven glamping enot imeli tudi gostinsko ponudbo?

Mi ne, ker imamo to rešeno z gostinsko ponudbo v bližnji okolici.

Ste na splošno zadovoljni z zasedenostjo glamping enot in morda načrtujete še kakšno dodatno enoto?

Smo zadovoljni, ampak zaenkrat še ne načrtujemo novih enot.

RESPONDENT 7

Začniva bolj na splošno. Kaj menite o glampingu kot obliki nastanitve? Se vam zdi, da gre zgolj za trenutni trend oziroma za muho enodnevnicu ali se lahko v Sloveniji uveljavi kot konvencionalna vrsta turistične namestitve?

Težko govorimo o muhi enodnevnicu, glede na to, da se glamping v Sloveniji pojavlja že skoraj 10 let. Če bi šlo za muho enodnevnicu, bi to v sezoni ali dveh že izginilo, pa ni. Glede na to, da v zbornici pokrivam združenje kampov Slovenije, lahko rečem, da smo imeli na naslovnici že leta 2008 neko vrsto glamping na Bledu. Skratka, to že kar nekaj let traja in se še bo razvijalo. Se pa trendi seveda vseskozi spreminjajo, mogoče čez 30 let to ne bo več aktualno.

Pri nas se kot glamping oglašuje širok nabor različnih vrst namestitev.

To pa zato, ker se je pokazalo, da je popularno in se je nato ta pojem razširil na druge oblike.

Se vam zdi, da imajo vse te različne nastanitve s poimenovanjem glamping vseeno neke skupne značilnosti?

Ja, zagotovo. Imajo to neko posebnost. So nadstandardne in odstopajo od ustaljenih oblik nastanitve. Lani je bil spremenjen Pravilnik o minimalnih tehničnih pogojih in o obsegu storitev za opravljanje turističnih dejavnosti. V delu, ki definira kampe, je bila dodana opredelitev namestitev kot je glamping. Definira jo kot neko izven standardno obliko namestitve, ki je zaokrožena celota, ki jo sestavlja ena ali več namestitvenih oblik v naravnem okolju, urejenih ali prirejenih za nastanitev gostov. Ta namestitvena oblika je dopolnilna ponudba obstoječega gostinskega obrata.

Zakaj glamping ni definiran tudi kot možnost samostojne dejavnosti? Za nekatere ponudnike glamping namestitve v Sloveniji namreč to predstavlja osrednjo dejavnost.

Iskali smo neko opredelitev glampinga. Ker se glamping namestitve pojavljajo v dejavnosti kampov, so bile uvrščene kot neka pod-dejavnost kampov. Prejšnji pravilnik je tako prinesel nekaj novosti kot so postajališča za avtodome, ki jih prej ni bilo, tudi šotorišča. Tu gre na primer za tridnevni glasbeni dogodek, kjer se lahko postavi le šotorišče. Tako je definiral nove oblike, ki so se pojavile v slovenskem turizmu. Zdaj se je pojavil glamping in se nekaj dogaja. Poskusili so ga definirati čim širše, da lahko vsak, ki ima recimo motel, hotel, gostišče, gostilno s prenočišči, penzion... Da lahko v bližini tega objekta postavi še neko izven standardno obliko namestitve kot čebelnjak, hiško na drevesu... Da je to zraven kot dopolnilna dejavnost. Taka definicija je torej izbrana, ker so nekateri postavili samo en ali dva objekta. Taki objekti nimajo svojih toaletnih prostorov in nujno je, da lahko koristijo skupne sanitarije obstoječega

nastanitvenega obrata v bližini. Da je to regulirano. Potem ta člen naprej definira še, kaj ta oblika mora imeti. Urejene sanitarije, oskrbo s tekočo pitno vodo in posode za ločevanje odpadkov. Da se ne bi kdo spomnil in sredi gozda postavil nekaj brez osnovne oskrbe, kar se nam je dogajalo.

To so torej neki minimalni pogoji za vse take namestitve.

Skrajni minimalni pogoji, ja.

Vendar taka definicija potem pomeni, da se nekateri glamping ponudniki ne morejo identificirati kot glamping, ker je to njihova poglavitna oziroma edina dejavnost.

Verjetno so se taki registrirali kot prenočišča. Prenočišča so nastanitveni obrati, ki ne potrebujejo kategorizacije. Se pravi, kategorizacije namestitvenih obratov po kakovosti ponudbe z zvezdicami ne potrebujejo vsi tipi nastanitvenih obratov. Potrebujejo jo hoteli, moteli, kampi, apartmaji, sobe in tako naprej, ne pa vsi. Eden izmed obratov, ki kategorizacije ne potrebuje so prenočišča, kamor spadajo tudi mladinski hostli, planinski domovi... Nekateri objekti tega ne potrebujejo, so pa nastanitveni obrati.

Samo ime glamping pa kot razumem lahko uporablja kdorkoli.

Kdorkoli ja, če se tako odloči. Ta definicija je napisana za izven standardne oblike nastanitve. Samo v oklepaju je nato navedeno kaj bi to lahko bilo, npr. glamping. Ta pa nikjer ni definiran.

Pa se vam zdi da to manjka? Da bi se uredila še definicija glampinga in se zanj ne bi mogel oklicati katerikoli ponudnik?

Zdaj pa pridemo do bistva. Kaj to je. Začeli smo pred desetimi leti s hiškami na Bledu in te gorske hiške s steklenimi stenami so bile res nekaj posebnega, oni so že sami to zaznali. Spraševali so se kaj narediti, če gre za nekaj izven standardnega – bi morale biti sanitarije zasebne ali ne. Ali bi se šlo v to smer, da bi bilo vse na nekem visokem nivoju, ali pa bi šlo bolj za pristen stik z naravo.

Morda je lahko tudi oboje.

Lahko je tudi oboje. Zdaj so mnenja deljena. Eni mislijo, da bi moralo biti vse na takem nivoju, da imajo gostje svojo zasebno kopalnico, kad ipd. Drugi mislijo, da to ni v skladu z zeleno Slovenijo, da je to ravno nasprotno od tega.

Se vam osebno zdi, da so zasebne sanitarije pri glamping namestitvi obvezne?

To je ta glavna ločnica, o kateri sem se pogovarjala že veliko. To me sprašujejo tudi lastniki nastanitvenih obratov. To se še ni skristaliziralo. To idejo podpirajo predvsem tisti, ki zasebni kopalnico že imajo. To je treba dobro pretehtati, saj gre tudi za onesnaževanje okolja. Čeprav po drugi strani, ima tudi vsaka hotelska soba svoje sanitarije.

Lahko pa bi poleg minimalnih pogojev za vsak glamping imeli tudi klasifikacijo, npr. z zvezdicami. V tem primeru bi bile lahko na primer glamping namestitve z eno ali dvema zvezdicama brez zasebne kopalnice, za višje razrede pa bi jo potrebovali.

Ja, ampak do tega še nismo prišli, ta pot je še dolga. Zaradi tega, ker je bil Pravilnik o minimalnih tehničnih pogojih sprejet lani, letos pa tudi nov Pravilnik o kategorizaciji, kjer se glamping še vedno ne omenja. Pravilnik sem omenila, ker gre za definicijo izven standardne nastanitve kot dopolnilne dejavnosti. Do naslednjega koraka prenove kategorizacije nastanitvenih obratov, ki je po Hotelstars standardih predviden za vsake 5 let, bi lahko ta vmesni čas porabili za to, da dobro premislimo in mogoče glamping, če ostane dopolnilna ponudba, vključimo kot možnost za pridobitev dodatnega števila točk pri primarni ponudbi. Kot je zdaj predvideno dodatno število točk za več apartmajev oziroma suitov.

Kaj bi pa potem naredili s čistimi oblikami glampinga, ki nimajo druge ponudbe?

Pravilnik ureja, da morajo imeti minimalno urejene sanitarije, tekočo vodo in ločevanje odpadkov. Oni so potem prenočišča, ki se ne kategorizirajo. Po sedanjih pravilnikih. Da bi jih v prihodnosti kategorizirali, težko verjamem, zaradi tega, ker so to najcenejše oblike nastanitve, recimo planinski domovi.

Bi lahko bil glamping svoja kategorija namestitve, ločena od kampov in prenočišč?

Moral bi biti nastanitveni obrat kot posebni tip nastanitve, da bi se lahko kategoriziral. Ampak v tej fazi še ni.

Pa bi bilo to mogoče koristno v prihodnosti?

Ker gre za nek inovativen, novi, poseben prestop, ga ne moraš dati v neke jasne okvirje kot se to pri kategorizaciji počne. Tam se točno določa, kaj imaš, koliko centimetrov in podobno. Jaz v tej fazi ne vidim te možnosti. Bolj vidim možnost, da tisti nastanitveni obrati, ki se kategorizirajo, pa imajo še dodatno glamping ponudbo, bi dobili za to še neko dodatno število točk, ne vem, 10 ali 20.

Kaj pa, če bi se uvedla neka oblika certifikata za glamping namestitve?

To bi se pa dalo. Za to bi lahko recimo poskrbela STO.

Lahko bi obstajali neki splošni minimalni pogoji za pridobitev takega certifikata, pa ne mislim kvadrature, saj kot ste rekli so si glamping enote zelo različne.

Jaz bi rekla, da so za certifikat potrebni več kot le minimalni pogoji. Ne smemo misliti na pogoje kot so kvadratura, pri glampingu gre bolj za enkratnost okolja, poraba vode, zelenje, ogljični odtis... Nekateri drugi kriteriji bi bili relevantni. To bi se pa dalo narediti, kot neki certifikat.

Vi bi si želeli, da se glamping v Sloveniji regulira? Ali ste zadovoljni s trenutnim stanjem? Več ponudnikov je izrazilo željo po uradni ureditvi.

Mislim, da je kljub temu, da ga imamo že 10 let, mogoče še v povojih. Mi skupaj s turistično organizacijo Slovenije pripravljamo katalog kampov že 20, 30 let. Tokrat pa bomo pripravili katalog kampov, glampinga in postajališč za avtodome. Se pravi, vsa ta ponudba, ki je v naravi, bo zbrana skupaj. Smo se celo pogovarjali že o enem takem posebnem logotipu za glamping. To je ena od idej, ki je bila lani v časopisu Delo. Da bi posebej začeli promovirati to obliko nastanitve, s tem da, recimo pri kampu imamo neko število piktogramov, ki pove, kakšno

dodatno ponudbo kamp ima. Pri glampingu še nismo tako daleč, da bi vedli, kakšne piktograme vključiti, ravno zaradi teh razlik, tudi v dodatni ponudbi. Tako daleč še nismo, to se bo s časom verjetno skristaliziralo. Mogoče že s tem, ko bomo sedaj prvič imeli glamping omenjen v tem katalogu in bomo videli, kaj bodo ponudniki omenjali v svoji ponudbi. Kako se bodo predstavili.

Če se vrneva k minimalnim pogojem iz pravilnika. Bi se jih držali tudi za naprej?

Ne, to je premalo. To so samo sanitarije, pitna voda in odpadki.

Kaj bi pa še dodali?

V bistvu tega še ne vem. Odvisno od tega, kar bodo sami ponudniki povedali. Narava, pogled, zasebnost, enkratnost... to vsekakor.

To so kar subjektivni kriteriji.

Gledam koliko ponudnikov glampinga se je že prijavilo za ta katalog, kar nekaj jih je že. Dali smo jim več možnosti, da se predstavijo na celi strani, na polovici ali na četrtini. Vidim, da kar konstantno uporabljajo ime glamping. Zdaj bomo prvič dobili neke podatke iz tega, kako se bodo oni predstavili. Bodo imeli možnost predstavitve. Besedilo bo obsegalo določeno število besed, pa tudi fotografije in piktograme. Bomo videli, kaj oni ponujajo in ali se bo to precej razlikovalo od kampov. Če se bo, bomo lahko našli neko ločnico. Če se ne bo, potem pa bodo mogoče ostali pod kategorijo kampov.

Menite, da je glamping izvorno povezan s konceptom trajnostnega turizma? Številni glamping ponudniki se namreč oglašujejo kot okolju prijazni, trajnostno naravnani, odgovorni in podobno.

Za oglaševalske prijeme se odloča vsak sam, ni rečeno, da to tudi drži. V Sloveniji smo imeli veliko nasprotovanj, da se kolesarje spusti v gozdove, rekoč, da je to že poseg v naravo. Če postaviš ene lesene hiške v gozd ali na drevo, zagotovo je to poseg v naravo. Človek je naravno bitje in tudi, ko živimo v mestih, si želimo oddiha v naravi. Če prideš recimo v en velik kamp, v katerem je že vse urbanizirano, to ni pristen stik z naravo. Tako da, me ne presenečajo te nove oblike, ki se pojavljajo.

Če bi se glamping uredil in reguliral z osnovnimi pogoji ali z nekim certifikatom, bi v to regulacijo vključili tudi trajnostne kriterije?

Lahko bi, seveda. Že obstoječi obrati se lahko potegujejo za Eko marjetico in podobno.

Bi bil torej certifikat za glamping ločen od certifikata za trajnostno naravnano namestitev ali bi bilo to pametno že združiti?

Veliko govorimo o tem, da turizem tudi onesnažuje okolje. Ampak največ onesnaževanja prihaja pri dopustovanju nekaj tisoč kilometrov stran. Kaj pa počne druga industrija, ki je bolj umazana, pa sploh. Turizem v tem smislu ni največji krivec, razen kadar res posekajo gozdove.

Bi podpirali idejo, da se mora nekdo, da bi se lahko oklical za glamping, držati tudi določenih trajnostnih načel?

Manj sem naklonjena temu, da bi nekaj omejevali, bolj pa temu, da bi spoštljiv odnos do narave nagrajevali. Če nekdo nek pol zapuščen objekt ali senik preuredi v neko nastanitev, se mi zdi, da bi za to moral že v začetku dobiti več nekih točk kot a nekdo, ki je šel graditi novi objekt.

Ampak, če sistema klasifikacije ni, potem tudi take točke ne pomenijo kaj dosti.

Zdaj ne, ampak v fazi petih let pa mogoče.

Glamping bi torej čez 5 let že lahko imel svoj sistem klasifikacije?

Ja, če se bo razraščal, zagotovo. Odvisno od tega, koliko bo interesa.

Kaj pa menite o bolj subjektivnih kriterijih za regulacijo glamping nastanitev. Prej ste omenili enkratnost okolja, dodala bi še čistočo, vzdušje v resortu, morda prijaznost osebja. Ali lahko mehki elementi najdejo svoj prostor pri ureditvi glampinga v Sloveniji?

Mislim, da bo mehkih elementov vse več. Mislim, da je to v redu, ker je v turizmu najbolj pomembno kako gost doživlja našo ponudbo. Zdaj jih je prvič več tudi v uradnih sistemih klasifikacije, ker sledimo sistemu Hotelstars. Naša prejšnja klasifikacija je bila osnovana predvsem na objektivnih elementih kot je velikost sobe in postelje. Zdaj ostaja le ena skupna minimalna velikost in potem se dobivajo dodatne točke, če imaš več. Ampak to ni več obvezno. V tej smeri se gre. Jaz nisem naklonjena možnosti, da bi šli glamping striktno razvrščati na kriterije in elemente, ker s tem zgubimo neko originalnost in domiselnost. Predvsem prenočišč ne kategoriziramo, da pustimo neko bolj odprto vrsto namestitve. Ni treba, da je vse natančno urejeno.

Nekateri strokovnjaki tudi pozivajo, naj destinacije v sisteme klasifikacije nastanitev integrirajo spletne ocene gostov, ki bolj prikazujejo subjektivne kriterije. Kaj menite o tem?

Da je gost zadovoljen, je najbolj pomembno. Pri hotelih je že vključeno, da morajo slediti ocenam gostov, ampak pri glampingu smo še daleč od tega.

Če sem prav razumela, se z novim pravilnikom o kategorizaciji nastanitvenih obratov ukinja tudi obveznost ocenjevanja z zunanjim ocenjevalcem za 4 in 5 zvezdic.

Tako je. Zaradi tega, ker je prejšnji pravilnik padel na sodišču. Sodišče je mnenja, da ocenjevalci ne morajo biti brez nekega posebnega usposabljanja. Hkrati pa je skoraj nemogoče, da bi dodatno regulirali nek poklic z zakonom, saj je trend EU in Slovenije, da se čim več poklicev deregulira. Ker tega nismo mogli narediti, smo opustili obveznost ocenjevanja zunanjih ocenjevalcem, s tem, da jih še vedno priporočamo in še vedno obstajajo. Ponudnik, ki investira v nek obrat, bo poskrbel za pravilno klasifikacijo, saj drugače ne bo mogel shajati z gosti z določenimi pričakovanji.

Če za konec obnoviva dejavnosti zbornice na področju glampinga. Omenili ste, da pripravljate katalog namestitev. Imate morda v načrtu še kaj?

V bistvu ne. Turistično gostinska zbornica je zasebna pravna oseba in deluje v interesu svojih članov. Člani zbornice niso ponudniki glampinga, ampak kampi. Nekateri kampi imajo to

dodatno glamping ponudbo, ne pa vsi. Če bo več ponudnikov dajalo predloge v tej smeri, bomo temu namenili več pozornosti. Zdaj bo prvič, da bomo glamping posebej izpostavili v katalogu.

Vendar se glamping enote ne pojavljajo vedno v okviru kampov. Lahko se nahajajo ob hotelu, turistični kmetiji, kot samostojna ponudba...

Ja, ampak niso vsi člani zbornice in zanje nimamo posebnega odbora. Bi pa seveda morali biti.

Bodo na potencialno regulacijo in klasifikacijo glamping ponudbe v Sloveniji vplivali tudi standardi Hotelstars? Ta vpliv je bil viden pri nedavni prenovi klasifikacije za motele, apartmaje, sobe, penzione, kampe...

So vplivali na vse druge. Hotel imamo kot neko nastanitev na najvišjem nivoju in zato ne moramo od drugih vrst namestitev zahtevati več kot od hotelov. To je bilo logično, da je vplivalo na vse ostale. Ampak glamping je izven standarden, tam bi bilo možno vse.

Torej bi ga bilo zelo težko klasificirati, lahko pa bi razvili nek certifikat, da se ne bi mogel kdorkoli oklicati za glamping.

Zagotovo. Mogoče je ponudba za certifikat v Sloveniji primerna, ker STO že ima določene certifikate.

Pa trg morda ni že preveč nasičen z raznoraznimi certifikati za namestitve?

Ne, meni se zdi to v redu. Vsi ponudniki se želijo z nečim pohvaliti. Tudi gostje opazijo, če imaš kakšen certifikat.

Bi lahko bilo samo ime glamping povezano s takim certifikatom?

Težko, dokler osnovna zakonodaja tega ne zahteva.

V trenutnem stanju, pa bi bilo to dobro razviti v prihodnosti?

To bi verjetno ponudniki morali že predlagati pred sprejetjem novega pravilnika.

RESPONDENT 8

Najprej na splošno o vašem mnenju o glampingu. Se vam zdi, da gre samo za nek trenutni trend ali se lahko glamping v Slovenij ohrani tudi kot neka bolj konvencionalna oblika turistične namestitve?

Mislim, da gre za trend. Trenutno vsi, ki nekaj delajo, delajo glamping. Videli so, da je pritegnil določen segment ljudi, nek interes. Poleg tega je lažje zgraditi nek glamping kot pa celoten hotel. Jas mislim, da je velik trend, da pa se bodo počasi stvari postavile na neke temelje, vsaj upam. Ker se mi zdi, da, kot si rekla, se kot glamping trenutno oglašuje marsikaj. Ko sva delali strategijo za Belo Krajino... tam se glamping imenujejo tudi enote, pri katerih se res vprašam, ali je to to. Jaz mislim, da je to nujno urediti. Sigurno gre za zanimiv segment, mora pa res biti na nivoju. Ker danes imamo veliko glampingov, ki to niso. S tem si delamo škodo na nek način.

Tisti, ki so res dobri in tisti, ki imajo kar nekaj, se pojavljajo pod isto zgodbo. S tem se sesuva produkt. Gre pa za trend.

Trend, ki se lahko obdrži?

Jaz mislim, da se bo obdržal v neki meri. Upam, da se bo reguliral v tolikšni meri, da bodo investitorji ugotovili, da glamping ni vedno najbolj primerna rešitev. Da za kakšne stvari ja, ne pa povsod in ne za vsako silo. Glamping lahko za sabo povleče veliko stvari in destinaciji ne reši nekih krovnih izzivov. Primer je spet Bela Krajina, ki ima velik problem izven sezone. Če potem vsi gradijo glamping enote, ki so po večini tudi sezonsko naravnane, to ne razvije turističnih produktov za izven sezone. Pomembno je, da destinacija ve, kakšnih vrst namestitve si želi ter, da ima destinacija to v svoji strategiji dobro nastavljeno. Da destinacija na primer ve, koliko glampinga prenese in kje so primerne lokacije zanj. In potem ostale investitorje usmeri v kaj drugega, kar strukturi destinacije bolj ustreza.

Vendar obstajajo tudi glamping nastanitve z izolacijo in ogrevanjem, ki so odprte skozi vse leto in beležijo visoko zasedenost tudi v nižji sezoni.

Potem pa pride vprašanje trajnosti. Mislim, v glamping šotor dati klimo in ogrevanje... tukaj so izgube zelo velike.

Tukaj pride do konflikta med trajnostno naravnostjo in luksuzom.

Tako je. Ampak ravno to je zgodba glampinga – v naravi in stik z naravo in vse to, po drugi strani daš pa notri klimo. Men je to totalno nesprejemljivo z okoljskega vidika. Ogrevanje tudi. To ni primerno, da se boš ti sredi zime grel v šotoru.

Ampak ali bi bil glamping resort v primerjavi z izgradnjo apartmajev ali hotela bolj prijazna alternativa za neko naravno okolje?

Tudi hotel je lahko povsem prijazna alternativa, če je postavljen po določenih standardih. Ne vem, zakaj bi bil hotel bolj problematičen. Mislim, da je povsem isto.

Se mi pa zdi, da se v primerjavi z drugimi vrstami namestitve več glamping ponudnikov oglašuje kot okolju prijazna, trajnostno naravnana namestitev.

Zaradi tega, ker je narava produkta taka – da si v naravi in v stiku z naravo. Danes ljudje še vedno ne razumejo kaj je razlika med tem, da si ti v zeleni naravi in, da trajnostno posluješ. Te razlike ponudniki ne razumejo. In potem pride do primerjalne prednosti glampinga - jaz sem v naravi in sem zelen, ergo sem že trajnosten. Kar ni res. Hotelir se pa velikokrat ne bo oglaševal, da je trajnosten, dokler ne bo prepričan, da je trajnosten. Nam se zgodi med ocenjevanji, da pridemo v hotele in nam rečejo, da ne morejo dobiti certifikata, ker nimajo določene fasade. In jim potem povemo, da to ni važno, odločilno je, da poslujejo na trajnosten način. Moraš imeti urejene procese, druge stvari lahko rešuješ postopoma. Ljudje si danes predstavljajo trajnost v hotelu vse, do zadnjega detajla. Ne razumejo, da je trajnost proces. Zato se marsikdo kot trajnosten ne oglašuje dokler ne dobi nekega certifikata, čeprav nekateri so. Glampingi pa že avtomatično mislijo, da so zeleni, ker so v naravi. Iste zgodbe imamo s turističnimi kmetijami.

Same po sebi se smatrajo, da so trajnostne, pa to niso. Ni nujno, da so namestitve trajnostne, samo zato, ker si na kmetiji in obdan z naravo. To ni dovolj.

Zdaj ko ste omenili naravo...Bi morda lahko izpostavili še katere druge značilnosti, ki definirajo glamping ponudbo? Čeprav so si glamping namestitve precej različne, imajo še kaj skupnega?

Sigurno je že sam nivo ponudbe neka značilnost. Ne moremo v isti koš tlačiti toliko različnih ponudnikov in reči, da je to glamping. Mogoče jih je treba rangirati z zvezdicami in potem dobimo bolj preproste namestitve in namestitve na višjem nivoju. Danes je zmeda. Velika večina si kot glamping predstavlja to, kar imajo naši najboljši glamping resorti, ki so se tudi prvi pojavili. To je zdaj v glavah ljudi, ki glamping poznajo. Potem pa nekje drugje preberejo, da gre za glamping, znajdejo pa se v neki povsem drugačni zgodbi in so lahko razočarani. Ni nujno, da je nastanitev slabša, je pa drugačna in je ne moraš dati v isti koš.

Kot veliko oviro za klasifikacijo glamping namestitev se omenja veliko raznolikost glamping enot. Težko bi bilo pripraviti objektivne kriterije, ki se lahko aplicirajo na drevesne hiške, kot tudi na šotore, igluje in podobno.

Mogoče bi lahko postavili neke drugačen kategorije glampinga, ne nujno 5 zvezdic. Lahko jih naredimo opisno – hiške na drevesih glamping, luxury glamping, simple glamping...

Najbrž bi se položaj spremenil že z uvedbo nekih minimalnih pogojev za vse glamping ponudnike, oziroma uvedba določenega glamping certifikata.

Ja. Meni se zdi, da je v resnici problem v tem, da si ljudje besedo glamping razlagamo na zelo različne načine. Zaradi tega je zelo težko reči, kaj je zdaj minimalni standard. Lahko je glamping tudi to, da imaš sredi gozda obešeno mrežo in tam spiš. Tako da, mogoče ne bi bilo dobro, če nek segment vržemo stran in rečemo to ni glamping, zaradi tega, ker ne ustreza minimalnim standardom. Lahko je še vedno nek glamping produkt, ampak drugačen. Za neko drugo ciljno skupino. Neki minimalni standardi bi definitivno mogli biti še vseeno. Kako imaš zadevo postavljeno, kakšen okoljski odtis imaš, to se mi zdi osnovno. Ogrevanje in klima se mi zdita nesprejemljiva za glamping. Tukaj bi trajnost morala odigrati vlogo in bi morali iti v to smer. Je pa velik problem, da si pri glampingu še vedno predstavljaš nek stik z naravo, v praksi pa opažaš, da so hiške nabasane kot v apartmajskem naselju. Tam tega aspekta razkošja ni, da je narava tvoja. To ni več to, zato bi moral biti nek nivo postavljen. Osnova bi bila, da je trajnostno naravnan, da mora biti lokacija primerna. Ne moreš na vsak košček zemlje stlačiti 5 šotorov in je to že glamping.

Govorite o razdalji med enotami, oziroma gostoti enot.

Ja, pa ta doživljajska vrednost. Danes, če greš na hrvaško obalo, je takih šotorov že milijon in to ni več nekaj posebnega. Gostje ne pridejo samo zaradi lepega in luksuznega šotora, ampak hočeš imeti več. Želiš si pogled na naravo, ne pa na naslednji šotor. Tukaj se mi zdi, da če ne bo nekih smernic o prostorski ureditvi, to ne bo šlo v pravo smer.

Prostorska ureditev je verjetno povezana z občutkom zasebnosti, ki naj bi ga glamping ponujal.

To je zelo velik del. Poglej Nebesa. Tam imajo 4 hiške in ne razmišljajo o širitvi. Dobro, eno še postavljajo, ampak ne bodo jih pa naredili gor 20. Ker s tem ti uničiš sam produkt. Produkt glampinga je ravno to, da imaš stik z naravo, da je to vse tvoje, tega kar danes v mestu nimaš. Zato iščeš pobeg. Gostje hočejo met tak luksuz šotora, da se jim ni treba tlačiti skupaj, hkrati pa želijo imeti to doživetje narave.

Ločnico z drugimi vrstami namestitve je potrebno potegniti na obeh straneh. Na eni strani govorimo o minimalnih pogojih, da je nekaj dovolj glamurozno, da se okliče za glamping, po drugi strani pa tudi vsako stanovanje oziroma bungalov v naravi ne mora biti kar glamping.

Si predstavljam, da je to mejo kar težko določiti. Me zanima, kakšen je ta standard World of Glamping, ki so ga postavili.

V sklopu tega sistema naj bi se najprej vse nastanitve pod imenom glamping razvrstilo med tri pod-kategorije: scouting, glamping in lodging, pri čimer je scouting najbolj osnoven, lodging pa je nekaj podobno Nebesom, na primer. Nato se znotraj vsakega segmenta dodeljuje še 7 zvezdic.

Se strinjam s tem, da bi bilo na tak način segmentacije to klasifikacijo lažje izvesti. Ker je težko vse v isti žakelj stlačiti.

Kaj pa menite o vključitvi bolj subjektivnih kriterijev v potencialno klasifikacijo glamping namestitev? Skozi evolucijo klasifikacije turističnih namestitev se vse več dodajajo mehki elementi, npr. čistoča, vzdušje v resortu, prijaznost osebja...

Ne vem. Ne vem, kako jih v resnici lahko uvrstiš v klasifikacijo. Bolj mogoče iz tega doživljajskega zornega kota, kaj ti resort lahko ponuja v smislu doživljanjev. Kaj so neke dodatne storitve, od joge v naravi, do vem česa vsega.

Se vam zdi, da glamping nastanitve svojim gostom ponujajo več storitev kot npr. kampi?

Ne vem, po mojem kakor kakšen. Mislim, da gre predvsem za drugačne storitve, ki se vežejo na glamping kot na kamp. V kampu si postaviš šotor, potem pa želiš biti čim bolj samozadosten. Medtem ko si v glampingu verjetno želiš večji spekter ponudbe in tudi bolj razkošno ponudbo, npr. masaže, joga, kulinarika. Drug segment ponudbe se veže na glamping. Tako kot hotelirji in ostali ponudniki, ki vedno bolj razmišljajo, da morajo čim bolj širiti svojo ponudbo dodatnih storitev in jo nadgrajevati. Tudi glampingi ponujajo vedno več stvari. Dodatna ponudba je za gosta bolj relevantna kot neka prijaznost osebja. To so bolj relevantni kriteriji v smislu, kaj vse lahko še dobiš zraven. Ne vem, če bi se zapletala v subjektivne kriterije.

O subjektivnih kriterijih je možno marsikaj izvedeti preko spletnih ocen gostov. Se vam zdi v dobi vse večje pomembnosti spletnih ocen gostov uradna klasifikacija namestitve še relevantna?

Če greš na Booking.com in iščeš hotel, imaš po navadi v glavi kakšen cenovni rang hotela si želiš. Na ta cenovni razred se načeloma vežejo tudi zvezdice. Če rečeš, za sobo sem pripravljen plačati sto evrov, veš, kakšen rang zvezdic boš približno dobil. In je v bistvu to prvi filter, ki ga narediš pri sebi. Ko zbereš določen cenovni razred, nato pogledaš ocene gostov. Zvezdice so še vedno relevantne v tem smislu. Mnogim je določen standard namestitve pomemben. Tudi fizični kazalniki so lahko pomembni pri izbiri. Na korporativni ravni in pri agencijah pa so zvezdice še toliko bolj pomembne. Pa tudi na osebni ravni. S klasično klasifikacijo še vedno imamo asociacije, ki izvirajo iz izkušenj. Iščemo najnižjo ceno z najvišjo zvezdico in najvišjo oceno gostov.

Za konec morda še kakšen nasvet za bodoče urejevalce področja glampinga. Kaj bi svetovali nekomu, ki se bo tega lotil? Na kaj je treba biti pozoren poleg tega, kar smo že omenili?

Brez definicije ni nič. Ne vem kdo bi pri nas to sploh uredil, nove sheme klasifikacije po standarding Hotelstars glampinga še ne vključujejo. Mogoče kakšen zasebni regulator, morda World of Glamping standard. Oni ciljajo na postavitve svetovnega standarda. Jaz vseeno mislim, da bi morali glamping kategorizirati v sklopu nacionalnega sistema, podobno kot kampe. Kot razumem je glede na pravni okvir zaenkrat precej lažje registrirati nek glamping resort kot na primer hotel. To je verjetno tudi razlog, da se vsi odločajo za gradnjo glampingov. Tudi, če pustimo investicijo ob strani. Že sama dovoljenja dobiš lažje.

Iz naših izkušenj številni ponudniki v Sloveniji svojo namestitvev oglašujejo kot glamping, tudi v primeru, ko morajo gostje hoditi v javne tuše ob bazenu in podobno. S tem zavajajo goste. Poleg tega veliko ljudi sploh ne ve kaj glamping je.

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Kako ste izbrali ponudnike glampinga, ki jih intervjujate? Da približno vem na kateri nivo ciljate.

Iskala sem glamping nastanitve različnih nivojev, da bi lahko dobila neko širšo sliko. Vsi izbrani ponudniki se tudi oglašujejo na vašem portalu glamping.si. Sem pa opazila, da se vsi ponudniki, ki jih predstavlja vaš portal ne oglašujejo kot glamping nastanitev.

Ja, tako je tudi na glamping.com. Velikokrat mi rečejo, da kateri izmed ponudnikov v resnici ni glamping, ampak skupni imenovalec vseh teh nastanitvev je vrnitev k naravi. Gre za hotelsko sobo v naravi, mi temu radi rečemo tako. Glamping zaobjema vse, od lodginga, scoutinga, glampinga in tako naprej. Slovenija je pa premajhna, da bi se razdelili še na več segmentov.

Vi na vašem portalu oglašujete vse ponudnike glampinga v Sloveniji?

Čisto vseh nimamo, namenoma.

Kot sem že omenila, se pri nas kot glamping oglašuje cela vrsta različnih namestitvev. Ali morda med njimi vseeno opazate neke skupne značilnosti? Katere so glavne značilnosti, ki bi definirale glamping?

Če začnemo pri samem bistvu glampinga, gre za glamurozni kamping. To pomeni, da gre za neko udobje oziroma višji nivo namestitve v primerjavi s kampiranjem. Če izhajam iz našega resorta, so vsi naši šotori opremljeni na višjem nivoju. Notri je lastna kopalnica, kar je zelo pomembno. To je ena izmed prvih stvari, ki ločuje klasično kampiranje od glampinga – ali so sanitarni objekti znotraj ali niso. Pri nas to imamo. Ponujamo nivo hotelske sobe, na primer štiri ali pet-zvezdnične. Vsaka naša namestitvena enota ima tudi privatno teraso, masažno kad in tako naprej. To je nek višji standard. Zdaj skupni imenovalec je pa to, da gre za neko sobo v naravi. Ne glede na to, da imajo nekateri lesene hiške z ali brez zasebnih sanitarij, je neka skupna točka unikatna lokacija v naravi. Vračanje k naravi je glavna značilnost, tako mi razumemo glamping. Poleg tega pa je glamping tudi višji nivo storitev. Tukaj mislim osebje in storitve. Gost je bolj zahteven in je pripravljen plačati več. Zato tudi več pričakuje in mi mu ponudimo višji nivo. Na voljo ima več aktivnosti, pa tudi pri sami čistoči, na primer, ni odstopanj. To ni kot v hostlu... Tukaj se ne more zgoditi, da ni vse »tipi topi«. Potem imamo tudi v samih šotorih dodatno ponudbo kot je mini bar z bogato izbiro. Gostu ni treba iti nikamor, lahko ostane na istem mestu. Konkretna prednost našega resorta so zajtrki, ki so res nekaj posebnega tako po videzu kot po izvoru. Povezujemo se z lokalnimi skupnostmi in želimo imeti čim več lokalnih sestavin ter to tudi predstaviti gostu. Ta zajtrk mi postrežemo na privatnih terasah, tako da se gosti res počutijo kraljevo.

Torej je občutek zasebnosti za goste glampinga tudi zelo pomemben.

Vsekakor, zato mora imeti vsaka namestitve dovolj prostora oziroma nuditi dovolj visok nivo zasebnosti. To tudi spada pod značilnosti glampinga. Tukaj ne bi potegnili stroge ločnice med oblikami enot, gre predvsem za koncept. Glamping ni nujno samo šotor, važen je skupni imenovalec – narava. Kar se tiče glamurja, se to najde predvsem v dodatnih storitvah. Mi imamo prvi vinski glamping pri nas, vse je prilagojeno vinski tematiki in imamo tudi lastne vinograde, ki proizvajajo lastno vino. Hkrati za goste prirejamo degustacije, naredimo narezek itd. To je še ena dodatna izkušnja. Imamo največjo vinsko prešo v Evropi, sicer ni certificirana. Ampak do zdaj se še ni našla nobena večja, zato ponosno rečemo, da imamo največjo. Vinsko klet imamo... Gostom nudimo tudi posebne prestižne vinske masaže, ki jih lahko izkusijo na njihovi terasi ali v notranjosti šotora. Zdaj bomo zgradili pa še nek podest med vinogradi v ta namen. Vsa ponudba torej sledi konceptu neke zgodbe.

Kako bi pa na splošno opisali trenutno stanje glamping ponudbe v Sloveniji? Ali sledi turistični strategiji Sloveniji, da postane zelena butična destinacija, ki ponuja pet-zvezdična doživetja?

Tukaj bi izhajala iz glamping.si. Namen portala je ravno to. Mi na portalu ne preferiramo svojega resorta, ampak želimo gostom ponuditi to, kar iščejo in to je raznolikost. Tudi kar se tiče cenovnega ranga. Da je celotna izkušnja na voljo čim večjemu krogu ljudi. Namen portala je tudi povezovanje med resorti, da mi lahko tujcem ponudimo večdnevni paket na različnih lokacijah. Tako tudi spoznajo Slovenijo. Glamping je zdaj seveda trend, ne samo v Sloveniji,

ampak tudi po svetu. Slovenija je že zelena destinacija in imamo vse idealne predispozicije za to, da postanemo vodilna glamping destinacija. Pa mislim, da to tudi že smo, ampak tega še ne komuniciramo dobro v svetu.

Jaz bi rekla, da smo verjetno med prvimi petimi destinacijami.

Tako ja. Tukaj imamo še ogromno potenciala. S portalom glamping.si želimo tudi predstavljati Slovenijo kot glamping destinacijo svetu. S to spletno stranjo ne ciljamo le na Slovence, ki si želijo te izkušnje, ampak na celoten svet. Vsi, ki obiščejo Slovenijo, imajo možnost izbirati med vsemi slovenskimi glamping ponudniki, ki so vredni objave. Zagotovo pa bi moral glamping, oziroma na splošno turizem v Sloveniji, zasledovati 5-zvezdično doživetje. To pa ne pomeni samo namestitve, ampak tudi ostalo turistično ponudbo, ki s tem sovpada. Tukaj nam še malo manjka.

Se vam zdi, da v Sloveniji manjka tudi regulacija glampinga? Bi vi glamping ponudbo uredili in kako?

Vsekakor. Jaz mislim, da je to nujno potrebno. To je eden izmed naslednjih korakov, ki jih bo treba urediti. Potrebna je kategorizacija. Na primer World of Glamping je neka vizija, da se glamping uredi in tudi klasificira z zvezdicami kot jih imamo na nivoju hotelov. Definitivno je fino, da je gostu, ki ima v glavi, da želi 100% luksuz, takoj jasno, kateri resort mu to ponuja in ve kje lahko pričakuje, da bo to dobil. Trenutno te ureditve ni. Nam se tudi dogaja, da gostje pridejo k nam, potem grejo pa naprej v drugi resort in pričakujejo enak luksuz, ki ga pa pogosto ne doživijo. Zato se mi zdi pomembno, da se določene stvari izpostavijo in se na ta način uredi ponudbo. Da ne prihaja do zavajanja.

Trenutno ime glamping lahko uporablja kdorkoli. Bi se strinjali z uvedbo nekih minimalnih tehničnih pogojev za vse glamping namestitve? Bi lahko navedli nekaj takih pogojev?

Ja. Temu bomo v bodoče tudi sledili na glamping.si, ko bodo taki kriteriji sprejeti. Tudi zdaj ne sprejmemo vsakega, ampak samo tiste, za katere menimo, da dosegajo zadovoljive standarde. Taki osnovni standardi so, da gre za neko idilično lokacijo. Da je na voljo neka posebna dodatna ponudba, ki predstavlja dodatno vrednost. Da so storitve vsaj na srednjem in višjem nivoju – tudi glede čistoče in podobno. Vsekakor si želimo, da naši partnerji dvignejo nivo storitev in tudi samih namestitvenih enot. To daje tudi višjo vrednost našemu portalu.

Prej ste kot enega izmed pomembnih kriterijev omenili tudi zasebno kopalnico.

To se mi zdi pomembno in tudi naravno okolje. Seveda po drugi strani obstaja tudi termin urbani glamping, kar pomeni, da glamping lahko obstaja tudi v urbanih središčih. Ampak glamping v Sloveniji naj bi v neki osnovi bil del narave. Kar se tiče sanitarij, menim, da je to ena izmed ključnih stvari za ločevanje glamping namestitev. V smislu tega, ali so sanitarije znotraj enote ali ne. Eni imajo tudi tako, da imajo gostje zasebno kopalnico, ki ni v enoti in do nje dostopajo s ključem.

Ste morda razmišljali tudi o minimalnem številu glamping enot kot enem izmed osnovnih pogojev?

Jaz mislim, da število enot ne igra nobene vloge. Lahko gre za eno butično enoto, ki ima neverjetno dodatno vrednost. Zato število ni kriterij, ki bi kaj povedal o kvaliteti. Vsekakor se mi pa zdi, da je pomembna zasebnost. Sicer jo je težje klasificirati...

Do neke mere se to lahko uredi s kriterijem gostote glamping enot.

Tako. Mi imamo verjetno največji razpon med glamping enotami v Sloveniji. Ta občutek zasebnosti je izjemno pomemben. Drugače se mi zdi pa na državnem nivoju, na nivoju tega kako se želi Slovenija pozicionirati v svetu, zelo pomemben še ekološki aspekt glampinga. Če imaš v glampingu masažno kad, vseeno porabljaš malo več energije. Mi želimo to povrniti z drugimi ukrepi. Sigurno je pomembno, da je namestitev prijazna okolju. Mi imamo več certifikatov, nimamo pa ekološkega za prehrano, čeprav uporabljamo pretežno ekološko. Mi kupimo surovine od lokalnega kmeta, kar se mi tudi zdi na državnem nivoju ključno. Pomembno je povezovanje z lokalnimi skupnostmi, od njih jemljemo surovine.

Bi lahko bil koncept trajnostnega turizma povezan s samo definicijo glampinga? Ali pa vključen kot kriterij v minimalnih pogojih za glamping?

Vsekakor, ja. To se mi zdi pomemben kriterij. Predvsem pa mislim, da bi morali vsi glamping ponudniki zasledovati vizijo Slovenske turistične organizacije, kar se tiče razvoja turizma in turističnih produktov. Nivo storitve se mora dvigniti, ne samo na sami lokaciji resorta, ampak mora slediti tudi ostala okolica. Da je več posluha tudi iz strani države.

Kaj pa menite o potencialni klasifikaciji glamping namestitev, na primer s petimi zvezdicami?

Dobro vprašanje. Jaz mislim, da klasifikacija je potrebna. Zaradi tega, da se določijo neki osnovni kriteriji. To, da imaš kopalnico notri in te stvari, to je nek kriterij za zvezdice. Ne želim, da izpade, da je kopalnica ključen dejavnik pri tem ali bo nekdo imel pet ali pa tri zvezdice, daleč od tega. Ti imaš lahko vse, ampak če tvoje osebe gostu ne daje določenega standarda in pričakovanja niso dosežena, potem ti kopalnica nič ne pomaga. Klasifikacija bi bila dobrodošla ne samo na osnovi fizičnih lastnosti resorta, ampak tudi glede na dodano vrednost, ki jo resort ponuja. Fizične lastnosti kot so zasebna kopalnica, savna, bazen ipd. so neki benefiti. Neka dodatna ponudba da pa na koncu piko na i, recimo ko je nekdo med tremi in štirimi zvezdicami. Vse te stvari pripelje skupaj zgodba.

V tem primeru gre za bolj mehke elemente, ki so skozi evolucijo klasifikacij turističnih namestitev vse bolj prisotni.

Seveda. Pomembno je kakšne emocije vzbudiš pri nekomu. Kakšen spomin mu ustvariš. Ali se vrača nazaj.

Potem imamo še spletne ocene gostov, kjer taki subjektivni kriteriji bolj pridejo do izraza. Se vam zdi, da je v času spletnih ocen gostov uradna klasifikacija namestitev še relevantna?

Niti ne. Če izhajam iz sebe. Ko iščem nek hotel na spletnem portalu, bom sicer iskala znotraj določenega razreda štirih ali petih zvezdic. Kot nek prvi filter. Potem pa so važne samo ocene gostov, njihove izkušnje in nič drugega.

Torej na neki stopnji zvezdice še vedno odigrajo svojo vlogo.

Ja, zagotovo. Ampak pri butičnih zgodbah se mi zdijo pa bistveno manj pomembne. Tako je v primeru iskanja hotela na generičnem spletnem portalu, česar pa se ne poslužujem veliko. Ker butične zgodbe se išče drugje. Butične zadeve tudi večinoma ne želijo biti kvalificirane.

Če bi lahko dali nasvet nekemu, ki se odloči regulirati glamping ponudbo v Sloveniji, kaj bi mu svetovali? Je morda še kaj pomembnega, česar nisva omenili?

Svetovala bi jim, da glamping najprej doživijo, da bodo lahko o tem sploh odločali. In kar sem že povedala. Povezovanje lokalnih skupnosti z resortom, ekološka umeščenost, biti prijazen do okolja, slediti viziji Slovenije kot zelene destinacije... Potem so pa važni se fizični elementi, ki sva jih že omenili.

Če se ne motim, zaenkrat na vašem portalu direktnih rezervacij še ne sprejemate.

To je zdaj v izdelavi, delamo nov portal, ki bo imel tudi svoj rezervacijski sistem. Zdaj je zadeva v poteku. Delovali bomo provizijsko in moramo še podpisati pogodbe. Naredili smo tudi novo podobo. Zdaj točno vemo kaj deluje in kaj ne, kaj gostje iščejo. Dodali smo tudi doživetja. Gostje bodo lahko namestitve iskali na osnovi aktivnosti, ki si jih želijo. Na primer veslanje, plezanje, kolesarjenje. Za razdelkom Doživite Slovenijo pa tudi predstavljamo Slovenijo kot državo, njene regije in na splošno.

Glamping nastanitve bi lahko bilo težavno klasificirati zaradi njihove raznolikosti, saj poznamo drevesne hiške, šotore, lesene hiške in tako dalje. Alternativno možnost bi lahko predstavljal tudi nekakšen certifikat za glamping ponudnike, kot so to na primer uredili na Irskem.

To se bo moglo urediti slej kot prej. Certifikat je v bistvu lažje izvedljiv. Tudi sistem World of Glamping ponuja sedem zvezdic... Jaz naše namestitve ne bi vključila v ta sistem, če ne bi dobila vsaj šest zvezdic.

Dokler je prostovoljno, se za take možnosti verjetno odločajo predvsem najboljši.

Seveda. Ponudniki se radi pohvalijo s certifikati in so na njih ponosni. Podobno je z oceno gostov.

Na splošno ste zadovoljni z zasedenostjo v vašem glamping resortu?

Glede na to, da smo odprti šele drugo sezono, mislim, da smo kar korektno zasedeni. Celo leto smo odprti, dodatno smo investirali v izolacijo. Za novo leto smo imeli poln resort z minimalno tremi nočitvami, tudi za božič, Valentinovo. Ravno toliko, da se je izšlo z redno zaposlenimi.

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Prvo vprašanje se nanaša na samo definicijo glampinga. Čeprav so si glamping namestitve med seboj zelo različne, ali imajo kakšne skupne značilnosti?

Skupna značilnost je ta, da so vse v povezavi z naravo in vse v povezavi s komfortom, ki ga nudijo. Komfort in narava sta skupna. Narava je definitivno vedno zraven, komfort je pa odvisen od nivoja posamezne nastanitve.

Je v primerjavi s kampi nivo komforta pri glamping nastanitvah vedno višji?

Vedno ja.

Se vam zdi, da bi morala biti v Slovenija ponudba glampinga regulirana? Kako bi jo vi regulirali?

To je težko vprašanje glede na to, da sem lansirala projekt regulacije glampinga.

Ampak pri vas gre za globalni projekt, kaj pa če se osredotočimo zgolj na Slovenijo?

Isto. Če se osredotočimo samo na Slovenijo, pride spet do tega, da vsak vrtička svoj vrtiček. Mi delamo nekaj, Anglijo drugo, nekdo tretje pa spet nekaj drugečnega. Zato pride do zmede. Zaradi tega je bil naš projekt tudi izredno dobro sprejet, saj je na globalni ravni za vse enak.

Bi aplikacija vašega sistema lahko rešila trenutni problem pri nas, da se lahko kdorkoli okliče za glamping?

Vsak se bo še vedno lahko oklical kot glamping, tega ne moramo prepovedati. Bomo pa definitivno s tem rešili problem tega, da se bo to dogajalo manj. Vse manj bo izpodbijanja imena glamping. Če se zdaj ne naredi red, se bodo še naprej in še v večji meri odpirali tako imenovani glampingi. To pomeni za ponudnike, ki res ponujajo glamping kot za goste, ki si želijo iti v glamping, celo zmedo in zbijanje nivoja glamping ponudbe. Na ta način ljudje ne vedo več kaj pričakovati. Lahko pridejo v popoln glamping, lahko pa v »so called« glamping in dobijo slab priokus za celotno ponudbo. Rekli bodo, da se za glamping ne bodo več nikoli odločili. Ravno to mi želimo rešiti, da bi se to vse manj dogajalo. Ne moremo pa preprečiti, da se nekdo okliče za glamping. Nekje v Sloveniji bo nekdo spet odprl tri hišice in jih poimenoval glamping. Tega nekako ne moremo preprečiti.

Bi lahko našli nekaj minimalnih pogojev, ki bi jih za vas morala izpolnjevati vsaka glamping nastanitev?

Najprej je treba ločiti kaj so sploh glamping nastanitve. Glamping je lahko krovno ime, ki se deli na več vej. Tisto kar spada v določeno vejo, je še vedno glamping v krovnem smislu. Glamping namestitve je pred vsem ostalim treba deliti na tiste, ki imajo zasebno kopalnice in tiste, ki je nimajo. Glamping izhaja iz besede glamurozni kamping. Ne vem kaj je tukaj glamuroznega, če mora gost v dežju in blatu iti ven do skupnih kopalnic, to ni glamurno. Tukaj se morajo najprej deliti tisti, ki nimajo zasebnih kopalnic.

Ali bi poleg zasebne kopalnice kot ključen izpostavili še kakšen drugi element?

Glede na to, da je po svetu toliko samooklicanih glamping nastanitev, ki pa to niso... predvsem je tega veliko v Angliji... Je pomembno, da so pravi glamping zaključena celota. Da gre za resort, ograjen resort, ki nima le par šotorov, ampak tudi ponudbo storitev. Pomembna je dodatna ponudba, hotelske storitve... Od bazenov, restavracij, wellness ponudbe, tretmajev in tako naprej.

Se vam kot osnovni pogoj za glamping nastanitev zdi pomembno tudi minimalno število enot?

Tudi je pomembno, s tem, da je to število težko določiti. To bo del našega sistema, ampak bo dovoljeval določene izjeme. Ker glamping je tako prost in drugačen, da je potrebno povsod upoštevati določene izjeme.

Ker je ena izmed lastnosti glamping nastanitev tudi njihova edinstvenost, se nekaterim razvoj klasifikacije zdi težaven. Vi s svojim sistemom nastanitve najprej segmentirate v tri skupine in šele nato klasificirate. Je to potrebno za izvedbo klasifikacije?

Definitivno. Če tega ne naredimo, je to kot bi hoteli klasificirati avte in hruške hkrati. Treba jih je ločiti. Zaradi tega se dogaja taka zmeda po vsem svetu, ker se ni naredila razmejitev. Zvezdice pa so potrebne, ker morajo tako ponudniki kot tudi glamping gostje poznati meje storitev in pričakovati kaj bodo dobili. Razlika je med tremi in sedmimi zvezdicami.

Kako pa to, da ste se vi odločili za 7 zvezdični sistem in ne za 5 zvezdic, kar je bolj v navadi?

Zakaj pa bi bili tako kot vsi ostali. Mi vse delamo drugače. Izhajam iz svojih izkušenj ustvarjanja glamping resortov, kjer smo želeli vedno narediti nekaj drugačnega. Poleg tega se ne osredotočamo le na Slovenijo, ampak na ves svet. Globalna ponudba je izjemna. V arabskih deželah in drugod najdemo tako izjemne glamping nastanitve, ki si dejansko zaslužijo 7 zvezdic.

Se pravi ste razvili shemo, ki se bo lahko kljub velikim razlikam v svetovnih regijah, lahko aplicirala globalno?

Tako je. Na podlagi tega so narejeni tudi kriteriji, da zajemajo razlike, ves svet.

Menite, da bi lahko vaša shema postala vodilo pri ureditvi glamping ponudbe v Sloveniji?

Glede na to, da ta projekt podpirajo najvišji svetovni glamping akterji, vsi strokovnjaki podpirajo idejo in smer projekta... Glede na to, da je za nami tudi STO in ministrstvo, mislim, da ja.

Potem bi shema v Sloveniji delovala na prostovoljni ravni?

Ja seveda se bodo vedno našli nekateri, ki ne bodo vključeni. Vsi tudi ne bodo imeli te možnosti. Sigurno se bodo našli taki, ki ne bodo želeli biti zraven. Sčasoma pa si bo v projekt želel priti vsak, kot je to pri Michellinovih zvezdicah. Je res, da se to ne bo zgodilo iz danes na jutri, je pa delano na ta način, s ciljem, da si bodo na koncu želeli biti zraven vsi.

Poznate primere razvijanja podobnih sistemov kje drugod po svetu? Jaz sem seznanjena s sistemi na Irskem in v Veliki Britaniji.

Vsak nekaj poskuša in dela na tem v svojem kotičku, ampak nič ne nastane. Ravno zaradi tega, je ta projekt tako dobro sprejet iz različnih strani. Ker je globalen in gre v pravo smer.

Boste pri obdelavi prijav ponudnikov v vaš sistem sledili kakšnim minimalnim pogojem za vključitev?

Že ponudnik, ki želi prejeti eno zvezdico, mora biti zelo dober. Ne bo se mogel pridružiti vsak. Na vsakem posameznem primeru bomo presodili, če ga bomo vključili ali ne. Ekipa bo to ocenila.

Moji ostali sogovorniki so v večini izrazili željo, da bi se glamping reguliral, ampak ni enotnega mnenja kako bi to storili.

Zato pa jaz o tem razmišljam že leta. Zadnje leto na tem delam intenzivno in sodelujem s strokovnjaki iz različnih področij. V Denverju je bil ta projekt odlično sprejet s strani različnih akterjev.

RESPONDENT 11

Online reviews present a big challenge for the continuing relevance of traditional accommodation classification systems. However, on your website it is stated that in times of online reviews, it is even more important to extend this reliable and objective star rating across Europe. Can you explain this in more detail? Why are classification systems still needed in times of online reviews?

First of all, I would say that there is an information overload on the internet, on the various platforms and so on. And it is very subjected information. It is always subjective when somebody writes a hotel review, you never know what really happened or what was the real purpose, the situation. On the other side, hotel classification or the stars are really reliable information. They are very objective, they follow categories and have bodies that classify hotels. You can trust them. If there is a 4-star hotel, it is indeed a 4-star hotel in relation to the categories. You can also read about the categories, so the information is reliable and transparent. I would say this is why it is still very important to have the classification. We also know that guests look at the reviews, they also like mouth propaganda from friends and relatives. But in the end, they also use stars for their decision. I would say that 60% of guests still want the information about stars.

Do you think that classification systems mainly deal with more objective criteria, while guest reviews mostly refer to more subjective criteria such as resort atmosphere, staff friendliness etc.? Are these two spheres that complement each other?

Yes and no. Because we also include subjective criteria in our classification. It is mainly about hardware of the hotel, but we also include the friendliness of staff, languages... We try to include some subjective elements, although most of the criteria relate to hardware. Of course, it is very useful to have the reviews as well. But that does not make the classification irrelevant. This will not be the case.

You said that you are familiar with glamping. Should classification of novel accommodation types such as glamping be encouraged and why (not)? Most countries where glamping appears have not developed any special classification schemes so far.

It is a very difficult question for me to answer, because glamping suppliers are not our members, so I cannot really speak for them. On the other side, we know, that they don't really want classification. From their side there is no need.

Why do you think they do not want classification?

It is a subjective decision. Huge hotel chains also don't want classification.

Because I was talking to several glamping site representatives and many of them expressed an interest in classification.

Well in Austria they do not want it. But you never know what happens in the future, next year the situation might be completely different. But right now, there is no perceived need for that.

Do you think glamping sites should be subjected to some sort of minimum requirements? In Slovenia the lack of such standards results in a wide variety of accommodation sites marketing themselves as glamping.

I suppose they already have some minimum criteria. I never talk to people from glamping sites, but the only thing I can imagine is that they already have minimum criteria to call themselves glamping. Otherwise I could put a tent in front of my house and call some friends and already call it glamping. I suppose there is something, but I really don't know.

Do you believe Hotelstars standards should also be reflected, where applicable, in classification systems of other accommodation categories of Union members?

It does already. It depends a bit on the countries, but for example in Germany, they have guesthouses classified with the same criteria... In Switzerland they have the Swiss lodge, which is a more basic accommodation. And in Germany and Austria they have hotel garni... This is already the case and there are some examples. But it is on the member countries if they want to do that. They can do so of course.

If Slovenia would potentially develop glamping classification. Would you encourage the country to follow Hotelstars standards when developing the scheme?

First you have to look if this is really useful, because it is much about hardware. I don't know if hardware criteria are applicable to glamping. You really have to look at it in detail. I cannot make suggestions now. You have to look at the criteria and see if it makes sense.

Before we were talking about minimum criteria for accommodation sites. Could you maybe name some for glamping that you think are relevant?

I really cannot answer this question, I'm not familiar enough with glamping.

What is your opinion about including sustainability standards in tourist accommodation classification systems? I know Hotelstars system gives 10 additional points to hotels that

obtain an eco-label. But would you agree with a system where, in order to qualify for a higher rating (star), an accommodation provider needs to implement more sustainable practices?

Sustainability is very important and a lot of hotels, hotel chains also, already include a lot of sustainability in their concept. This is the point, if you really want to be sustainable, you have to include it in your business concept. The whole presentation of the hotel needs to be lived by the staff, otherwise is only a label that you put on the door.

Do you think in the future, when you update the Hotelstars criteria, there will be more emphasis on the sustainability criteria than for the time being?

Probably yes. We have some already, as you mentioned. We have accessibility criteria also, which comes from the social side of sustainability. I think it will be discussed on our way to review the criteria in 2020, we are now already in the process of reviewing the criteria. I expect some discussion about this topic. We will see, the process always starts with the member countries. Their feedback and wishes are crucial. We also include TrustYou reports to our reviewing process to see where the trends are, what are the most important criteria and in which direction does the guest go. And we of course try to include this. We will see how important sustainable criteria will be. But we also know that sustainability is not the main criteria in the booking decision. It is nice to have them, especially for people who are very into sustainability and only book eco accommodation. But it is not the main reference point. It is nice to have these criteria and the hotels that really live their sustainable philosophy, they include it in their entire business concept. I think it is not really a motivation for a hotel to go into the sustainability only to get a higher star. It needs to be a bottom-up process and not top-down.

That is a good point. Talking to different stakeholders in Slovenian glamping offer, I realized that creating a glamping classification system might be difficult due to the diverse nature of glamping units and sites. It can be difficult to develop a single scheme for tree houses, tepees, wooden tents...

This is probably why I cannot imagine glamping having one common criteria fitting all of them.

Right. In the UK they have such 5-scale classification system for glamping sites, but it is less strict and serves more like guidelines. Another option could be to develop some sort of a certificate for glamping sites that would include certain standards. An accommodation would need to fulfil these standards to be officially certified as glamping.

Probably this is more appropriate. We have these 21 HOTREC principles which present the base on which we build all other criteria. It is probably more useful, since glamping is so diverse as you said.

There is also an internationally applicable segmentation and classification system for glamping currently being developed. They share a similar vision to Hotelstars, to have a system that is not only applicable in one country. This system is coming out in about a month, but so far, we know that they first segment glamping sites into 3 groups: scouting,

glamping and lodging. Next, within each segment an accommodation site can obtain 1-7 stars. What is your first thought after hearing about this?

It sounds very complicated. I don't know if the guests really ask for that. You always need to listen to your guests, what they really ask for. If they ask for certification, or if they ask for information, or if they ask for some comparability... then you need to work on that.

In Slovenia for example, glamping offer is not regulated, and any accommodation can be marketed as glamping. Guests can therefore be confused, as they can get something on a very high level or something very basic under the same name.

I mentioned those HOTREC principles. It is probably the way to find some common standards, common principles. It is not so much about how many rooms you need, or what rooms need to have in terms of hardware, but a more general view. We say, for example, the classification system needs to provide accurate information to a guest. So, it is about accurate information, transparency, legal requirements... It is also about cleanliness and proper maintenance. It is about quality management, these things. I think these are the most important points. Guests need information, they want hygienic security, they want quality measures. You need to define some quality measures. Cleanliness and what else... Also, regular control of classification on the site. Somebody needs to physically visit the site. I think these are the things that bring some transparency and security for the guests. These are most important from the beginning.

You said before that a glamping certificate would be most feasible at this point. Could these principles apply to such certificate also?

Yes, this can be the base for such certificate.

We talked about guest reviews already. Some experts called for the integration of guest reviews into official classification systems, either in a fully integrated form or just as a parallel display, and some countries already did so. What do you think about this option? Is it a possible direction for the future?

As I said, we are at the beginning of the reviewing process of our criteria. We need some direction, where should we go. What helps us in this, are the guest reviews. This is the guest point of view. We know they who what the guests are asking for. For example, wireless internet... is it important to the guest? We know that connectivity is extremely important for the guest right now. We need to compare and see if we still meet the requirements from the guests. First of all, we use guest reviews to review our criteria and get the direction. And, what we also do, especially in the superior classes, we have to do some mystery guesting. But, if you have a proper TrustYou report with a certain amount of points you have to reach, then this report is used instead of the mystery guesting. So guest opinions are included in the classification process.

Do you think these two spheres might even get more integrated in the future?

We will see. If we find that it is not enough, we will have to rethink this process. Right now, it is the level we need.

Finally, would you give any additional advice to somebody in Slovenia trying to organize and regulate glamping tourism offer? Something that we have not mentioned yet?

I think, as you said, the glamping philosophy meets the trend of going back to the nature, back to the roots, meeting the locals... Because of this, it is logic and intelligent. It is meeting the trend, following what people are looking for. It is probably necessary that they seat together and find some principles or guidelines to avoid complete chaos when nobody knows what the offer is and what is behind the offer.