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**From Camping to Comfort: Understanding and
Mapping the Transformative Glamping's Evolution
in Portugal**



2024

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Mapping the Transformative Glamping's
Evolution in Portugal**

Master in Tourism Economics and Regional Development

Supervisor: Prof. Dr. Antónia de Jesus Henriques Correia



2024

DECLARATION OF AUTHORSHIP OF WORK

I declare to be the author of this work, which is original and unpublished. Authors and works consulted are properly cited in the text and listed in the references. This work is presented to obtain a master's degree in Tourism Economics and Regional Development.

LKOUEN TAHA

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DEDICATION

I humbly begin by thanking Allah for His unwavering guidance and blessings throughout this academic journey, which gave me the strength and wisdom to complete this thesis.

To my beloved parents, Khadija and Abdelkader, your unconditional love, support, and sacrifices were the cornerstone of my success. I am forever indebted to you both.

I am grateful to my respected supervisor, Antónia de Jesus Henriques Correia, for her exceptional mentorship and invaluable guidance, which shaped this thesis and my growth as a scholar.

To my siblings, Wissal and Hamza, thank you for being my pillars of strength and constant motivation.

To my cherished friends in Faro, thank you for your solid support and camaraderie, making this academic journey more enjoyable.

To the participants and contributors, your involvement enriched this research, providing meaningful insights.

Finally, to you, dear reader, thank you for exploring this work. I hope this thesis contributes to the advancement of knowledge and society's betterment.

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ACKNOWLEDGMENTS

I want to take this opportunity to express my heartfelt gratitude to all the individuals who have contributed to the completion of this master's thesis.

First and foremost, I extend my deepest appreciation to my supervisor, Antónia de Jesus Henriques Correia, for her invaluable guidance, encouragement, and support throughout this research journey. Her expertise and dedication were instrumental in shaping the direction of this study, and their constructive feedback immensely enriched the quality of the thesis.

I am immensely grateful to my parents for their unwavering love, encouragement, and belief in my abilities. Their constant motivation and understanding helped me navigate through the challenges and kept me focused on achieving my goals.

I also want to thank the University of Algarve's faculty members for their commitment to academic excellence and for creating an inspiring learning environment. The knowledge and skills I have gained here have been transformative.

I am indebted to my friends and classmates for their camaraderie and moral support. Their stimulating discussions and shared experiences have added joy to this academic pursuit.

In conclusion, this thesis stands as a testament to the collective efforts and encouragement of all those who have contributed to my academic journey. Their unwavering support has been a constant source of motivation, and I am deeply thankful for their presence in my life.

ABSTRACT

Tourism's evolution intertwines with camping's traditional communion with nature, now elevated by the emergence of Glamping, a fusion of rugged adventure and luxury comfort. This study delves into Portugal's burgeoning glamping scene, examining its roots, evolution, and current state. Tourists' perceptions are unraveled through a qualitative framework utilizing IRAMUTEQ and content analysis. Glampers seek unique experiences, extreme cleanliness, and unexpected warmth from staff willing to invest in memorable moments. The study introduces the ORCHESTRA Model, illuminating the orchestration of glamping's elements. Findings reveal glamping's transformative essence, reflecting travelers' elevated expectations and the nuances of satisfaction. This dissertation, across seven chapters, offers an overview of the glamping landscape in Portugal. It concludes by offering insights into glamping's current state and potential trajectory within Portugal's tourism, envisioning a future where luxury and adventure intertwine seamlessly to enrich the country's tourism fabric and diverse offerings.

keywords: *Glamping, Luxury Tourism, Tourism experience, Orchestra Model, Iramuteq software*

RESUMO

A evolução do turismo surge muito associado à já tradicional comunhão do campismo com a natureza, agora elevada com o aparecimento do Glamping, uma fusão de aventura e conforto de luxo. Com efeito, o turismo prima pela comunhão com a natureza, materializada no campismo, o campismo é um conceito que registou alguma decadência decorrente do estado dos parques de campismo. Atualmente, com o Glamping, o campismo ressurge como um conceito de luxo e sobretudo uma experiência transformadora. O Glamping, é uma mistura harmoniosa de luxo e natureza e orchestra uma sinfonia de Aventura, Interação Social, Autenticidade, Estimulação Sensorial, Envolvimento Cognitivo, Bem-Estar Espiritual e Nostalgia. O glamping convida à exploração cognitiva da cultura e da ecologia, à participação ativa em actividades e promove as relações entre os viajantes. Esta estrutura revela o fascínio transformador do glamping, oferecendo uma compreensão holística da sua cativante melodia de experiências. À medida que o glamping continua a encantar os viajantes, o Modelo de Orquestra serve como uma partitura orientadora, revelando a mistura harmoniosa de sensações, emoções e ligações que fazem de cada retiro uma viagem única e inesquecível. Consequentemente, capacita as partes interessadas e os fornecedores de turismo a organizarem experiências de Glamping que ressoem com os visitantes em várias dimensões. Apesar da relevância do Glamping, estudos sobre Glamping em Portugal e no mundo são ainda muito escassos. O modelo teórico de Pearce que suporta esta tese é também uma referência que apesar da pertinência, tem sido pouco aplicado no estudo de experiências turísticas transformadoras.

Este estudo investiga a emergência do Glamping em Portugal como uma experiência turística, tendo por base o modelo da orquestra de Pearce. Este modelo advoga que a experiência turística acontece pela combinação de cinco dimensões: sensorial, afetiva, relações sociais, atitudes comportamentais e cognições. O modelo de Pearce considera estas componentes como parte integrante da criação de experiências turísticas gratificantes, não apenas estadias, mas viagens verdadeiramente transformadoras. Para a análise de dados optou-se por uma metodologia qualitativa para responder aos objetivos da investigação. Esta abordagem permite uma interpretação mais aprofundada de aspetos não revelados, aumentando assim a profundidade dos resultados do estudo. A amostra do estudo foi

constituída por turistas que ficaram alojados num dos 15 alojamentos de glamping portugueses e que partilharam as suas opiniões no Booking.com e no TripAdvisor. As reviews seleccionadas garantem representatividade de cada fonte, totalizando 452 observações. Cada review foi metodicamente dividida nas cinco dimensões do Modelo Orquestra numa folha de cálculo Excel. Por exemplo, se uma recensão consistia em cinco frases, cada frase foi atribuída à dimensão correspondente, quando a frase combinava diferentes dimensões foi atribuída a espartilhada sem perder o sentido. Uma vez construído a matriz de análise, recorreu-se ao software IRAMUTEQ como ferramenta de tratamento de dados qualitativos que através da Classificação Hierárquica Descendente faz emergir classes e uma ligação entre elas, permitindo ainda uma análise de dados segura e credível. Este software ajuda a organizar e analisar os dados qualitativos, agrupando-os em classes e estabelecendo conexões entre eles (Safaa, El Housni e Bedard, 2017). Este processo contribui para uma análise estruturada e sistemática dos dados, garantindo que a análise é segura e credível, melhorando a análise global. A análise de conteúdos compreende as seguintes análises: Análise de Especificidade, Análise de Similaridade, Análise de Nuvem de Palavras, e Análise de Correspondência Fatorial (FCA). Através destas abordagens analíticas, demonstra-se a interligação entre as diferentes dimensões do modelo, revela-se a sua interação e elucida-se sobre as correlações entre as suas dimensões relevantes para as ofertas de glamping em Portugal.

Com a aplicação deste modelo, exploramos a forma como a mistura de aventura, com laços sociais, ligações autênticas à natureza, indulgência sensorial, estimulação intelectual, rejuvenescimento espiritual e reflexões nostálgicas do glamping contribuem para a riqueza e complexidade das experiências dos glampers. A análise de conteúdos realizada permitiu perceber como é que as percepções, emoções e satisfação dos glampers, se tornam uma experiência transformadora. O estudo revela os pontos fortes do glamping em Portugal através da Análise de Especificidade, das Nuvens de Palavras e da Análise Fatorial de Correspondência. As nuvens de palavras realçam o fascínio da beleza natural de Portugal, a qualidade dos alojamentos e o serviço excepcional. Simultaneamente, a Análise de Similitude e a Análise de Correspondência Fatorial demonstram como os componentes do Modelo Orquestra se interligam para criar uma experiência holística de glamping. Esta sinergia entre as facetas sensoriais, afectivas, relacionais, comportamentais e cognitivas enriquece as

experiências de glamping, alinhando-se com a noção de Pearce de encontros turísticos multidimensionais. A compreensão destas conclusões permite que os intervenientes do sector melhorem as ofertas, satisfazendo e ultrapassando as expectativas dos hóspedes e ampliando a atração do glamping em Portugal. Os resultados revelam a essência transformadora do glamping, reflectindo as elevadas expectativas dos viajantes e as nuances da satisfação, a capacidade destes espaços permitirem experiências únicas e memoráveis numa simbiose com qualidade e natureza que importa manter. Esta dissertação, através de sete capítulos meticulosamente elaborados, guia-nos através da paisagem do glamping em Portugal. Conclui oferecendo uma visão sobre o estado atual do glamping e a sua potencial trajetória no turismo português, perspetivando um futuro em que o luxo e a aventura se entrelaçam de forma harmoniosa para enriquecer o tecido turístico do país e a sua oferta diversificada. Fornece informações acionáveis para as partes interessadas, orientando-as para uma maior satisfação do cliente e estratégias de crescimento sustentável.

Palavras-chave: *Glamping, turismo de luxo, experiência turística, modelo de orquestra, Iramuteq*

CHAPTER 1. INTRODUCTION

Tourism, a dynamic and transformative industry, shapes travelers' journeys and drives the tourism sector's evolution. Camping has traditionally embodied an authentic communion with nature within this diverse landscape. However, the intersection of adventure and luxury has given rise to a novel phenomenon: Glamping. This portmanteau, derived from "glamorous camping," fuses the rugged allure of camping with the opulence of luxury tourism, marking a paradigm shift in outdoor experiences. Tourism experiences are pivotal in crafting the trajectory of travelers and influencing the tourism sector's path. This dissertation delves into the nascent realm of glamping, specifically in Portugal, where the marriage of nature's charm with luxury is gaining prominence. The study addresses the unique landscape of glamping, exploring its roots, evolution, and current state.

The core objective is comprehensively understanding glamping as a transformative and memorable tourism experience in Portugal. The study aims to unravel tourists' perceptions and expectations by leveraging IRAMUTEQ and content analysis within a qualitative research framework. This methodology enables an in-depth exploration of the collected data, shedding light on the details of glamping experiences.

As glamping is still in its infancy as a term and a mode of tourism, understanding how tourists perceive glamping experiences in Portugal is imperative. The insights from this research are expected to contribute significantly to the development and sustainability of glamping in Portugal, thereby enriching the country's tourism landscape.

The dissertation unfolds seven chapters, seamlessly guiding the reader through the nuanced exploration of glamping in Portugal. Commencing with a comprehensive Literature Review in Chapter 2, the study delves into the historical roots and the contemporary state of glamping, elucidating its unique intersection of adventurous tourism and luxury experiences. Chapter 3 unfolds the transformative nature of glamping as a memorable tourism experience. In Chapter 4, the dissertation introduces the ORCHESTRA Model, a conceptual framework illuminating the orchestration of diverse elements in tourism experiences. The methodological underpinning is laid out in Chapter 5, elucidating the intricacies of data

collection and content analysis employing the IRAMUTEQ tool. Moving into Chapter 6, the Results and Discussion section unveils the insights from the analysis, providing a nuanced understanding of glamping in Portugal. Finally, Chapter 7 synthesizes the findings into a comprehensive conclusion, offering a panoramic view of glamping's current state and its potential trajectory in Portugal's tourism landscape.

CHAPTER 2. GLAMPING: Where Adventurous Tourism Meets Luxury

2.1. Introduction: Definition & Historical Background

In the heart of nature's embrace, beneath a sky adorned with stars, lies a unique and captivating way of experiencing the great outdoors — glamping (Liberato et al., 2023). In recent years, glamping has emerged as a novel form of travel that harmoniously blends the serenity of traditional camping with the lavish comforts of a luxurious retreat (Brooker & Joppe, 2013b). Enthusiasts seeking respite from the hustle of daily life have found solace in this innovative style of accommodation (Brochado & Pereira, 2017a), which offers an unparalleled connection with nature without compromising on convenience and indulgence (O'Neill et al., 2010).

At its core, glamping, an amalgamation of "glamorous" and "camping" (Brochado & Brochado, 2019a), transcends the traditional camping and campfire experience, offering a delightful escape for those yearning to immerse themselves in nature while cocooned in lavish amenities (Hassell et al., 2015). Imagine waking up to the gentle rustle of leaves and the melodious chirping of birds, surrounded by elegantly designed tents furnished with plush beds, adorned with soft linens, and illuminated by rustic-chic lanterns (Aeberhard *et al.*, 2020).

This newfound allure of glamping is not solely confined to the realm of vacationers (Sun & Huang, 2023). In recent years, glamping has become a subject of intrigue for academics and researchers alike (Ergüven et al., 2015; Filipe et al., 2018; Adamovich *et al.*, 2021; Fernandes *et al.*, 2021), sparking investigations into its multifaceted appeal (Perkins & Twose, 2014), environmental impact (Walter et al., 2019), and cultural significance (Bouzis & Poulaki, 2022). As this trend continues to capture the hearts of outdoor enthusiasts, understanding the underlying dynamics of glamping becomes increasingly crucial.

In this exploration of glamping in academia, we embark on a journey to uncover the essence

of this modern-day phenomenon (Cvelić-Bonifačić et al., 2017). By delving into a collection of scholarly works, we aim to gain a comprehensive understanding of glamping's rise, its implications, and the psychological pull that beckons an ever-growing tribe of adventurers seeking a taste of the wild, tinged with the essence of luxury (Brooker & Joppe, 2013b).

Glamping traces its roots back to different cultures and historical periods (Made Budiasa and Nurjaya, 2019), where various forms of luxurious camping were practiced. However, the term "glamping," as we know it today, gained popularity in the early 21st century (Brooker & Joppe, 2013b). Figure 2.1 illustrates the timeline of its evolution.

Figure 2.1. Timeline of the evolution of Glamping



Source: Own Elaboration

1. **Early Origins:** The idea of combining the comfort of home with the thrill of camping can be traced back to ancient nomadic tribes and wealthy travelers who utilized luxurious tents and accommodations during their journeys (Adamovich *et al.*, 2021). These early instances laid the foundation for combining the comforts of home with the adventurous spirit of camping.

2. **African Safari Camps:** In the early 20th century, African safari camps started providing high-end amenities to affluent travelers, offering a luxurious experience in the wild. Wealthy adventurers and hunters sought comfort and style during their expeditions, leading to the development of well-appointed tents in exotic locations (Boscoboinik & Bourquard, 2012; MacLeod, 2017; Lyu et al., 2020)

3. **20th Century Camping Culture:** Camping, as a recreational activity, gained popularity during the 20th century, with families and individuals seeking a closer connection to nature. This camping culture laid the groundwork for glamping's resurgence later (Lyu et al., 2020).

4. **21st Century Resurgence:** Around the early 2000s, "glamping" began gaining traction as a modern trend in outdoor accommodations. This resurgence was driven by an increasing desire for unique travel experiences, eco-tourism, and the rise of experiential travel (Menshikov et al. M Golubchikov *et al.*, 2020; Fernandes *et al.*, 2021)

Several factors fueled the rise of glamping:

- Changing Travel Preferences: Travelers began seeking unique and personalized experiences, moving away from traditional tourism offerings.
- Experiential Travel: The demand for experiential travel, where authentic and immersive experiences are prioritized, has become a significant trend.
- Eco-Tourism: Glamping's eco-friendly approach to accommodations appealed to environmentally conscious travelers.

5. **Media and Pop Culture Influence:** The popular media, including travel magazines, television shows, and social media platforms (Pártlová et al., 2022), played a significant role in promoting glamping as an aspirational lifestyle choice. Celebrities and influencers sharing their glamping experiences on social media further popularized the trend (Cvelić-Bonifačić & Licul, 2018; Diniati et al., 2022).

6. **Glamping Worldwide:** Glamping quickly spread across the globe, with diverse accommodations ranging from yurts in Mongolia (Cvelić-Bonifačić & Licul, 2018), eco-pods in Costa Rica, and treehouses in Scandinavia (Vrtodušić et al., 2019) to luxury tents in Turkey and the deserts of Dubai. Even renovated vintage trailers became part of the glamping landscape (Erkiliç & Yildirim, 2019). The trend caught the attention of travelers seeking adventure and luxury intertwined with offerings that became available on almost every continent.

7. Integration with Sustainable Practices: Glamping operators started incorporating sustainable practices and eco-friendly initiatives into their operations, aligning with the growing global concern for environmental conservation (Made Budiasa and Nurjaya, 2019; Fernandes *et al.*, 2021; Kumar & Ahmed, 2023).

8. Continued Growth and Innovation: Glamping continues to evolve, with ongoing innovations in accommodations, amenities, and experiences. As it becomes more accessible to a broader audience, glamping remains a prominent trend in the travel and hospitality industry (Made Budiasa and Nurjaya, 2019; Craig & Karabas, 2021).

The evolution of glamping reflects a fusion of historical luxury with contemporary adventure, creating an enticing blend of comfort and exploration that continues to captivate the imagination of modern travelers seeking an extraordinary connection with nature (Hassell *et al.*, 2015).

2.2. Glamping- Research State of the Art

In academia, glamping has been a subject of interest for researchers in various disciplines, including tourism, environmental studies, psychology, and cultural studies (Made *et al.*, 2019; Menshikov *et al.*, 2020; Dorofeeva, 2021). Several key research areas have emerged, shedding light on different aspects of this glamorous camping phenomenon.

Academics have explored several key research areas to understand better the appeal and impact of glamping within the tourism industry. They have investigated the motivations of glampers (Hassell *et al.*, 2015; Filipe *et al.*, 2018; Bouzis & Poulaki, 2022) and compared their preferences (Lyu *et al.*, 2020) to those of traditional campers, examining demographic and psychographic characteristics to understand what drives individuals to choose this form of accommodation (Craig & Karabas, 2021).

Additionally, researchers have conducted analyses to assess the environmental impact of glamping in comparison to conventional camping (Adamovich et al., 2021), focusing on waste management (Mangaraj & Smrutirekha, 2021), energy usage, and eco-friendly practices (Dorofeeva, 2021) within glamping operations to identify sustainability challenges and solutions (Brochado & Brochado, 2019a).

Studies have also explored the psychological benefits of glamping on travelers' well-being (Sommer, 2020; Corry & Richards, 2023), stress reduction, and overall travel satisfaction, examining how the luxurious outdoor experience affects the mental health and happiness of glampers (Budiasa et al., 2019).

Furthermore, some research has delved into the economic implications of glamping within the tourism industry, analyzing the financial aspects of establishing and operating glamping sites and the potential impact on local economies (Rogerson & Rogerson, 2020). Moreover, researchers did not ignore the cultural significance of glamping (Menshikov et al. M Golubchikov *et al.*, 2020; Dorofeeva, 2021), exploring its connection to contemporary lifestyle trends and its reflection of broader societal values and aspirations.

Our primary focus is on the tourism area, so that we will focus on glamping as a unique and captivating tourism experience. With its blend of luxury and outdoor adventure, Glamping has emerged as an alluring choice for modern travelers seeking an exceptional connection with nature without compromising comfort (Brochado & Pereira, 2017a; Sommer, 2020). As we delve into the world of glamping, we aim to explore its appeal to tourists and the environmental considerations accompanying this glamorous form of camping (Brochado & Brochado, 2019b; Fernandes *et al.*, 2021). By honing in on glamping as a tourism experience (Filipe et al., 2018; Fernandes *et al.*, 2021), we strive to uncover the cultural, psychological, and societal aspects that contribute to its increasing popularity and its significance in shaping the future of travel (Menshikov *et al.*, 2020; Bouzis & Poulaki, 2022; Giannoukou et al., 2022).

The tourism discipline has shown significant interest in studying glamping due to its growing popularity and unique characteristics as a form of accommodation. Researchers in the field of tourism have explored various aspects of glamping, aiming to understand its appeal, impact, and implications within the broader tourism industry. Here are some key areas of interest in the tourism discipline:

1. Motivations and Tourist Preferences: Understanding the motivations and preferences of glampers is a central focus for tourism researchers. Studies have sought to identify the demographic and psychographic characteristics of glampers and compare them to those of traditional campers and other types of tourists. This research helps determine what attracts individuals to glamping and how it aligns with their travel aspirations (Hassell et al., 2015; Lyu et al., 2020).

2. Market Analysis and Economic Impact: Researchers have conducted market analyses to assess the demand for glamping accommodations and its potential impact on the tourism market (Brochado & Brochado, 2019a; Erkiliç & Yildirim, 2019; Pártlová et al., 2022). This includes studying the growth of glamping businesses, revenue generation, and its contribution to local economies (Kumar & Ahmed, 2023).

3. Glamping Business Models: Academics have investigated glamping operators' business models and strategies (Mo, 2023). This research focuses on understanding the operational challenges, marketing tactics, and factors contributing to glamping ventures' success or failure (Vy, 2023).

4. Guest Satisfaction and Experience: Tourism scholars have explored glampers' experiences and satisfaction levels during their stays (O'Neill et al., 2010). Understanding the factors that enhance or hinder guest satisfaction is crucial for glamping operators to continually improve their offerings and services (Mangaraj & Smrutirekha, 2021).

5. Cultural and Socioeconomic Impact: Some researchers have delved into glamping's cultural and socioeconomic implications. They analyze how glamping intersects with local cultures and communities and its role in shaping tourism trends and behaviors (Brooker & Joppe, 2013b; Dorofeeva, 2021).

6. Environmental and Sustainability Considerations: As ecotourism and sustainable travel gain prominence, researchers have studied the environmental impact of glamping operations. This includes examining waste management practices, energy consumption, and strategies for minimizing ecological footprints (Fernandes *et al.*, 2021).

7. Policy and Regulation: Glamping often presents unique challenges regarding zoning, land use, and environmental regulations (Harsono & Wijayanto, 2022; Suni *et al.*, 2022). Scholars have explored how local, regional, and national policies impact the development and expansion of glamping sites.

8. Future Trends and Outlook: Tourism researchers are interested in anticipating future trends in glamping (Brooker & Joppe, 2013b; Erkiliç & Yildirim, 2019; Eremić, 2021). This involves identifying emerging markets and potential innovations and understanding how glamping fits broader travel trends.

The interest in the tourism discipline has provided valuable insights into the dynamics of glamping as a distinctive form of accommodation. As glamping continues to evolve, research in this area remains vital for industry stakeholders, policymakers, and academics seeking to comprehend the implications and opportunities this glamorous camping trend brings to the tourism landscape.

The realm of tourism research, particularly within the niche of glamping (glamorous camping), continues to hold significant potential for exploration, with a particular emphasis on investigating glamping as a luxury experience (Petruša & Vlahov, 2019). While a growing body of literature has addressed various aspects of glamping, a noteworthy gap delves into

the nuanced dimensions of glamping as a form of luxury travel (Eremić, 2021). Understanding glamping through the luxury lens is essential in capturing modern travelers' evolving preferences and expectations, seeking unique and premium experiences (Brooker & Joppe, 2013a). This perspective aligns with the broader trends in the luxury tourism sector, where consumers increasingly prioritize experiential and distinctive elements (Vrtodušić et al., 2019). To underscore the significance of this research direction, scholars such as Brochado and Pereira (2017a) and Filipe, Santos, and Barbosa (2018) have highlighted the need for more in-depth investigations into luxury aspects within the broader context of tourism and hospitality.

Investigating how luxury tourists from other countries enjoy glamping is vital for our strategic tourism plan. This research provides essential insights into the specific elements that attract luxury tourists and define high-quality, distinctive experiences for them. Understanding their preferences enables glamping providers and other stakeholders in the tourism industry to design and promote glamping offerings that cater to these preferences, ultimately increasing the appeal to more luxury tourists.

Moreover, examining the glamping experience of wealthy foreign tourists can identify opportunities for collaboration among glamping providers, local businesses, and other stakeholders in the tourism sector. Through collaborative efforts, they can create unique and memorable glamping experiences aligned with the expectations of luxury tourists, fostering sustainable tourism practices. This collaborative approach contributes to the growth of the tourism industry by providing distinctive and environmentally conscious glamping experiences.

2.3. Glamping in Portugal: Where Charm Meets Nature's Embrace

Glamping, a portmanteau of "glamorous" and "camping" (Sommer, 2020), has swiftly captured the hearts of travelers worldwide, and Portugal is no exception (Rebocho & Correia, 2017). Nestled along the western coast of Europe, this enchanting country offers a diverse landscape of sun-kissed beaches, rugged mountains, and picturesque countryside, making it an ideal destination for glamping enthusiasts seeking a unique blend of luxury and outdoor adventure (Filipe et al., 2018; Liberato et al., 2018).

Portugal boasts a growing number of glamping sites Figure 2.2 scattered across its regions, catering to diverse preferences and budgets (Kumar & Ahmed, 2023). From eco-lodges hidden amidst lush forests to luxurious tents perched on stunning cliffs overlooking the Atlantic Ocean, glampers are spoilt for choice (Brochado & Pereira, 2017a). Accommodations range from charming yurts and quirky treehouses to lavish safari-style tents, each thoughtfully designed to immerse guests in the surrounding natural beauty (Fernandes *et al.*, 2021).

Figure 2.2. Main glamping sites in Portugal



Source: <https://gastvrij.portugal-vakantie.info/glamping.html>

Glamping in Portugal offers the chance to embrace the country's diverse and breathtaking scenery. Glampers can wake up to the sound of crashing waves and savor the sunsets over sandy shores along the Algarve coast. In the heart of rural Portugal, rustic-chic retreats provide a serene escape amid vineyards and olive groves (Brochado & Brochado, 2019a).

Meanwhile, the mountainous terrains of the Serra da Estrela offer glampers a winter wonderland for cozy, snow-filled getaways. Many glamping sites in Portugal prioritize sustainability and eco-consciousness (Fernandes *et al.*, 2021). These eco-retreats strive to minimize their environmental impact through renewable energy use, water conservation, and waste recycling initiatives. Guests can relish in guilt-free luxury, knowing their stay aligns with responsible travel practices.

Beyond luxurious accommodations, glamping experiences in Portugal offer many activities to connect visitors with the surrounding nature and local culture. Guided hikes through nature reserves, vineyard tours, and traditional cooking classes allow guests to engage with the authentic essence of Portugal. <https://glampinghub.com/portugal/>

The popularity of glamping in Portugal has seen a steady rise, attracting both domestic and international tourists seeking a distinctive travel experience.

<https://www.glampingbusiness.com/2020/09/03/the-growth-of-glamping-in-portugal/>

As a result, glamping has emerged as an attractive segment within Portugal's vibrant tourism industry, offering potential economic opportunities and encouraging sustainable tourism development. Glamping in Portugal presents a harmonious fusion of luxury and adventure, where travelers can indulge in comfort while immersing themselves in the country's natural wonders. From romantic getaways to family-friendly escapades, glamping caters to a wide range of travelers, making it a memorable and sought-after option for those seeking an unforgettable travel experience.

2.4. Chapter Summary

In conclusion, glamping in Portugal provides a captivating opportunity for travelers to experience the country's diverse landscapes while enjoying luxury comforts within a natural setting. The increasing popularity of glamping and the incorporation of sustainable practices have further enhanced Portugal's tourism appeal, attracting a diverse international audience seeking a glamorous escape amidst the picturesque outdoors. It is now essential to acknowledge that with glamping becoming a global phenomenon embraced by numerous countries, travelers worldwide can indulge in different mesmerizing and opulent outdoor experiences, demonstrating the widespread allure and enduring appeal of glamping as a distinctive form of tourism.

CHAPTER 3. GLAMPING AS A TRANSFORMATIVE, MEMORABLE TOURISM EXPERIENCE

3.1. Introduction

The word Glamping results from the amalgamation of "glamorous" and "camping," emerging as a charming and transformative tourism experience (Xiang *et al.*, 2023) that has caught the attention of travelers worldwide.

In academia, the notion of "tourism experience" is a prominent area of research that delves into understanding the multifaceted dimensions of tourists' encounters during their journeys (Aho, 2001). Scholars in tourism emphasize the significance of experiences in shaping travelers' perceptions, emotions, and overall satisfaction (Lin & Kuo, 2016). This part of our work explores the concept of glamping as a transformative tourism experience, examining its appeal, impact, and implications within the academic context.

3.2. Definition of experience and memorable experiences

Experience is an important concept in tourism academia, and it is often used to describe the interactions between tourists and the places they visit (Otto & Brent Ritchie, 2012). According to Pine and Gilmore (1998), experience is "a memorable event that engages all the senses and leaves a lasting impression." This definition emphasizes the importance of sensory stimulation and emotional engagement in creating a meaningful tourist experience.

Scholars such as Thorne (1963) have also explored the idea of experience in tourism. He pioneered the tourist experience, delving into the notion of "peak" experiences from the tourists' standpoint. Ultimately, he structured tourist experiences into six primary domains: sensual, emotional, cognitive, conative, self-actualization, and climax peak experiences.

Cohen (1979) posited that individuals pursue diverse touristic experiences, suggesting that tourists cannot be neatly classified into distinct categories. In his work, Cohen presented a

typology of tourist experiences encompassing recreational, diversionary, experiential, experimental, and existential modes, spanning a spectrum from simple enjoyment to a profound search for deeper meaning and purpose.

Mannell and Iso-Ahola (1987) put forth a compelling viewpoint, asserting that tourism and hospitality offer a comprehensive and multifaceted experience. Beyond mere leisure, these activities tap into tourists' religious emotions, facilitate personal development, effectively escape from daily routines, and present opportunities for rekindling interpersonal relationships.

Similarly, Gentile, Spiller, and Noci (2007) describe experience as a multifaceted and complex concept that includes subjective and objective components. They suggest that experiences are shaped by a range of factors, including personal background, cultural context, and the physical environment of the destination.

Experience also plays a crucial role in place attachment (Vada et al., 2019), which refers to the emotional bond between individuals and specific places. According to Tsai (2016), place attachment can be fostered through positive experiences that create a sense of connection and belonging to a particular place.

In tourism academia, experience is often defined as the sum of all the activities, emotions, and memories a tourist or traveler has during a trip or visit to a destination (Zakrisson & Zillinger, 2012). This includes everything from the sights and sounds the tourists encounter to their interactions with locals and other tourists to the overall satisfaction or enjoyment they feel during their trip.

Experience is a central concept in tourism research (Tung & Ritchie, 2011), as it is seen as a key factor in determining tourist satisfaction and loyalty and the global economic success of tourism destinations (Kim et al., 2010). However, defining and measuring experience can be a complex task (Chan, 2014; Nikseresht, 2016; Scott & Le, 2017), as it is a multi-dimensional

and subjective phenomenon (Sthapit & Coudounaris, 2018; Sthapit et al., 2019) that is influenced by a variety of individual, social, and contextual factors.

Tourism scholars often use "tourist experience" to understand how tourists interact with the places they visit and how these interactions shape their perceptions of the destination (Kim et al., 2012). This can involve analyzing factors such as the quality of tourist attractions, the availability of services and amenities, the level of customer service provided by local businesses, and the cultural and social context of the destination (Nilnoppakun & Ampavat, 2015).

One of the earliest definitions of tourism experience can be traced back to the work of (Gunn, 1972, p. 238), who described tourism as "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors." However, Gunn did not explicitly use the term "tourism experience" in his definition. Instead, he used the term "tourism planning."

In the life of today's consumer, experience takes center stage as a pivotal element (Caru & Cova, 2003), heralded and embraced as a powerful megatrend (Mehmetoglu & Engen, 2011). Scholars have illuminated the multifaceted nature of the term "experience," delving into its diverse dimensions and interpretations (Volo, 2009).

Researchers have described experiences as ordinary everyday encounters (Caru & Cova, 2003) and intriguing liminal phenomena (Zhang & Xu, 2019).

Several other scholars have made significant contributions to the evolution of the tourism experience concept, including Pine and Gilmore (1998, 2011), with their pioneering notion of the "experience economy." Their work underlines the paramount significance of experiences in a postmodern society, portraying it as the ultimate pinnacle of economic advancement, progressing beyond the stages of commodities, goods, and service economies.

To gain a competitive beneficial edge, the spotlight has shifted from solely highlighting products or services to recognizing the significance of experience as a value-added element. Within the vast expanse of the tourism industry, experiences emerge as the quintessential essence and pivotal centerpiece, as underscored by the scholarly works of Kim & So (2022), Tussyadiah (2014), and Williams (2006). Tourism experiences have been eloquently characterized as pleasant, memorable, and captivating encounters (Oh et al., 2007) while also being recognized as transient and ephemeral phenomena (Volo, 2009).

When tourists embark on their journeys to any destination, they aspire to encounter authentic, fulfilling, and profound experiences that engage all their senses and foster personal transformation (Buzova et al., 2020; Chirakranont & Sakdiyakorn, 2022; Kirillova et al., 2017; Spielmann et al., 2018).

During the 1990s, researchers embarked on a quest to gain deeper insights into the concept of tourism experiences. Ritchie and Hudson (2009) meticulously trace this evolutionary journey, starting from the initial conceptualization by Csikszentmihalyi (1975) and the service quality model proposed by Parasuraman et al. (1988).

As the exploration unfolded, the focus gradually shifted towards the pursuit of satisfactory experiences (Ryan, 1995), the essence of quality experiences (Jennings & Nickerson, 2006), and the creation of enduring, memorable experiences (Tung & Ritchie, 2011).

Approximately ten years ago, Kim et al. (2012) introduced the radical notion of a "memorable tourism experience," which they defined as an encounter that leaves a positive and lasting impression, etched in one's memory even after the event.

Extensive research has highlighted the manifold advantages that accrue to tourism service providers who prioritize cultivating memorable experiences (Stone et al., 2018). As an illustration, tourists who have had a positive and memorable experience are interested in returning to the destination (Coudounaris & Sthapit, 2017), forming an emotional attachment

to the place (Tsai, 2016; Vada et al., 2019a), and enjoying the enhanced levels of subjective well-being (Sthapit & Coudounaris, 2018; Sthapit et al., 2019).

The exploration of memorable tourism experiences is not only of significant theoretical importance but also holds practical value in enhancing destination competitiveness (Stone et al., 2018). However, being a multifaceted concept, there exists limited consensus on the theoretical frameworks and measurement methodologies for defining memorable tourism experiences (Bigné et al., 2020).

Current measurement scales cannot fully encapsulate what makes a tourism experience memorable (Tung & Ritchie, 2011). In contrast, unstructured techniques, exemplified by studies like Bosangit et al. (2015), offer a more profound understanding of tourist experiences. Furthermore, variations abound concerning research settings, as seen in studies like Sthapit et al. (2022) and Zhang et al. (2018), as well as in sampling design, as illustrated in studies by Chandralal, Rindfleish, & Valenzuela (2015) and Sthapit et al. (2019).

Despite the significance and ongoing development of the research on memorable tourism experiences, the current body of studies in this domain remains inconclusive and fragmented (Coelho et al., 2018; Sthapit & Barreto, 2018).

In recent years, diligent researchers have made significant strides in expanding our understanding of customer experience, delving into its conceptual and intellectual dimensions (e.g., Becker & Jaakkola, 2020; Kranzbühler et al., 2018; Lemon & Verhoef, 2016), as well as exploring the intricacies of tourism experience (e.g., Godovykh & Tasci, 2020). However, a comprehensive and up-to-date synthesis of the existing knowledge on memorable tourism experiences remains a current gap in the scholarly landscape (Chandralal & Valenzuela, 2015).

In summary, the definition of experience can vary depending on the study's specific context.

However, to sum up, some common definitions and conceptualizations of experience in tourism research include:

Holistic: Experience is often seen as a holistic concept encompassing all aspects of a tourist's visit, including sensory, emotional, and cognitive dimensions. This includes the sights, sounds, tastes, and smells the tourist encounters and their emotions, attitudes, and perceptions.

Subjective: Experience is also often viewed as a subjective phenomenon, as each tourist may have a unique perspective on their trip based on their individual preferences, motivations, and prior experiences.

Process-oriented: Experience is often conceptualized as a dynamic process that unfolds over time rather than a static event. This includes pre-trip planning and anticipation, the actual on-site experience, and post-trip reflection.

Socially constructed: Experience is also seen as a socially constructed phenomenon influenced by social and cultural factors. This includes tourists' interactions with locals and other tourists and the destination's broader cultural and historical context.

The study of tourism experience is crucial in both practical and academic contexts despite its multidimensional and intricate aspects. It can help to enhance the competitiveness of destinations and tourism businesses, improve the quality and standards of tourism products and services, foster sustainable tourism development (Lončarić et al., 2021), and contribute to the advancement of theoretical models and frameworks in the field of tourism research. Hence, researchers and practitioners in the tourism industry need to persist in studying and developing the concept of tourism experience.

3.3. Dimensions of Tourism Experience

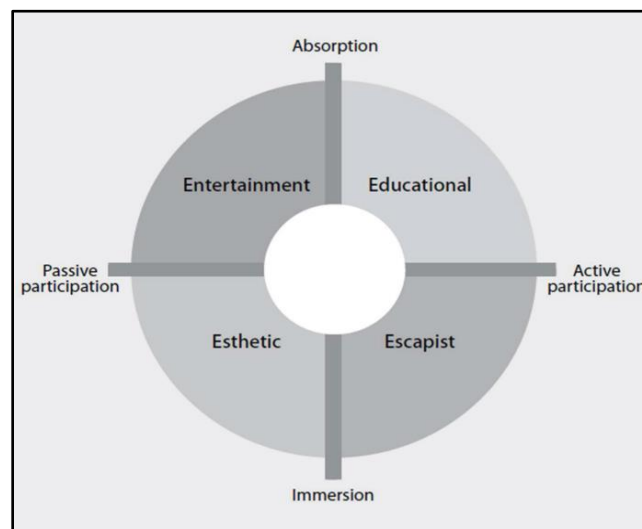
The dimensions of the tourism experience refer to the various aspects contributing to travelers' overall encounter and satisfaction during their journeys. Due to the different domains or contexts in which these experiences occur, limited research combines all the dimensions of the tourist experience.

Various scholars in tourism research have extensively explored the dimensions of the tourism experience. While different scholars may use varying terminology and classifications, the underlying themes of these dimensions are consistent (Quinlan & Carmichael, 2010).

Pine and Gilmore's work in their book "The Experience Economy: Work is Theatre & Every Business a Stage" (Pine & Gilmore, 1998) has influenced the understanding of experiential consumption and the dimensions of tourism experiences. They introduced the concept of the "experience economy," arguing that businesses should focus on creating memorable and transformative customer experiences.

Pine and Gilmore identified four realms of tourism experience in their framework, as shown in Figure 3.1.

Figure 3.1. The Four Dimensions of Tourism Experience



Source: Pine and Gilmore (1999)

Escapism: (active/immersion) Escapism refers to the dimension of the tourism experience where individuals seek to escape, detach themselves from their daily routines, and immerse themselves in a different environment or setting (Mehmetoglu & Engen, 2011). From an academic perspective, escapism is rooted in "restorative environments," where natural or tranquil settings facilitate relaxation, stress reduction, and psychological restoration. Studies in environmental psychology have shown that exposure to natural environments can positively influence mood and cognitive functioning (Bratman et al., 2012).

Tourists seeking escapism are often drawn to serene landscapes like beaches, mountains, forests, or secluded islands. The appeal lies in experiencing a sense of solitude and detachment from urban noise and stressors (Han, 2019). These environments are believed to provide respite from the demands of modern life and offer an opportunity to unwind and recharge.

Aesthetics: (passive/immersion) The aesthetic dimension of the tourism experience revolves around appreciating and being inspired by a destination's beauty, art, and cultural aspects. Aesthetic experiences in tourism can evoke emotions such as awe, wonder, and admiration (Kirillova & Wassler, 2019).

Tourists seeking aesthetic experiences are often attracted to destinations with notable architectural landmarks, historic sites, museums, art galleries, and cultural festivals (Kirillova *et al.*, 2014; Yang *et al.*, 2022). These places offer an opportunity to engage with a region's artistic and cultural heritage. The aesthetic dimension emphasizes the sensory and emotional aspects of the travel experience and its potential to enrich individuals' lives through exposure to beauty and creativity (Chung *et al.*, 2018).

Education: (active/absorption) The educational dimension involves tourists seeking opportunities to learn and gain knowledge during their travels. This dimension aligns with experiential and transformative learning concepts (Cavender et al., 2020). Experiential learning emphasizes learning through direct experiences and active engagement with the environment (Tung & Ritchie, 2011). In contrast, transformative learning focuses on personal

growth and restructuring one's beliefs and perspectives through learning experiences (Pung et al., 2020).

Educational tourists are interested in historical sites, cultural landmarks, museums (Poria et al., 2004), and interactive experiences that provide insights into a destination's local customs, traditions, and history (Suciu *et al.*, 2022). Traveling to such places allows individuals to expand their knowledge, cultural awareness, and appreciation for diversity.

Entertainment: (passive/absorption) The entertainment dimension focuses on providing tourists with enjoyable and engaging activities and experiences. This can encompass various recreational and entertainment options, such as theme parks, festivals, nightlife, and entertainment and leisure activities (Luo et al., 2020). From an academic standpoint, this dimension draws from leisure studies and the psychology of entertainment. It recognizes the role of leisure activities and entertainment in enhancing individuals' well-being and overall satisfaction (Lu et al., 2022). Tourists seeking entertainment experiences may be interested in theme parks, concerts, festivals, nightlife, sports events, and various recreational activities. Such experiences aim to evoke positive emotions, excitement, and fun. The entertainment dimension recognizes the importance of leisure and recreational activities in enhancing the overall travel experience and creating lasting memories (Kim, 2014).

These four dimensions offer a framework for understanding the diverse and multifaceted nature of tourism experiences. They help categorize and comprehend tourists' motivations and preferences when selecting travel experiences (Pine & Gilmore, 1998). Tourists often exhibit a mix of motivations and interests, leading their preferences to encompass more than one dimension (Kau & Lim, 2005).

While Pine and Gilmore's four dimensions ("Escapism," "Aesthetics," "Education," and "Entertainment") are significant and widely recognized, Mossberg delineates the entertainment experience as evoking emotions, the educational experience as fostering learning, the aesthetic experience as embodying presence, and the escapist experience as encouraging action. Other researchers have identified additional dimensions or variations to capture the complexity of the tourism experience. These additional dimensions often arise

from the realization that diverse factors and motivations can influence tourism experiences.

Social interaction: The Social Interaction dimension in tourism refers to the significant role of interpersonal connections and engagement with others during travel, emphasizing the value of the sense of community tourists encounter during their journeys. It involves meaningful encounters with locals and fellow tourists, fostering cultural exchange, shared experiences, and a sense of belonging. Social interactions provide authentic insights into the destination's culture, promote inclusivity, and create opportunities for networking and forming friendships (Han et al., 2019). In the digital age, social media further extends these interactions. Positive social encounters with hospitality staff increase tourists' satisfaction while seeking social support, which enhances well-being. Emphasizing social interaction enriches the travel experience, offering unique perspectives, lasting memories, and meaningful human connections that shape tourists' perceptions and emotions throughout their trips (Narangajavana *et al.*, 2019).

Authenticity: Authenticity is a crucial dimension of the tourism experience that has garnered significant attention in academic research. It relates to the perceived genuineness, truthfulness, and legitimacy of the tourist experience. Tourists usually seek authentic experiences that are representative of the destination's cultural, historical, and social identity, free from commercialization or inauthentic elements (Park et al., 2019).

Scholars study authenticity through various perspectives, including objective authenticity, which examines the tangible elements and accurate representations of a destination's cultural heritage (Domínguez-Quintero, González-Rodríguez, and Paddison, 2020). Constructive authenticity delves into how tourists socially construct and interpret authenticity based on their expectations and cultural backgrounds (Park et al., 2019). Existential authenticity explores tourists' emotional connections and sense of belonging to the destination (Ning, 2017). Additionally, research considers the impact of commercialization and the tourism industry on authenticity and tourists' motivations for seeking authentic experiences (Sun *et al.*, 2019). This multi-faceted approach involves qualitative and quantitative methods to gauge tourists' perceptions and preferences. Authenticity in tourism raises questions about its

impact on local communities (Tosun, 1998; Yolal, 2016) and how it influences sustainable and responsible tourism practices (Cole, 2007).

Emotional fulfillment: Emotional Fulfillment is a significant dimension of the tourism experience, encompassing the positive emotions, feelings of joy, contentment, and personal fulfillment that tourists experience during their trips (Mannell & Iso-Ahola, 1987; Rivera et al., 2019); this aspect has garnered attention in academic research due to its impact on overall perceptions and memories of travel experiences (Zhong et al., 2017). Researchers explore emotional well-being in tourism, examining the various emotional responses and affective states that tourists encounter, often drawing on principles from positive psychology (Knobloch et al., 2017). Flow and immersion, peak experiences, and emotional connections to authenticity are also studied to understand how tourists achieve emotional fulfillment during their journeys (Lin & Kuo, 2016; Bhumiwat, 2020; Gerou, 2024). Recognizing the importance of emotional fulfillment in tourism contributes to creating more satisfying and meaningful travel experiences.

Sensory stimulation: Sensory Stimulation is a vital dimension of the tourism experience, focusing on the stimulation of the human senses during travel. It encompasses the sensory aspects of taste, smell, sight, sound, and touch that tourists encounter while engaging with the environment and participating in various activities (Agapito et al., 2014). Academic research highlights the role of sensory experiences in creating memorable and immersive travel moments, leaving a lasting impression on tourists (Agapito et al., 2014; Yang et al., 2021). Aesthetic experiences arise from appreciating the beauty of natural landscapes, architectural wonders, and cultural artifacts, evoking awe and admiration (Kirillova *et al.*, 2014). Culinary tourism explores the sense of taste, triggering emotional responses and providing insights into the destination's culture through local cuisines (Ab et al., 2010). The acoustic environment and soundscape contribute to auditory sensory stimulation, shaping tourists' emotional states and perceptions (Liu *et al.*, 2018; Jiang, 2022). Tactile and haptic experiences involve physical interactions, such as hands-on activities, craft exploration, and museum tactile exhibits (Martins *et al.*, 2017; Blom & Nilsson, 2023). Visual stimuli

encompass breathtaking landscapes, impressive architecture, vibrant street scenes, and artistic expressions (Carneiro et al., 2018). Researchers also investigate multisensory experiences that integrate multiple senses to enhance engagement (Yang et al., 2021). Sensory stimulation is closely tied to emotional experiences during travel, as certain sensory cues can trigger nostalgia, excitement, or serenity (Abd et al., 2016; Kastenholz et al., 2020). Personal connections between tourists and the destination are fostered through sensory engagement, allowing tourists to feel more connected to the local culture and environment (Meacci & Liberatore, 2018). Understanding the role of sensory experiences in tourism enriches the design of tourism offerings, creating more meaningful and evocative travel experiences that appeal to tourists' senses and enhance their overall satisfaction and enjoyment of the journey.

Cognitive Engagement: Cognitive Engagement is a significant dimension of the tourism experience involving mental stimulation and intellectual involvement during travels (Rivera, Fa and Villar, 2019). It centers on activities and experiences that challenge the mind, encourage learning, and stimulate curiosity (Jonas et al., 2020). From an academic standpoint, this dimension draws from concepts of experiential learning and transformative experiences. Cognitive engagement in tourism encompasses a range of activities, such as exploring historical sites, participating in interactive cultural experiences, attending educational workshops or lectures, and engaging with local experts or guides (Khairani & Fachira, 2022). These experiences expand tourists' knowledge and understanding of the destination's history, culture, and traditions, fostering personal growth and perspective shifts. By providing opportunities for active learning and intellectual exploration, cognitive engagement contributes to a more enriching and transformative tourism experience for travelers (Chi & Wylie, 2014).

Spiritual and Wellness experiences: Spiritual and Wellness experiences are a significant dimension of the tourism experience that focuses on pursuing inner peace, personal growth, and well-being during travel (Robledo et al., 2023); this dimension encompasses activities and practices that promote relaxation, rejuvenation, and self-discovery. From a spiritual

perspective, tourists may seek encounters with sacred sites, participate in meditation or yoga retreats, or engage in rituals and spiritual ceremonies (Norman & Pokorny, 2017). Wellness experiences may include spa treatments, nature walks, and wellness workshops for physical and mental rejuvenation (Smith & Puczkó, 2008; Cohen *et al.*, 2017). These experiences offer tourists an opportunity to disconnect from the stresses of daily life, find solace in serene environments, and engage in activities that nurture the mind, body, and soul. Spiritual and wellness tourism contributes to a sense of holistic well-being and self-awareness, providing travelers with transformative and fulfilling journeys (Sheldon, 2020; Huang, Wang and Wu, 2023). Moreover, the dimension of spiritual and wellness experiences recognizes the diversity of tourists' spiritual beliefs and cultural backgrounds (Timothy & Olsen, 2006; Norman, 2012).

Escape from Routine: Similar to escapism, this dimension emphasizes the desire to break away from daily routines and experience novelty during travel (Mitas & Bastiaansen, 2018). It may focus more on the need for change and adventure rather than seeking tranquillity (Williams & Soutar, 2009). This dimension recognizes that tourists often seek respite from their usual obligations and seek experiences that deviate from their everyday lives (Swarbrooke, 2003; Patterson & Pan, 2007). It involves engaging in activities and visiting destinations that offer a sense of excitement, change, and exploration. Tourists may pursue activities such as adventure sports, exploring new cultures, or immersing themselves in nature to escape the monotony of their routine (Triantafillidou & Petala, 2016; Pomfret *et al.*, 2023). Escape from Routine allows tourists to embrace new perspectives, recharge their energy, and experience freedom and renewal (Rojek, 1993). This dimension contributes to the appeal of tourism as a means of seeking novelty, adventure, and personal growth beyond the constraints of their daily lives.

Nostalgia and Memory: Nostalgia and Memory are significant dimensions of tourism experience that revolve around the emotional connections and recollections tourists associate with their travel journeys (Bergs *et al.*, 2020). Nostalgia involves the longing and emotional resonance for memories and experiences (Keskin *et al.*, 2024), while Memory encompasses

the recollection and retention of those experiences (Marschall, 2012). These dimensions highlight the powerful influence of personal and collective memories on tourists' perceptions, emotions, and attachment to destinations. Tourists seek not only to create new memories during their travels but also to reconnect with familiar places, traditions, or cultural elements that trigger nostalgic emotions (Marschall, 2012). Engaging with sites of historical significance and revisiting past activities allow tourists to relive positive emotions associated with those experiences (Crespi-Vallbona, 2021). Photography and souvenirs play a role in preserving and triggering memories long after the journey (Marschall, 2012, 2014). Nostalgia and Memory create meaningful and enduring tourism experiences as tourists seek to connect with their past, reflect on personal growth, and find a sense of cultural identity during their travels. Understanding the role of Nostalgia and Memory in tourism helps shape marketing strategies and offerings that resonate with tourists emotionally, leaving them with lasting impressions of their journeys (Hammoud et al., 2016).

3.3. The importance of making the Tourism experience memorable

As the exploration continued, attention gradually turned to seeking as many satisfying experiences as possible (Ryan, 1995), understanding the core of quality experiences (Jennings & Nickerson, 2006), and crafting lasting, unforgettable memories on tourist journeys (Tung & Ritchie, 2011). As businesses strive to gain a competitive advantage, they have realized the importance of focusing on their products or services and enhancing the overall customer experience (Vrtodušić et al., 2019).

The term "experience" encompasses a wide spectrum of emotions and interactions that color people's everyday existence (Caru & Cova, 2003), capturing the essence of their daily journey through life. Experience, a truly all-encompassing concept, finds its way into everyday conversations, seamlessly describing a wide spectrum of human happenstances, ranging from career accomplishments to delightful holiday experiences (Hosany & Witham, 2010).

Holbrook and Hirschman (1982) present one of the earliest conceptualizations of experience, accentuating its hedonic essence and skilfully encompassing the sensory, emotional, and fantastical dimensions of consumption. Lemon and Verhoef (2016) beautifully articulate experience as interweaving a customer's cognitive, emotional, behavioral, sensory, and social responses, gracefully embracing every step of the customer's enchanting journey with a firm's offerings.

Experience embodies moments of transcendence, like optimal or extraordinary events, characterized by a heightened emotional intensity (Arnould & Price, 1993), captivating individuals in a deeply personal manner (Pine & Gilmore, 1998).

Consumer psychologists and experiential marketing scholars duly recognize the significance of experiences in people's everyday lives (Schmitt et al., 2015; Yang et al., 2012). According to Becker and Jaakkola (2020), customer experiences are "nondeliberate, spontaneous responses" reflecting reactions to specific stimuli. At its core, tourism revolves around curating experiences, which serve as the essence of travel (Cohen, 1979).

Many definitions and methodologies exist for exploring the nature and structure of tourism experiences (Volo, 2009). For instance, Tung and Ritchie (2011) characterized tourism experience as "an individual's subjective evaluation and immersion (including affective, cognitive, and behavioral aspects) in events related to their tourist activities" before, during, and after the trip. Tourism experiences are frequently perceived as exceptional and distinct from quotidian occurrences (Cohen, 1979).

Remarkable contributions from influential studies spanning diverse disciplines, including psychology, marketing, and anthropology (e.g., Kahneman, 2000; Pine & Gilmore, 1999; Tuan, 1977; Turner & Bruner, 1986), have significantly enriched research on tourism experiences.

The interplay between memory and experiences is not a recent discovery. Its roots are traced

back to early works in environmental psychology (Fridgen, 1984) and further explored in studies like Cutler and Carmichael (2010).

In tourism, adopting a dynamic perspective, memory is paramount in comprehending how individuals recollect and cherish tourism experiences that hold personal relevance (Kim et al., 2021). While on-site tourism experiences may be fleeting and evoke transitory feelings (Kim, 2009), the significance of these experiences lies in their enduring impact on human memory, as travelers often fondly reflect on their trips, holidays, or visits to attractions (Neal et al., 1999).

The recollection of a journey bears great significance as it holds a unique allure and intrinsic satisfaction that materializes in the enchanting moments of storytelling (Neumann, 1999, pp. 179–180).

When tourists reminisce about their experiences, they draw upon their episodic memory, which enables them to absorb and preserve details about temporal-spatial connections, encompassing the emotions they felt, the company they shared the moments with, and the surroundings during those cherished times (Tulving, 2002).

Building upon the foundation of episodic memory, Jorgenson et al. (2019) crafted a tourism autobiographical memory scale to unravel the profound impact of tourists' travel experiences on their lives. Emerging as a prominent concept in recent years within the tourism literature, the memorable tourism experience denotes a consumer-centric reflective perspective, gracefully condensing tourists' emotional and subjective responses (Kladou & Mavragani, 2015).

Kim et al. (2012) state that a memorable tourism experience comprises significant moments of tourists' actions, emotions, and thoughts at a destination. Nonetheless, not all experiences become indelible memories, as tourists selectively weave together the most relevant and pivotal experiences. Novel events or distinctive features are more prone to be retained in memory, as highlighted by the findings of Skavronskaya et al. (2020) and Stone et al. (2018).

When an experience is remembered, its uniqueness and power to evoke emotions emerge (Larsen, 2007).

Furthermore, it is important to mention that memorable tourism experiences may not always be synonymous with positive experiences (Kim et al., 2021). The extent to which these experiences are attached to memory varies depending on an individual's previous interactions, even with the same tourism service providers (Kim, 2018). Despite the recent advancements in this field, as Jorgenson et al. (2019) pointed out, our comprehension of the intricate relationship between memory and tourism is still in its early stages.

3.4. Chapter Summary

In conclusion, this chapter has delved into the multifaceted realm of tourism experiences, particularly focusing on the burgeoning trend of Glamping. It has emphasized creating memorable experiences in shaping travelers' perceptions, satisfaction, and destination competitiveness. Scholars have provided a nuanced understanding of tourists' motivations and preferences by categorizing experiences into emotional, cognitive, sensory, social, spiritual, and nostalgic realms.

This chapter provides a comprehensive framework, building upon Pine and Gilmore's established realms of escapism, aesthetics, education, and entertainment. It also includes additional dimensions identified by other scholars, such as social interaction, authenticity, emotional fulfillment, sensory stimulation, cognitive engagement, spiritual and wellness experiences, escape from routine, and nostalgia and memory.

Moving forward, the design of tourism offerings stands to benefit significantly from insights gleaned into travelers' desires for novelty, self-discovery, emotional connection, and transformative encounters. Therefore, we will employ Pearce's 2011 model in the upcoming chapter, focusing on five pivotal dimensions: Sensory, Affective, Relationships, Behavioural, and Cognitive. Pearce's model views these components as integral to creating fulfilling tourist experiences, not just stays but truly transformative journeys.

CHAPTER 4. THE ORCHESTRA MODEL OF EXPERIENCE

4.1. Introduction

Glamping, an innovative and luxurious form of camping experience, has captured the imagination of travelers seeking immersive outdoor experiences without sacrificing comfort and amenities (Liberato et al., 2023). To comprehend the allure of glamping and the motivations of glampers, it is essential to project the dimensions of this new, unique form of accommodation/tourism experience using the Orchestra Model to understand it more. The Orchestra Model, which likens the tourism experience to an orchestra where each dimension represents a different instrument (Pearce & Mohammadi, 2021), provides a comprehensive framework to analyze how Adventure and Novelty, Social Interaction, Authenticity, Sensory Stimulation, Cognitive Engagement, Spiritual and Wellness Experiences, and Nostalgia and Memory harmoniously intertwine in the glamping context (Lane & Kastenholz, 2018).

4.2. Definition

Tourists plan their trips ahead of time and fantasize about their experiences both before and during their journeys because they engage with the destination in a cooperative influence process that requires a high level of participation from the participant (Pearce & Lee, 2005). As a result of this interaction mechanism, the orchestra model was established.

Pearce (2011) proposes a novel approach to understanding tourism experiences through an integrated framework called the "orchestra model." The authors highlight that previous research from various fields, such as tourism, business analysis, sociology, and psychology, has explored different aspects of experience, focusing on sensory issues, activity understanding, emotions, relationships, and actions (Tussyadiah, 2014; Cohen & Cohen, 2019).

The orchestra model views experiences as episodic memory units, encompassing cognitive,

sensory, affective, social-identity (or relationship), and physical components. Rather than treating these components as isolated points, the model integrates and aligns them to enhance its explanatory power (Pearce & Zare, 2017). The model suggests that ongoing and remembered experiences comprise a dynamic mix of these categories. For instance, while tourists engage in an activity like white water rafting, they simultaneously experience sensory and affective aspects of the environment and actively control their actions, creating an embodied experience with emotional and social dimensions (Surya & Suwarno, 2023).

The Orchestra model deliberates several traits of tourist responses to the external stimulus of a tourist experience. The core idea of this model, comprising five elements (sensorial, affective, cognitive, behavioral, and relationship traits), is that all these factors simultaneously contribute to tourists' reactions (Pearce, 2011).

The analogy with an orchestra emphasizes that the different experiential components rise and fall in importance during the unfolding of an occasion (Kartika et al., 2022a). Like musical parts combine to create a harmonious effect, the experiential elements fuse in the participant's mind. However, for analytical purposes, they can be dissected and studied. The model also considers the temporal aspect of an experience, distinguishing between experiencing the world in real time and reflecting on it later as memory (Pearce & Zare, 2017).

The orchestra model provides a comprehensive and flexible way to define and understand experiences, acknowledging that they can be accessed at various points, from immediate to long-term memory (Kartika et al., 2022b). However, memories are subject to decay and loss of detail over time (Trdina & Pušnik, 2023). Rather than categorizing the tourism experience as previous models did, the orchestra model enables researchers to evaluate the potency of the influences and contemplate participants' experiences in unique ways (Shekari et al., 2022). The model does not impose predefined categories or labels on the individual meaning and social value of experiences but recognizes that these are shaped by cognition and interpersonal relationships (Pearce & Zare, 2017).

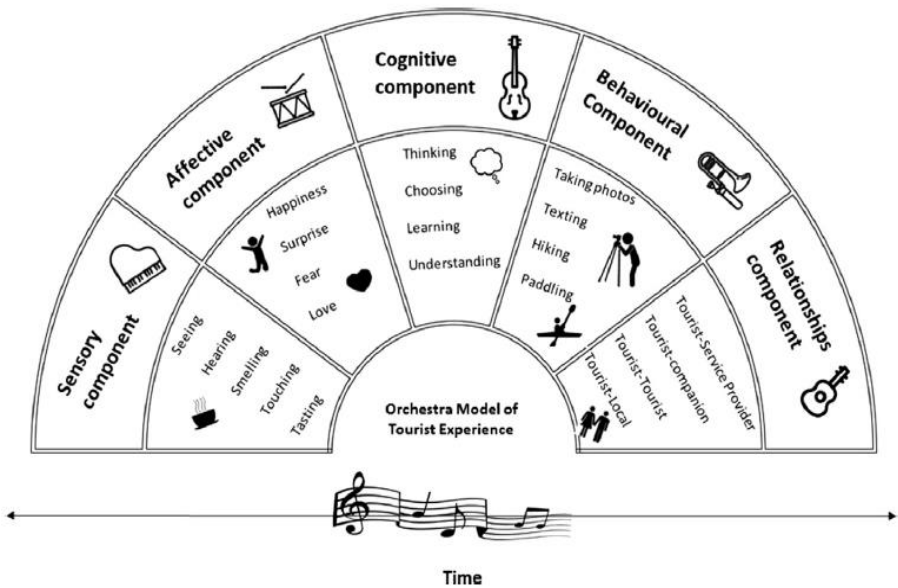
The above ideas have been applied to selected tourism studies, such as exploring how tourists experience cathedrals in Milan and Florence (Rita, 2023) and how humor facilitates tours and adventure activities. (Pearce *et al.*, 2013; Pearce and Pabel, 2015)

The orchestra model offers a promising framework for studying and teaching tourism experience design. It integrates various experiential components to create a holistic understanding of memorable and meaningful tourist experiences (Pearce & Zare, 2017).

4.3. Components of Orchestra model

The analogy with an orchestra originates to illustrate that all the five components mentioned earlier moderate the assessment of tourists’ experiences, where all the five components (Figure 4.1) intervene in a very harmonic way.

Figure 4.1. Orchestra model of tourist experience



Source: Pearce (2011)

- **Sensory component:**

This component focuses on the sensory experiences tourists acquire through their five senses: vision, sound, scent, taste, and touch. The design of tourism experiences needs to consider how these senses are engaged to create a memorable and enjoyable experience.

Example: A luxury resort might use visually appealing aesthetics and artwork in its decor, soothing background music, pleasant scents in the lobby, gourmet cuisine with diverse flavors, and comfortable textures in the furnishings. These sensory elements work together to create a luxurious and sensory-rich guest experience.

- **Affective component:**

The affective component centers around tourists' emotions, feelings, and overall emotional responses during the experience, affected by the combination of the natural atmosphere and the facilities around. Emotions play a crucial role in shaping the tourists' memories and perceptions of the experience, whether positive or negative. Positive emotions can always lead to greater satisfaction and a desire to repeat the experience in the future.

Example: An adventure tour, like a skydiving experience, might evoke a mix of emotions, including excitement, fear, and thrill. A well-designed experience should create positive emotions and lasting memories for tourists, as positive affective responses can lead to higher satisfaction and a higher likelihood of repeat visits.

- **Cognitive component:**

This element is related to the knowledge, beliefs, and learning process throughout tourists' experiences. It encompasses the tourists' ability to analyze, evaluate, and interpret the elements of the experience, as well as their prior knowledge and expectations. Usually, this element is investigated with the affective component to understand each contribution to the formation of tourist destination image and preferences, such as participating in a local

education experience to understand local culture.

Example: When tourists visit historical sites or museums, their cognitive experience involves learning about the historical significance of the place, understanding the context of the artifacts, and gaining knowledge from informational displays. Effective interpretation and storytelling can enhance the cognitive component of the experience, making it more engaging and informative for visitors.

- **Behavioural component:**

The behavioral component explores tourists' actions, movements, and interactions during the experience. It focuses on what tourists do and how they engage with the environment and activities offered at the destination.

Example: In a culinary tour, tourists may actively participate in cooking classes, interact with local chefs, and savor various local dishes. The design should facilitate engaging and interactive activities that align with tourists' interests, leading to a more immersive and satisfying experience. It should also allow tourists to engage in meaningful interactions with the local community, enhancing their behavioral experience. Positive interactions can positively influence their overall perception of the destination.

- **Relationship component:**

The relationship component considers the interactions among tourists, residents, service providers, and fellow travelers. It acknowledges the impact of these social interactions on tourists' perceptions and experiences.

Example: Positive interactions with friendly locals, these kinds of social connections, and a sense of belonging can enhance the overall satisfaction and enjoyment of the experience. On the other hand, negative interactions with service providers or fellow tourists can negatively affect the overall experience.

The Orchestra model has been applied in various settings and contexts to understand tourism

experiences in different situations. It has been used to study Chinese tourists visiting Italy (Pearce *et al.*, 2013), paranormal experiences in Indonesia (Pharino *et al.*, 2018), and more (Pearce & Wu, 2016).

In the study of tourists' non-experiences, it was proved that all the components of the orchestra model influence the feeling of not being able to travel or to be kept on the destination (Correia *et al.*, 2023). On the other hand, paranormal experiences in Indonesia were predominantly driven by affective sensations and emotions. These studies aimed to demonstrate the versatility and comprehensive nature of the orchestra model in analyzing diverse tourism experiences across different contexts.

By applying this model, we can explore how glamping's blend of adventure, social bonding, authentic connections to nature, sensory indulgence, intellectual stimulation, spiritual rejuvenation, and nostalgic reflections contributes to the richness and complexity of glampers' experiences. Through this analysis, we gain valuable insights into the factors that shape glampers' perceptions, emotions, and overall satisfaction, shedding light on why glamping has become a sought-after and transformative travel choice.

4.4. Chapter Summary

Glamping, a harmonious blend of luxury and nature, orchestrates a symphony of Adventure, Social Interaction, Authenticity, Sensory Stimulation, Cognitive Engagement, Spiritual Wellness, and Nostalgia. Through the Orchestra Model, we dissect these dimensions, from the sensory delights of nature to the emotional highs of adventure. Glamping invites cognitive exploration of culture and ecology, active activity participation, and fosters relationships among travelers. This framework unveils the transformative allure of glamping, offering a holistic understanding of its captivating melody of experiences. As glamping continues to enchant travelers, the Orchestra Model serves as a guiding score, revealing the harmonious blend of sensations, emotions, and connections that make each retreat a uniquely unforgettable journey. Consequently, it empowers tourism stakeholders and providers to curate glamping experiences that resonate with glampers on multiple dimensions.

CHAPTER 5. METHODOLOGY AND RESEARCH METHODS

5.1. Introduction

Portugal has garnered acclaim in the global tourism arena, earning distinctions such as the World Travel Award for Europe's leading destination in 2017, and Lisbon securing the title of Europe's Leading City Break Destination in 2019 by WTA “World Travel Award” (Rita *et al.*, 2022). The bustling Lisbon metropolitan area welcomed over 8 million visitors in 2019, with 73% of these being international travelers as declared by the INE “Instituto Nacional de Estatística” in 2019, solidifying its status as a premier choice for tourists worldwide (Martins & Cró, 2018).

This study bridges global trends with local insights, aiming to illuminate the factors influencing tourists' preferences for glamping and its sustainable integration into Portugal's diverse tourism offerings, having pinpointed the factors outlined in the literature that shed light on tourists' preferences for or against glamping as a form of accommodation, this study aims to ascertain whether tourists will continue in choosing this option across all regions of Portugal.

The study sample consisted of tourists who had stayed at one of the 15 Portuguese glamping accommodations and shared their opinions on Booking.com and TripAdvisor. A qualitative methodology was chosen to address the research objectives effectively. This approach allows for a more thorough interpretation of undisclosed aspects, thereby enhancing the depth of the study's findings.

5.2. Data collection and content review analysis:

Data for this study were collected from two leading platforms in the tourism industry, Booking.com and TripAdvisor. Booking.com is considered the world's foremost Online

Travel Agency (OTA) for hotel reservations (Mellinas et al., 2016; Mariani & Borghi, 2018), operates as part of Booking Holdings Inc. boasting a market capitalization exceeding 85 billion US Dollars (Finance, 2021a). The platform is available in over 43 languages, offering an extensive selection of more than 29 million accommodations across 2.5 million properties globally (Booking.com, 2021). It facilitates over 1.5 million reservations daily in more than 225 countries (Booking.com, 2020).

TripAdvisor, a prominent player in web-based consumer opinion platforms (Martin-Fuentes, 2016), is a publicly traded company with a market capitalization nearing 5 billion US Dollars (Finance, 2021b). The platform hosts a wealth of information, with an average of 463 million monthly visits and over 860 million reviews spanning accommodations, restaurants, airlines, cruises, and various experiences to enhance travelers' journeys. Operating in 49 markets and available in 28 languages, TripAdvisor is vital for travelers worldwide to gather eWOM, or "electronic word-of-mouth," and plan their trips effectively (TripAdvisor, 2021).

The hotels reviewed by customers on both platforms were considered. The ones with no correspondence in one of the platforms were removed. Specific inclusion criteria were set to ensure data relevance, quality, and representativeness. Reviews must be recent, not duplicated, written by authentic, verified travelers, and related to the glamping experiences. Only reviews in English were considered for this analysis so that the meaning of the words would not change if translated.

Due to the vast number of reviews available, a representative sample will be selected for analysis. The sample covers various regions and glamping types to ensure data diversity and coverage of different offerings. A total of 452 reviews were selected.

Table 5.1. Overview of Glamping Site Data Sample for Analysis

Glamping site's name	Region/City/Location	Glamping options	Number of reviews
Areias do Seixo	Torres Vedras, Lisboa, Portugal	LODGES, TENTS	57
Bukubaki Eco Surf Resort	Peniche, Leiria Portugal	TENTS, TREEHOUSES	32
Quinta Japonesa	Estremadura, Lisboa Portugal	HUTS & COTTAGES, TENTS	28
Aldeia da Praia	Lisboa, Sintra Portugal	TENTS	15
Aterra eco Boutique	São Teotónio, Odemira, Algarve Portugal	TIPI / TEPEE, TENTS, YURTS	25
Slowlife Glamping	Sesimbra, Setubal, Lisboa Portugal	AIRSTREAMS & TRAILERS, CUBES AND PODS	21
Reserva Alecrim Eco Suites & Glamping	Santiago do Cacém, Alentejo Portugal	DOMES HOUSES, SAFARI TENTS, ECO-SUITS, COUNTRY HOUSES	27
Casas Maravilha	Calheta, Madeira, Portugal	LODGES, CABINS	20
Sentido Galomar	Canico, Madeira Portugal	HUTS & COTTAGES	31
Quinta Alma	Sítio do Trancão, Aljezur, Algarve, Portugal	TENTS	32

Glamping site's name	Region/City/Location	Glamping options	Number of reviews
O Homem Verde Wild glamping	Espinhhal, Coimbra, Portugal	TENTS, YURTS	41
Quinta rural	Juguelhe, Cabeceiras de Basto, Braga, Portugal	TENTS, CABINS, HUTS, COTTAGES, LODGES, LUXURY LODGES, UNIQUE, UNUSUAL VILLAS	19
Terra dos Anjos, glamping at sea	Lisboa, Portugal	TENTS, LODGES, LUXURY LODGES	10
Pedras Salgadas Spa and Nature Park	Pedras Salgadas, Vila Real Portugal	LODGES, TREEHOUSES	55
Soul Glamping	Estreito da Calheta, Madeira Portugal	TENTS, YURTS, LUXURY DOMES	39

Source: Own Elaboration

5.3. Methods

Qualitative tourism research involves exploring and understanding the subjective experiences, perceptions, motivations, and behaviors of tourists and other stakeholders in the industry (Wilson & Hollinshead, 2015). It aims to provide in-depth insights into the complexities of tourism phenomena and the cultural, social, and economic implications of

tourism activities (Mace, 1997; Ankor, 2012). It enables researchers to explore incentives, destination image, customer satisfaction, and the societal impact of tourism (Martins, 2015). This method facilitates extensive examinations of specific themes, uncovering nuances not easily captured by quantitative methods (Mayring, 2014).

In conclusion, qualitative analysis is a crucial and flexible research approach in tourism. This method offers a range of diverse, context-specific insights, enabling glamping stakeholders to make informed decisions, improve customer satisfaction, and support sustainable tourism practices (Brochado & Pereira, 2017b). Moreover, the indispensable nature of qualitative analysis is evident in its ability to delve into the multi-faceted realm of customer experiences (Hara, 1995). Its flexibility and depth reveal previously unseen patterns (Riley & Love, 2000), providing a nuanced understanding essential for elevating customer satisfaction within luxury accommodations. Additionally, this method serves as a valuable tool to address the intricacies, distinctions, and commonalities that shape tourists' perceptions and experiences, thereby enriching the tourism landscape.

IRaMuTeQ, short for "Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires" (Interface of R for Multidimensional Analysis of Texts and Questionnaires), offers a user-friendly interface tailored for in-depth analyses of textual data and questionnaires within the R environment (Marghobi, 2019). Created by Pierre Ratinaud, IRaMuTeQ was originally available only in French until 2009 (Brígido. Camargo, and Justo, 2013); however, it now boasts complete dictionaries in several languages. Developed in Python and utilizing functionalities from the statistical software R, it has gained popularity in various fields for its ability to process qualitative data from interviews and documents (Haller et al., 2020). Among its analyses are the Descending Hierarchical Classification (DHC), classic textual analyses, analyses of specificities, similarity analysis, and a word cloud (Menezes et al., 2023); IRaMuTeQ is considered a data processing tool rather than a research method, offering results that serve as instruments for exploration, search, and association within research materials. This powerful tool empowers researchers by providing

a platform to uncover patterns, derive meaningful insights and connections, and unveil hidden structures within textual information.

For thematic analysis, IRaMuTeQ assists in categorizing and exploring recurring themes within the text, a pivotal aspect in identifying prevalent sentiments, opinions, or topics (Menezes et al., 2023). The tool integrates statistical methods to bolster the analysis's robustness, enabling academics to apply quantitative measures to validate qualitative findings (Haller et al., 2020).

IRaMuTeQ presents data visually through graphical displays and maps, presenting intricate information in an accessible format and aiding in result interpretation. With its intuitive interface, IRaMuTeQ accommodates researchers with varying levels of expertise, simplifying the analysis process and making it accessible for users without extensive programming knowledge.

Commonly utilized in social sciences (Souza, 2020), linguistics (Longhi, 2021), marketing (Goulart et al., 2021), and various other disciplines, IRaMuTeQ proves invaluable for qualitative analysis. Researchers can utilize this tool to investigate patterns in customer feedback, analyze open-ended survey responses, or delve into different themes within textual data in satisfactory outcomes (de Souza *et al.*, 2018).

This study samples reviews from each source to ensure representation, resulting in 452 reviews for analysis. Each review was methodically divided into the five components of the Orchestra Model within an Excel spreadsheet. For instance, if a review consisted of five sentences, each sentence was allocated to the appropriate component; if not, the words or parts of the sentences that are related to each component were attained to each component. Using IRAMUTEQ software as a tool for processing qualitative data through the Descending Hierarchical Classification emerged classes and a connection between them, further allowing for secure and credible data analysis. The software helps organize and analyze qualitative data by grouping them into classes and establishing connections between them (Safaa et al.,

2017). This process contributes to a structured and systematic data analysis, ensuring the analysis is secure and credible, enhancing the overall analysis.

5.4. Chapter Summary

This study comprehensively examines glamping experiences across Portugal, drawing insights from a meticulous data collection and content review analysis to understand the nuances of customer interactions with luxury accommodations and glamping sites. The qualitative methodology allows for thoroughly exploring tourists' sentiments, perceptions, and experiences, providing a rich tapestry of insights. By meticulously categorizing the collected reviews into the five dimensions of the Orchestra Model, the study unveils patterns, sentiments, and hidden structures within customer feedback. Utilizing IRaMuTeQ for the textual analysis, a rigorous analysis sheds light on the strengths and weaknesses of glamping offerings in Portugal. It provides actionable insights for stakeholders, guiding them toward enhanced customer satisfaction and sustainable growth strategies.

CHAPTER 6. RESULTS AND DISCUSSION

6.1. Introduction

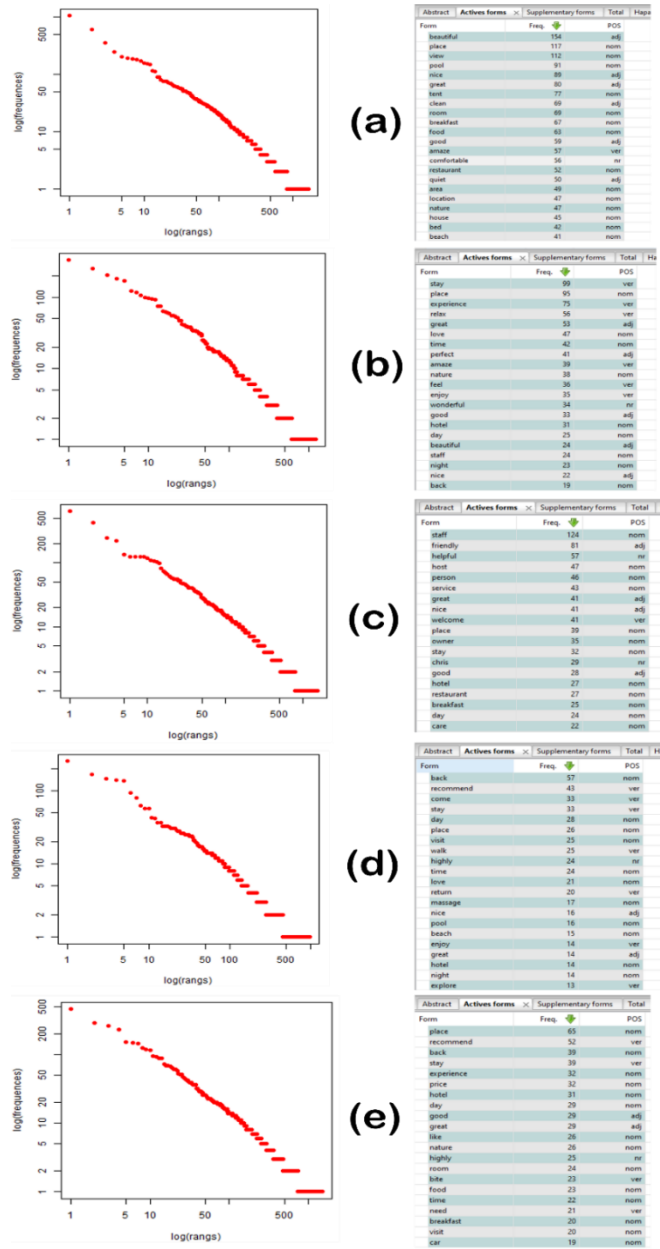
In this chapter, we present the findings of our qualitative analysis aimed at providing direct insights into the strengths and weaknesses of glamping offerings in Portugal. Given the nuanced nature of glamping, this exploration is crucial as it seeks to effectively harness its potential benefits within Portugal's vibrant tourism scene. We employed a combination of Excel and Iramuteq to analyze the qualitative data. The selection of Iramuteq was based on its offerings of valuable analysis techniques for textual data.

Our study focuses on the following analyses: Specificity Analysis, Similarity Analysis, Word Cloud Analysis, and Factorial Correspondence Analysis (FCA). Through these analytical approaches, we aim to demonstrate the cohesive functioning of all components within our model, reveal their interplay, and elucidate the correlations among its dimensions relevant to glamping offerings in Portugal. This wide-ranging understanding will help industry players enhance the appeal and competitiveness of glamping offerings, ultimately enriching the tourism experience in Portugal.

6.2. Results: Themes, Analysis, Interpretation and Discussion

The outputs of this study initially stemmed from the specificity analysis of each element within our model. This analysis identifies the specific terms or phrases that are most characteristic of each component of our model, which helps to highlight the key concepts or topics that are prevalent inherent in the collected and processed data.

Figure 6.1. Zipf Diagram and Active forms



Legend: Illustrating frequency distribution of key terms in glampers reviews in each of our model's components (a) Sensory, (b) Affective, (c) Relationships, (d) Behavioral, (e) Cognitive.

Source: Own Elaboration

In the analysis of specificities, database texts can be directly associated with descriptive variables of their producers, enabling an examination of textual production based on characterization variables. This contrastive analysis, outlined by Camargo & Justo (2013) and Castro, Aguiar, Berri & Camargo (2016), involves segmenting the corpus according to a researcher-chosen variable. Complementing this approach is the introduction of a textual statistic through a Zipf diagram (Figure 6.1). The graph displays the logarithms of ranks on the x-axis against the logarithms of shape frequencies on the y-axis. This graphical representation illustrates the frequency distribution, showcasing the behavior of total word frequencies within the text corpus. The y-axis represents the number of times a word and its associated forms (derivations) appear, while the x-axis illustrates the quantity of these occurrences.

To delve deeper into the analysis of Figure 6.1, we specifically focused on the active forms within the words related to our Orchestra Model's five elements in the reviews. This involved examining adjectives, adverbs, nouns, and verbs. The terms that emerged most frequently in the respondents' answers for each component of our model were:

(a) Sensory: “Beautiful” (N = 154), “Place” (N = 117), “View” (N = 112), “Pool” (N = 91), “Nice” (N = 89), “Great” (N = 80), “Tent” (N = 77), “Clean” (N = 69), “Room” (N = 69),

(b) Affective: “Stay” (N = 99), “Place” (N = 95), “Experience” (N = 75), “Relax” (N = 56), “Great” (N = 53), “Love” (N = 47), “Time” (N = 42), “Perfect” (N = 41), “Amaze” (N = 39),

(c) Relationships: “Stuff” (N = 124), “Friendly” (N = 81), “Helpful” (N = 57), “Host” (N = 47), “Person” (N = 46), “Service” (N = 43), “Great” (N = 41), “Nice” (N = 41), “Welcome” (N = 41),

(d) Behavioural: “Back” (N = 57), “Recommend” (N = 43), “Come” (N = 33), “Stay” (N = 33), “Day” (N = 28), “Place” (N = 26), “Visit” (N = 25), “Walk” (N = 25), “Time” (N = 24),

(e) Cognitive: “Place” (N = 65), “Recommend” (N = 52), “Back” (N = 39), “Stay” (N = 39),

These words likely reflect the core aspects of glamping experiences valued most by tourists, aligning with the research of (Gross *et al.*, 2023), who posit glamping as a form of nature-based tourism (NBT). Their prominence indicates recurring themes in reviews or descriptions of the glamping sites confirmed (Brochado, 2019).

Upon closer examination, these prominent words reveal several overarching themes:

- *Environmental Features*: Words such as "beach," "view," "nature," "sunset," and "mountain" underscore the allure of Portugal's natural surroundings and scenic beauty, highlighting them as significant attractions for glampers.
- *Quality of Accommodation*: The presence of terms like "beautiful," "comfortable," "clean," and "ecological" points towards the high standard and sustainability of the glamping accommodations, reflecting positively on the overall experience.
- *Service and Hospitality*: Words such as "staff," "friendly," "service," and "owner" suggest that personalized service and hospitality are noteworthy elements of the glamping experience and contribute to customer satisfaction.
- *Activities and Amenities*: The inclusion of "walk," "bike," "pool," and "breakfast" indicates a diverse range of activities and amenities available, enriching the glamping experience for guests.
- *Emotional and Experiential Aspects*: Terms like "love," "amaze," "romantic," and "magic" convey the emotional and experiential impact of glamping, portraying stays as memorable and enchanting.
- *Value and Pricing*: "Charge" and "overpriced" hint at discussions around cost or value, potentially indicating pricing consideration in customer reviews.

Considering the objective of gaining insights into the strengths and weaknesses of glamping offerings in Portugal, the word cloud highlights several strengths:

- *Natural Beauty and Location:* The frequent mention of environmental features emphasizes Portugal's natural beauty as a captivating backdrop for glamping experiences.
- *Quality of Service:* The repeated references to staff and hospitality strongly emphasize customer service, enhancing the overall guest experience.
- *Diverse Offerings:* The variety of activities and quality of amenities available indicate a well-rounded and satisfying experience for glampers.

Regarding weaknesses, one might search for negative words or themes that are less evident in the word cloud. For instance:

Cost Concerns: The presence of "charge" and "overprice" terms suggests a potential consideration of pricing concerns. However, it does not appear to be a prominent issue unless compared to the perceived value of the service.

Overall, the predominance of positive terms such as "amaze," "love," "friendly," and "beautiful" in the word cloud indicates a predominantly positive reaction to glamping experiences in Portugal. This observation resonates with the conclusions drawn by (Lu *et al.*, 2021), underscoring glamping's remarkable appeal in the Portuguese context. (Lu *et al.*, 2021) findings indicate that glamping experiences in Portugal are exceptional, eliciting a positive sentiment from customers inclined to express their opinions openly through online platforms (e-WOM). The absence of prominent negative terms suggests a high level of overall customer satisfaction or that any areas for improvement are either less frequently mentioned or specific to individual experiences.

In conclusion, the word cloud of Figure 6.2 underscores the strengths of glamping in Portugal, highlighting its natural beauty, quality accommodations, excellent service, and

diverse offerings, which was emphasized by (Pop *et al.*, 2024) by adding supplementary sustainable attributes to these encounters. These attributes stimulate the creation of positive and memorable experiences for glampers. However, any identified weaknesses may require further exploration to understand their significance within the glamping milieu. For instance, the SWOT analysis (Silva *et al.*, 2023) sheds light on the competitive landscape of ecotourism services, offering insights gleaned from various indicators, including pricing, infrastructure, environmental sustainability, and human resource management.

Understanding these facets provides valuable context for addressing weaknesses and optimizing the glamping experience.

Similarly, in Figure 6.3, we have a word cloud analysis systematized by the Orchestra Model of each component for glamping experiences in Portugal. Each sub-figure (a) through (e) corresponds to one of the model components: Sensory, Affective, Relationships, Behavioural, and Cognitive.

The sensory component (Figure 6.3. a) focuses on the physical and environmental aspects of the glamping experience. Key terms like "beautiful," "quiet," "view," "nature," and "comfortable" dominate this section. These words indicate that glampers place high importance on the aesthetic appeal and comfort of the glamping sites. Terms like "pool," "breakfast," and "spacious" suggest that the facilities provided at the sites are also central to the sensory experience, contributing to the overall atmosphere and guests' sensory satisfaction.

aspects of the experience. Terms like "staff," "friendly," "host," "welcome," and "owner" highlight the importance of human interaction in the glamping experience. Names such as "Michelle" and "Chris" may indicate individuals who have significantly impacted guests, denoting personalized service and possibly a family-run business's warm, hospitable atmosphere.

Behavioral aspects refer in (Figure 6.3.d) to the actions and activities that guests participate in. Here, "recommend," "stay," "back," "walk," "explore," and "eat" are prominent, suggesting a variety of activities that guests engage in. The term "recommend" being central implies a strong intention to endorse the glamping experience to others, indicative of satisfaction with the activities and overall stay. The words "spa," "yoga," "ride," "kayak," and "massage" point to specific activities offered, which are important elements of the guests' behavioral engagement with the environment.

The cognitive component in (Figure 6.3. e) addresses the knowledge, understanding, and intellectual elements of the experience. In this section, "recommend," "good," "experience," and "price" seem to be significant. These terms may reflect guests' processing and stay evaluation, weighing the cost against the quality and deciding if the experience provides good value. The presence of words like "worth," "expectation," "improvement," and "variety" suggests that guests are actively reflecting on their experiences, comparing them with prior expectations, and considering the diversity and quality of offerings.

In the context of the Orchestra Model, integrating the components would be expected to create a harmonious experience (Shekari et al., 2022). Each word cloud suggests that the different aspects of the model are well represented and positively perceived since positive terms vastly outweigh negative ones, indicating a generally favorable perception of glamping in Portugal (Brochado & Brochado, 2019b).

By understanding the prevalence and interrelation of these terms, stakeholders in the Portuguese glamping industry can better appreciate what aspects of their service are most

to detect the closeness or similarity between textual units, aiding in clustering or grouping similar texts based on their distinct themes.

In our study, we employed Similitude Analysis to understand and confirm the formation of each component within our Model through the generated graph (Figure 6.4).

The figure shows various terms used in reviews of glamping experiences in Portugal. Words closer together are likely to be associated with similar reviews or topics. For example, words like "beautiful," "quiet," "sea," and "view" likely come from reviews that describe the scenery and environment of the glamping sites in Portugal.

The prominent words like "great," "stay," "experience," and "staff" suggest that these are key themes in the reviews. These themes could encompass the quality of the experience ("great"), the act of staying at the glamping site ("stay"), the overall experience ("experience"), and interactions with the staff ("staff"). The presence of words such as "nature," "beautiful," "relax," "peaceful," "connect," and "amazing" indicates that a significant theme is a relaxing and positive experience of being in nature.

Figure 6.4 portrays glamping as a uniquely described experience in the reviews. For instance, the large presence of terms like "ecological," "domes," "jacuzzi," "treehouse," and "luxury" may be more specific to glamping experiences than other types of accommodations in Portugal, such as hotels or traditional campsites. It reflects a unique blend of luxury and eco-friendliness. However, an array of contrasting sentiments among certain other reviewers, with words such as "price," "spent," "expensive," and "disappoint," shedding light on aspects of the glamping experience that fall short of anticipated expectations and emphasizing how different views on costs and value perceptions shape individual assessments of glamping experiences, which was confirmed to be some obstacles for some customers and a delight for others (Filipe et al., 2018). This reinforces the idea that the importance of each constraint depends on the person (Giannoukou et al., 2022).

Words like "recommend," "back/return," and "exceptional" imply that Glampers had a positive experience and would consider revisiting or advising others to visit (WOM). These

The graph in Figure 6.5 depicts the outcomes of a Factorial Correspondence Analysis (FCA) conducted on reviews of glamping sites across Portugal. This analysis aims to understand how the components of the Orchestra Model are correlated and work together to shape the glamping experience in Portugal.

Each point represents a term or a category derived from the data set of glamping site reviews in Portugal. The proximity of points suggests the frequency with which they co-occur in the reviews.

Upon examining the plot, we can discern clusters of grouped terms, indicating a thematic coherence in how reviewers discuss their experiences. These clusters can be related to the different components of the Orchestra Model:

- *Sensory Component*: Terms like "view," "delicious," "sunny," and "fresh" might be grouped, suggesting a strong sensory experience. These terms, likely closer to one another on the plot, would reflect the physical aspects of the glamping sites, such as the food, the weather, and the views, indicating that these are prominent in the glamping experience.

- *Affective Component*: Words that invoke feelings, such as "romantic," "relax," "love," and "enjoyable," would form another cluster. These terms would be associated with guests' emotional response to the glamping experience, highlighting the affective dimension.

- *Relationships Component*: Names like "Michelle," "Joanna," and "David," and references like "friendliness," "team," and "customer" suggest the importance of social interactions, which could be the terms related to the relationships component.

Behavioral Component: Terms like "BBQ," "hike," "swim," and "explore" indicate the activities that the guests engage in during their stay. These terms are clustered, suggesting a strong behavioral aspect of the experience.

- *Cognitive Component*: This would be reflected by terms that denote a cognitive processing of the experience, such as "learn," "discover," "understand," and perhaps terms like "advice"

and "information."

Words that are plotted far from each other indicate that they are not commonly mentioned together in the reviews. For example, if "friendly" is far from "expensive," it might suggest that discussions of staff friendliness and cost concerns are separate considerations for reviewers. Conversely, points that are close together, such as "peaceful" and "nature," might frequently co-occur in the same reviews, showing a strong association between the tranquillity of the environment and the natural setting of the glamping sites.

In the context of our research question for this analysis, we would expect to see that if the components of the Orchestra Model work well together, the terms associated with each component would not be isolated; instead, they would form a coherent pattern on the plot, indicating an interrelated and holistic experience.

For instance, the terms related to sensory experiences are found near affective terms; this could suggest that the physical aspects of the glamping sites are closely linked to emotional responses. This would support the hypothesis that the components of the Orchestra Model are not standalone experiences but are interconnected, each enhancing the other to create a harmonious glamping experience. The terms representing each of the five components are distributed across the plot in a way that shows overlap and interconnection, which illustrates that the components work in concert. As Pearce (2011) suggested, this would reflect a symphony of experiences where sensory inputs lead to affective reactions, which are then processed cognitively, manifest in behavior, and influence relationships.

Ultimately, terms closely associated with each other and spread across different plot quadrants can suggest a multidimensional experience that aligns with Pearce's conceptualization of tourist experiences being multi-faceted and interrelated.

6.4. Chapter Summary

Finally, in drawing academic conclusions, our study unveils the strengths of glamping in Portugal through Specificity Analysis, Word Clouds, and Factorial Correspondence Analysis. The word clouds highlight the allure of Portugal's natural beauty, quality accommodations, and exceptional service. Simultaneously, the Similarity and Factorial Correspondence Analysis demonstrate how the Orchestra Model components interconnect to create a holistic glamping experience. This synergy between sensory, affective, relational, behavioral, and cognitive facets enriches glamping experiences, aligning with Pearce's notion of multidimensional tourism encounters. Understanding these findings equips industry stakeholders to enhance offerings, meeting and surpassing guest expectations while amplifying Portugal's glamping appeal.

CHAPTER 7. CONCLUSION

Tourism in Portugal, a nation steeped in natural beauty and cultural richness, stands at the crossroads of tradition and innovation. As explored in this thesis, the emergence of glamping, a fusion of rugged adventure and luxurious comfort, embodies this very juxtaposition. This study embarked on a journey to unravel the essence of glamping as a transformative tourism experience within Portugal's enchanting landscapes and vibrant tourism scenes. Additionally, it aims to provide insights into the strengths and weaknesses of glamping within the country.

Through the lens of traveler reviews, we have gleaned an understanding of what makes glamping in Portugal truly unforgettable and a viable option for people's holidays. It is not just about the lavish amenities or the picturesque views; it is about the unexpected moments of connection and the warmth of locals and staff.

In this work, we employed various techniques to analyze the reviews comprehensively. Beginning with Specificity Analysis, it delves into the characteristics and attributes of the glamping offerings, highlighting unique features that set them apart in the market. Following this, Similarity Analysis was used to uncover similar patterns among different glamping sites, revealing commonalities and distinctions in their offerings. Additionally, Word Cloud Analysis provides visual representations of word frequencies, offering insights into the most prominent themes associated with glamping in Portugal. Furthermore, employing FCA was a powerful tool to explore the relationships and correlations among various dimensions of our model, illustrating how different components of glamping offerings work together in tandem and elucidating the interconnectedness of our model's dimensions.

Glampers seem to arrive with soaring expectations, craving not just cleanliness and comfort but a touch of magic in every detail. They seek out unique activities that resonate with Portugal's rich culture and natural wonders, yearning for an experience that transcends the

ordinary.

For these discerning travelers, the cost of glamping is not merely a monetary exchange but an investment in creating lasting memories. They are willing to pay for perfection yet equally ready to be swept away by the smallest gesture of hospitality or local encounter. However, this meeting of expectations is a delicate dance. A flawless experience can elevate spirits to new heights, crafting memories that linger forever. However, the slightest misstep, the tiniest imperfection, can shadow the entire journey.

Like conventional camping, a common thread emerges in the glamping community: the desire to share this enchanting experience with loved ones. Glamping becomes a vessel for connection and togetherness, whether it be partners seeking romance under the stars, families creating cherished memories with their children, or solo adventurers seeking solace in nature's embrace.

As we conclude this exploration, we envision a future where glamping in Portugal continues to evolve, meeting the demands of a discerning clientele while staying true to its essence as a vibrant thread, weaving together travelers' desires with the land's soul. With these insights, owners and staff can create experiences that weave together luxury, adventure, and heartfelt hospitality. May this study serve as a compass, guiding the way toward creating moments of magic and connection in the realm of glamping.

As Portugal continues to captivate travelers with its diverse offerings, glamping stands out as a compelling choice, blending luxury with nature in an unforgettable symphony of experiences.

Positive reviews serve as potent marketing tools, while areas for improvement highlighted in negative feedback pave the way for tailored enhancements. Moving forward, these findings serve as a roadmap for glamping stakeholders in Portugal, guiding them toward strategies for enhanced customer satisfaction and sustainable growth.

While this study offers valuable insights into glamping experiences in Portugal, several limitations must be acknowledged. Firstly, the reliance on traveler reviews from a specific set of glamping sites may limit the generalizability of the findings to the broader glamping landscape in the country. Additionally, the scope of the study may have overlooked potential variations in glamping experiences across different regions and site types.

Future research could address these limitations by expanding the sample size to include a more diverse range of glamping locations and incorporating other data sources, such as surveys or interviews. Furthermore, longitudinal studies tracking glampers' experiences over time could provide insights into evolving trends and preferences within the glamping industry.

Comparative analysis comparing experiences across different countries or regions could offer valuable insights into the unique factors influencing glamping satisfaction.

A qualitative exploration of glampers' underlying motivations and values could deepen our understanding of glamping tourism's psychological and sociocultural dimensions.

Additionally, investigating sustainability practices and environmental impact and exploring destination management strategies to enhance the overall glamping experience could inform strategies for promoting sustainable and competitive destinations.

Addressing these avenues for further research could contribute to a more comprehensive understanding of glamping tourism in Portugal and beyond, guiding future development and management strategies in the industry.

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