GUIDELINE TO DEVELOP GLAMPING TOURISM IN GANSU PROVINCE CHINA

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This study analyzes tourism development in Gansu Province and offers recommendations for advancing glamping tourism, and using a quantitative research approach, a survey was conducted among 400 glampers, aged 18 and above who visited Gansu and stayed at ten glamping sites in the past three years. The survey covered demographics, travel habits, motivations, and satisfaction. SPSS was used for descriptive statistics, mean, and variance analysis to quantify relationships between factors. The findings showed that Gansu's natural beauty and cultural heritage resulted in high levels of tourist satisfaction. However, there were significant differences in satisfaction with glamping site environment, facilities, infrastructure, emergency assistance, and security, indicating a need for improvement. External traffic and internal route planning also significantly influenced satisfaction. Moreover, the survey showed high satisfaction levels with natural and cultural landscapes, but there were notable differences in satisfaction with the campground environment, facilities, infrastructure, transportation, medical assistance, and safety. The proposed guidelines included enriching experiences, improving facilities, enhancing safety, reducing costs, promoting conservation, integrating cultural heritage, fostering cooperation, and establishing feedback mechanisms to sustain glamping development, attracted visitors, and boosted economic prosperity.

Keyword : Glamping tourism, Glamping in China, Tourist Satisfaction, Gansu

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CHAPTER 1

INTRODUCTION

Background

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

Camping tourism emerged as a popular travel activity (Sommer, 2020). Since 2019, the number of camping users in China has been rapidly increasing for consecutive years. In 2021, the total number of camping trips reached 450 million, nearly 1.9 times more than in 2018. In 2022, the number of camping trips experienced explosive growth. As reported, the core and driven market sizes for camping in China in 2022 were 1135 billion yuan and 5816 billion yuan, respectively, with a year-on-year growth rate of 51.74% and 52.57% (Research, 2023). Based on a research report by iiMedia Research, as accessed from the Chinese Global Industry Research Database on August 1, 2023 (https://data.iimedia.cn/), showed that among the camping styles Chinese consumers tried in 2022, 78.8% preferred conventional camping (requiring self-provided camping equipment such as tents), 61.8% opted for glamping (camping with ready-to-use facilities without the need to carry camping equipment), and 16.2% chose recreational vehicle camping (iimedia, 2023).

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

Gansu Province boasts rich and diverse tourism resources, including magnificent natural landscapes, profound cultural heritage, and diverse ethnic and folk cultures. Moreover, the province has convenient transportation, which serves as strong support for the rapid development of the tourism industry(Wang et al., 2022). Under the impetus of the national "Belt and Road" initiative, the Gansu Provincial Department of Culture and Tourism actively promotes the development of glamping tourism, encouraging synergy with other industries to seize opportunities and meet the diverse needs of campers. In recent years, with the gradual improvement of infrastructure such as highways and tent campsites, the conditions for glamping tourism in Gansu Province have become increasingly mature. In 2022, Gansu Province's rural tourism received 89.38 million visitors, generating an income of 26.5 billion RMB (Xinhua Daily Telegraph, 2023). In the first half of 2023, rural tourism received 75.625 million visitors and achieved a tourism revenue of 22.461 billion yuan (Daily Gansu, 2023). (The exact number of camping tourists is not

specified.) This indicates that Gansu Province has attracted more and more young tourists with strong consumption power and high-quality requirements. To meet the needs of these tourists, glamping areas in Gansu Province continue to expand with more high-quality, refined camping services, providing visitors with a more comfortable and convenient camping experience (Fan, 2019; Ge, 2019). This thesis selects the top ten suitable camping sites recommended by the internet in Gansu Province for research.The ten camping sites are Zhangye National Desert Sports Park, Ganjia Grassland, Xinglong Mountain Nature Reserve, Beihai Zi Sha Jujube Forest Camping Park, Dayugou Scenic Area, Sangke Grassland, Dongfeng Populus euphratica Forest Camping Park, Biandukou, Mingsha Mountain Desert Glamping , and Yellow River Stone Forest International Camping Base (MAIGOO, 2023; Ranking ABC, 2023; Ranking List, 2024).

The rapid development of glamping tourism has led to various challenges such as imbalanced supply and demand for glamping tourism products, inadequate facilities and equipment, lack of professional service personnel, insufficient promotion of glamping sites, and inadequate industry regulation. Consequently, the service quality of glamping tourism is often compromised, resulting in poor traveler experiences (Liu, 2023; Wang, 2022). In the past, glamping sites were relatively rare, but now they are becoming increasingly common. How to keep these glamping sites attractive while ensuring the standardized and orderly development of the entire glamping industry is indeed a question worth pondering. Furthermore, there is relatively little research on the allure of tourism in China.

This thesis employs a questionnaire survey method to collect and analyze information regarding the demographic profile, behavioral objectives, travel motivations, and satisfaction levels of glampers. By analyzing this data, the current status of glamping development in Gansu Province is examined, and opportunities for further development are accurately identified. Additionally, understanding and analyzing visitor satisfaction levels will provide more targeted references and recommendations for the healthy development of glamping. In summary, by gaining a deeper understanding of the needs of glampers, enhancing brand service awareness, improving outdoor environments, and ensuring visitor safety, more personalized and professional glamping services can be

provided. Furthermore, this article will serve as a robust reference for the future development of glamping in Gansu Province, driving the vibrant growth of the local glamping tourism industry.

Objectives

1.To analyze the tourism development and opportunities of glamping tourism in Gansu.

2. To study tourists' opinions about satisfaction with the Development of glamping Tourism in Gansu Province.

3. To recommend the suggestions for the development of glamping tourism in Gansu Province.

Definition of Terms

1.Glamping tourism

This refers to glamping tourism in Gansu, characterized by well-equipped facilities, a relatively short participation period, a focus on various recreational activities, and a strong combination of leisure and social attributes.

2.Glamping tourism development

This pertains to the development of glamping tourism in Gansu Province. It aims to enhance brand service awareness, provide a basis for improving outdoor environment and strengthening visitor safety measures, and offer personalized and professional services to the tourists.

3.Tourist Satisfaction

It refers to the satisfaction level of campers participating in glamping in Gansu Province regarding the services, facilities, environment, and overall experience they have received.

Scope of the Study Conceptual / Study Framework

1.Scope of study area: Glamping site selection

Geographically diverse and endowed with exceptional and unique natural

landscapes, Gansu Province boasts numerous scenic spots that offer prime conditions for camping. This paper selects the top ten camping sites in Gansu Province, as determined through online voting. These sites include:1) Zhangye National Desert Sports Park, 2) Ganjia Grassland, 3) Xinglong Mountain Nature Reserve, 4) Beihaizi Jujube Forest Camping Park, 5) Dayu Gou Scenic Area,6) Sangke Grassland, 7) Dongfeng Populus Euphratica Forest Camping Park, 8) Biandukou, 9) Mingsha Mountain Desert glamping Site, and 10) Yellow River Stone Forest International Camping Site.

2.Population and Sample: Selecting campers aged 18 and above who have participated in glamping tourism in the three past years. In the first half of 2023, the number of people participating in rural tourism reached 7.5625 million (the specific number of camping tourists is not explicitly stated). For this survey, a random sample of 400 tourists was selected.

3.Time Frame: All survey questionnaires were distributed online to targeted respondents through WeChat tourism platforms, WeChat groups, and related channels from February to the end of March.

Scope of contents

This study compiles the main theories related to camping and glamping tourism, tourist satisfaction, Glamping in Gansu Province, and Glamping Facility and Equipment Management in Gansu Province. The aim is to comprehensively assess the satisfaction levels of campers participating in glamping activities in Gansu Province regarding their motivations, facilities, environment, and overall experience.

The thesis takes the perspective of campers as a starting point. It will collect demographic information through a questionnaire survey, including age, gender, occupation, income, participation frequency, preferences, and budget. Opinions and evaluations of campers will be systematically collected through surveys and feedback forms. Through a detailed analysis of services, facilities, environment, and overall experience, a comprehensive development guide for high-end camping tourism in Gansu Province will be provided.

By gaining a deeper understanding of visitor needs, enhancing brand service

awareness, focusing on improving outdoor environments, and ensuring guest safety, our goal is to provide personalized and professional services to extend the duration of camper stays. This, in turn, aims to contribute to the overall enhancement of Gansu Province's high-end camping tourism industry.

General Information:

Age; Education level;

Occupation; Marital Status;

Income; Expected expenses;

Tourist Behavior:

Glamping days; How often;

With whom; Travel time;

Reasons for choosing glamping;

Glamping activities;

Most Concerned Issues; Acquirable skills;

Satisfaction level; Advice for Operators.

(AŞan, 2020),(Chao, 2022)

(Radovi, 2021),(Scholtz, 2015)

(Sha, 2016),(Zhu, 2022)

Guideline to develop

Glamping Tourism in

Gansu Province China

Satisfaction level:

Environment, Landscape, Infrastructure,

Transportation, Security Measures, Campsite

Development.

(Chai, 2023),(Li, 2023) , (Wu, 2021), (Ma, 2010),

(WINDOO, 2022), (Consulting, 2022)

CHAPTER 2
LITERATURE REVIEW

1. The Definition of Tourism

The phenomenon of modern tourism has been present for over a century and a half. From a global perspective, the study of tourism as a category in social science has been ongoing for over a century. However, in the history of tourism development in our country, tourism studies are still a relatively young discipline.

Tourism is an extremely complex and comprehensive social phenomenon. It involves individuals temporarily leaving their usual environment to satisfy the desire for novelty and curiosity, and to enlighten the mind (Fang, 2017). It is a process centered around activities and accompanied by spatial movement, making people, space, and time the three fundamental elements of tourism (Chen, 2015). The essential motivations for tourism include relaxation, experience (Chen, 2015), curiosity, enjoyment, social interaction, and aesthetics (Zhang, 2015).

Zhang (2008) summarizes the essential characteristics of the concept of tourism as follows:

1.Tourism involves the temporary movement of people in space (distinct from the movement of general trade goods), a characteristic that distinguishes tourism consumption from other consumer activities;

2.Tourism may have one or more motives, typically related to recreation (or leisure), but may also include business, education, health, or religious factors, forming the foundation of tourism;

3.Tourism activities rely on transportation infrastructure, accommodation, marketing systems, recreational facilities (or leisure activities), and scenic area services, which together form the backbone of the tourism industry.

4.Tourism is not merely an individual leisure and recreation activity; spatially, it is not just a unidirectional flow of people from the source to the destination but constitutes a complete spatial system consisting of the source, corridor, and destination;

5. The spatial system of tourism encompasses economic, cultural, and social dimensions, offering the theoretical foundation for the development of tourism destination systems.

Considers tourism a comprehensive concept, encompassing not only the act of temporarily leaving one's habitual residence and making a brief stay at the destination but also the organization and implementation of such activities, along with the facilities and services that meet the demands of tourism (Williams, 2002).

The World Tourism Organization (1991) breaks through the outdated notion that tourism is primarily "recreational vacation" and defines tourism as the activity of a person traveling to a place outside their usual residence and staying for a limited time, with the main purpose of engaging in some uncompensated activity at the destination. It involves people leaving their usual environment for leisure, business, or other purposes, traveling to another place, and staying for no more than one year. Emphasis on the "usual environment" aims to exclude travel activities conducted within one's usual residential area, regular periodic travel between residence and workplace, and other routine community travel activities.

Huang (2001) suggested that tourism can be understood from two perspectives. On one hand, the concept of tourism includes travel, representing the spatial displacement of the subject—not merely from one place to another, but involving the subject leaving their long-term residence or workplace and then returning. On the other hand, the concept of tourism includes play, which in the past referred only to sightseeing but in modern tourism encompasses a wide range of activities such as vacationing, business, conferences, recuperation, visiting relatives and friends, religious activities, sports, shopping, learning, and investigation. Travel is the goal, the starting point of the entire activity, while play is the condition and means of realizing the journey.

Moreover, Wang (2007) defined tourism as a short-term, special lifestyle for residents in modern society, characterized by being out of place, leisure-oriented, and enjoyable.

Wang (2007) began exploring the essence of tourism in the late 1990s, explicitly

stating that the essence of tourism is aesthetic and pleasurable. He emphasizes the aesthetic and pleasurable aspects of the tourism experience, defining tourism as "an opportunity for people to experience leisure in a different place during their leisure time", which is currently a widely accepted viewpoint in the domestic academic community.

According to the "Tourism Law" of China, tourism refers to the activities of natural persons for leisure, entertainment, visiting relatives and friends, or other purposes, involving sightseeing and other forms of travel China's "National Cultural Relics and Tourism Statistics Survey System" defines tourism as activities that are not aimed at seeking employment or compensation, involving leaving the usual place of residence (Chinese government 2013b), staying outside for more than 6 hours but less than 12 months, traveling more than 10 kilometers to visit, tour, vacation, visit relatives and friends, recuperate, business trips (including investigations, conference participation, business, sales, etc.), or engage in economic, technological, cultural, educational, religious, and other activities (National bureau of statistics, 2021)

In summary, tourism is an act where individuals temporarily leave their usual environment to engage in various activities in other places to satisfy different needs. It is a multidimensional social and cultural phenomenon, representing a special lifestyle and activity that encompasses factors such as time, space, experience, motivation, and social systems.

2.Camping Tourism

2.1 Concept of Camping

The term "camping" can be traced back to early human societies when temporary facilities were set up in the wilderness for activities such as production or military operations.

Camping activities and infrastructure attract campers to engage in various outdoor activities, including gathering around campfires, fishing, hiking, swimming, and exploring forests and streams. Through camping activities, participants can embark on short hiking trips, fostering closer interactions with both the environment and fellow campers, thereby achieving a seamless integration of camping and traveling. Once a

camping destination is chosen, campers can enjoy and experience natural landmarks, as well as tourism resources in the surrounding areas, during both day and night. This allows for educational or recreational opportunities (Maite, 2022).

In China, the definition of camping tourism was first proposed during the 2008 China Camping Tourism Forum: Camping tourism is a form of independent activity that does not rely on fixed housing or artificial facilities. It involves free movement in the outdoors with self-equipped gear, combining sightseeing, fitness, leisure, entertainment, and sports. It has become a fashionable leisure and tourism trend actively embraced by the general public (Yang, 2011). It involves temporarily leaving urban or densely populated areas, staying overnight in the outdoors using equipment such as tents, sleeping bags, camper vans, and small cabins. Camping emphasizes tourism experiences, recreation, and recreational activities while enjoying the pleasures of nature. It serves as a temporary rest, allowing individuals to escape daily life, achieve psychological relaxation, rejuvenate, and spend quality time with family and friends (General administration sport of China, 2015; Hardy et al., 2012).

In 2016, the General Administration of Quality Supervision, Inspection, and Quarantine of the People's Republic of China and the Standardization Administration of China issued the "Leisure Camping Site Construction and Service Specification," defining camping as a lifestyle primarily focused on temporary accommodation and leisure living in the outdoors using self-owned or rented equipment.

2.2 Classification of Camping

Camping comes in various forms, and to facilitate management, experts classify camping sites from different perspectives. Based on different criteria, camping sites can be categorized as follows:

- According to the mode of transportation: Hiking camping, Cycling camping (bicycles, motorcycles, horses), Car camping, Recreational Vehicle camping.

- Based on accommodation types: Tent camping, Cabin camping, and RV camping.

- Depending on geographical environments: Forest camping, Seaside camping, Mountain camping, Desert camping, Wetland camping, and Grassland camping.

- According to functionality: Professional camping and Comprehensive camping.

Camping scenes can be further categorized into Traditional camping, Portable camping, and Glamping (General administration sport of China, 2015).

However, in reality, there may be overlap between various camping classifications, with some camping sites exhibiting characteristics of both mountain camping and tent camping, for example. The most common camping methods in China include Hiking Camping, Portable Camping, Glamping, Recreational Vehicle Camping.

Hiking Camping   Portable Camping

Glamping   Recreational Vehicle camping (RV camping)

FIGURE 1 Common Camping Forms in China

Image Source: Compiled and illustrated by the author,2023

2.3 Camping Development History

In many countries, camping culture has deep roots. Modern camping tourism originated in the United States in 1861 as an educational activity for young people in natural environments. In 1910, with the establishment of the "American Camp Managers Association" (predecessor of the American Camp Association), camping appeared as an industry for the first time. In 1932, the International Camping Fellowship was established, marking the birth of a global camping organization. The post-World War II economic boom led to increased participation in camping activities, and camping culture in Japan and South Korea developed in the 1950s and 60s. Currently, camping is most standardized in European and American countries and has entered a mature development stage (Murphy, 2013). In 2021, the number of U.S. households participating in camping activities at least once was 56.97 million, a year-on-year increase of 18.1% (Data source: KOA's "2022 North American Camping Report") (Qin, 2023).

In the United States, a broad social foundation, support for land systems, infrastructure construction, camper behavior management, and camping site management, among other internal factors, complement and support external factors such as geographical climate, infrastructure, and social culture. These factors jointly promote the prosperous development of the camping industry (Wang, 2016). Compared to foreign countries, especially some European and American countries, China's tourism consumers have different consumption habits, forms, and values regarding camping.

In China, from 1990 to 2013, the initial stage of camping development focused on constructing camping sites. During this period, outdoor hiking enthusiasts spontaneously organized hiking and camping activities due to common interests and safety concerns. From 2014 to 2019, China entered a period of steady growth in camping tourism, with rapid development supported by national tourism policies. Camping in parks became popular, with people bringing simple tents and picnic mats to experience the beauty of nature. In 2020, the COVID-19 pandemic severely impacted the tourism industry. The rapid rise of "exquisite camping," featuring luxurious equipment and facilities, quickly became popular on various social media platforms, swiftly becoming a

favored new form of tourism and leisure. This year is also referred to as the "Year of Camping." In comparison to countries like the United States and Japan, China's camping industry formed relatively late and is still in its infancy. The camping population penetration rate in China is low, around 1%, while Japan has 11.2%, and the United States reaches 15.8% (Qin, 2023). Therefore, camping tourism has significant development potential in China, gradually becoming one of the most important activities for people to connect with nature, relax, engage in social interactions, and enjoy leisure and recreation.

2.4 Camping Motivation

According to a report on the status and investment trends of the camping industry in China (2023-2030) published by Observing and Researching Network, camping is gradually becoming a way for urban consumers to experience an alternative lifestyle and get close to nature. Short-distance outdoor activities for nearby travel have become increasingly popular. Camping has become the economic choice for family gatherings, friend trips, and outdoor socializing. According to data, in 2021, 28.8% of Chinese camping consumers chose to camp every 1-2 months, and 35.4% chose to camp every 3-6 months. Women constitute the majority of campers, accounting for 64% in 2021. In terms of age, the youth are the main force in camping consumption.
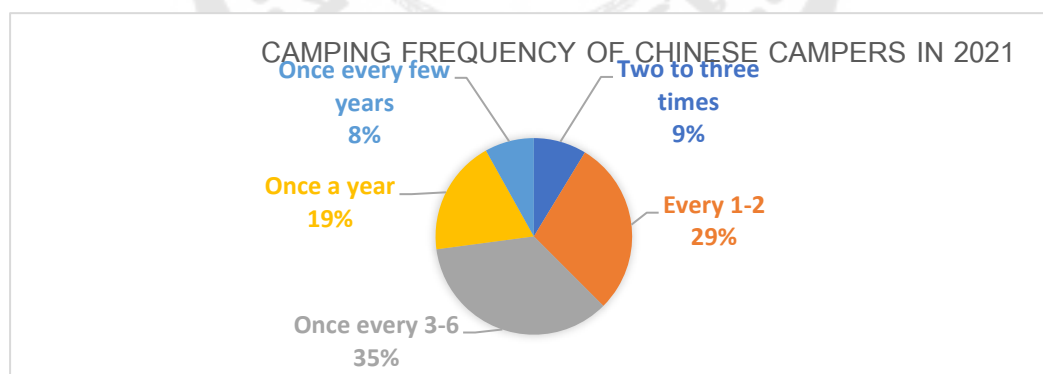
FIGURE 2 Camping Frequency of Chinese Campers in 2021

Image Source: Research and Investment Trend Analysis Report on the Current Situation of the Chinese Camping Industry (2023-2030).

AGE DISTRIBUTION OF CAMPING CONSUMERS IN 2021.

43%

44%

13%

POST-90S,POST-2000S   POST-80S   OTHER
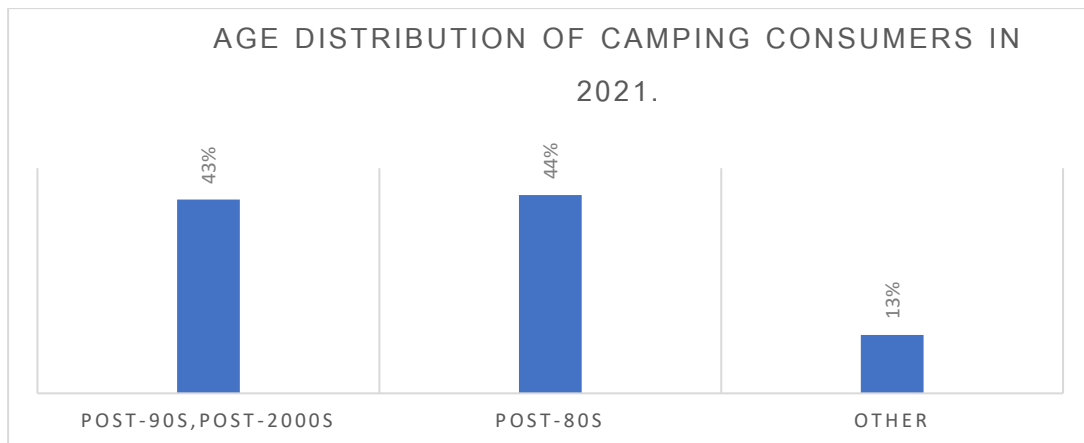
FIGURE 3 Age Distribution of Camping Consumers in 2021.

Image Source: Research and Investment Trend Analysis Report on the Current Situation of the Chinese Camping Industry (2023-2030).

Camping holds different meanings for different people. For adventurers, it represents a wilderness experience. For parents, camping is a way to escape, a family vacation, and a unique accommodation experience (Hardy et al., 2012). Through camping, individuals can experience the beauty of nature, embark on a new way of life, strengthen family and friend relationships, escape the hustle and bustle of the city, learn new skills, reduce stress, educate children, and make new friends. (Guan, 2023; Qin, 2023).

2.5 The current development status of camping tourism

In recent years, the scale of the camping equipment market in China has continued to grow. In 2022, the core market size of China's camping economy reached 1134.7 billion yuan, driving the overall market size to 5816.1 billion yuan, with year-on-year growth rates of 51.8% and 52.6%, respectively. It is projected that by 2025, the core market size of China's camping economy will increase to 2,483.2 billion yuan, propelling the overall market size to 14.4 trillion yuan. In addition, from 2014 to 2021, the market size of camping sites in China increased from 7.71 billion yuan to 29.9 billion yuan, with a compound annual growth rate of 18.5%. In 2021, the camping site market size experienced rapid growth, with a growth rate of 78.0%. In 2022, the scale of campsites

may reach 35.46 billion yuan, and there is still considerable room for expansion and integration (iimedia research, 2022).

Against the backdrop of the rapid development of the camping industry, the new consumption trends in camping are expected to continue growing. According to data, there are over 52,000 existing enterprises related to "campgrounds" in China. Over the past five years, the registration of enterprises related to "campgrounds" in China has increased year by year. In 2020, there were 8,800 new related enterprises, a year-on-year increase of 228%, achieving the highest growth rate in nearly five years. In 2021, there were 21,000 new related enterprises. As of 2022, there are approximately 90,000 existing camping-related enterprises in China, and the number of registered enterprises has continued to grow in recent years (iimedia research, 2022; Qin, 2023).
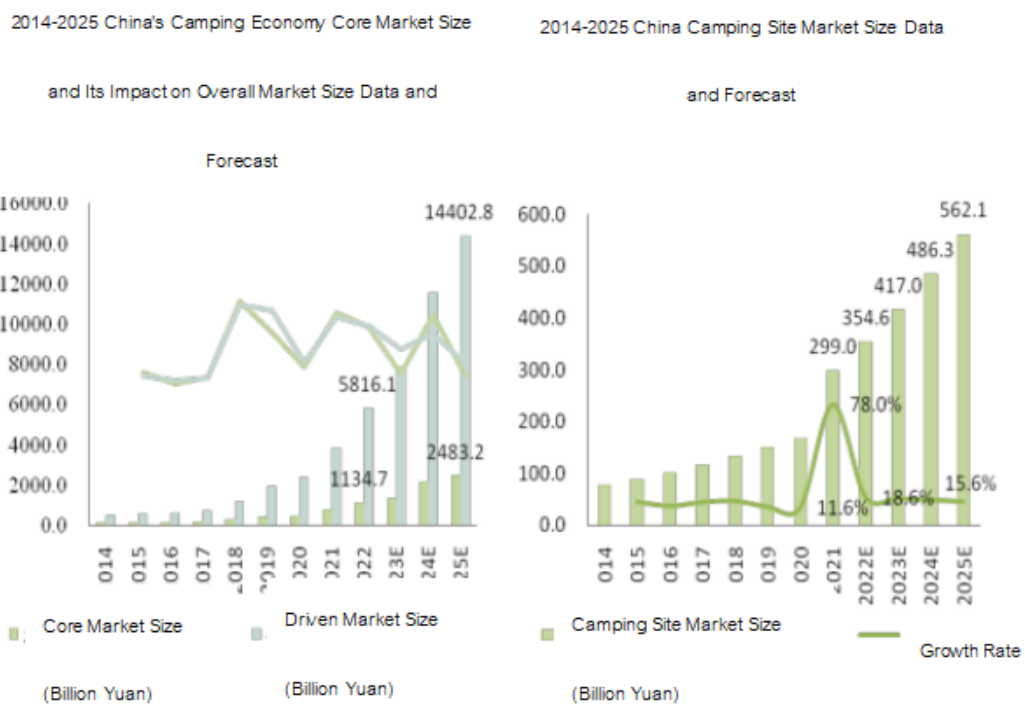
FIGURE 4 2014-2025 China Camping Economy and Campsite Market Size Data and Forecast Chart

Image Source: iiMedia Research, compiled and illustrated by the author,2023

The surge in China's camping consumption market is evident. With robust support from national policies, camping is flourishing not only in fast-developing cities like Beijing, Shanghai, Guangzhou, and Shenzhen but also continuously emerging and improving in other cities. Recent tourism development data suggests that camping in China is poised to enter a period of rapid growth. However, the booming trend in camping does not necessarily correlate with the theoretical and industrial development domestically. Numerous issues persist in the development path of the camping industry, as highlighted in the following studies:

Xue (2020) presented three perspectives: Firstly, he contends that China's camping industry lacks a professionally defined authority. Secondly, although the camping industry in China has a foundation, it is not yet perfect, with many camping-related products and facilities failing to meet market demands. However, in the post-pandemic era, China's camping industry may usher in new opportunities and challenges. Thirdly, despite the rapid rise of camping in China, there has been a failure to effectively seize the opportunity to market and sell domestic camping products swiftly.

Zeng (2021) believed that camping experiences significant variability due to season and temperature changes. While camping destinations are expanded, areas with adverse climates witness lower tourist engagement, resulting in limited reference strategies. Additionally, the richness of guides and the overall design of the tourism industry are lacking, leading to an insufficient experiential aspect.

Wu (2021) put forth viewpoints on camping tourism, emphasizing the need to strengthen the planning and construction of camping sites. This involved creating a green, diverse environment based on the preferences of different tourists and their influencing factors. It also involved developing various types of camping products and establishing a comprehensive network of tourism transportation.

Liu (2019) suggested that the development of camping tourism should focused on tourist factors such as camping preferences, expectations of tourism, and the level of understanding of camping site knowledge. Understanding the environmental quality, landscape richness, transportation conditions, tourism safety management,

entertainment value of tourism products, and local climate of camping destinations is also crucial. Improvements are needed in campers' understanding of local knowledge, basic facilities at camping sites, service quality, and the landscape richness of camping site locations.

In summary, camping tourism is a novel form of leisure activity where tourists depart from their usual residences to engage in short-term, outdoor recreational activities, utilizing their own equipment or specific campsites equipped with items such as tents, Recreational Vehicle camping, canopies, etc. This includes a series of activities like wilderness exploration. It caters to the camper's self-leisure, relaxation, closeness to nature, communication, health and wellness, and outdoor education. It is considered the best way to connect with nature.

Camping tourism is developing rapidly, yet it faces challenges such as a shortage of industry professionals, inadequate theoretical and practical skills among staff, a lack of service awareness, and relatively low professional qualities. There is an inability to effectively address unforeseen circumstances. Additionally, insufficient basic facilities and varying camping environments need urgent improvement.

3.Glamping Tourism

3.1 Glamping Concept

Glamping, a fusion of the words "glamorous" and "camping," is defined as "a form of camping that is more luxurious than traditional camping in terms of accommodations and facilities" according to the Oxford English Dictionary (Dictionary., 2022). Glamping has emerged as a global travel trend, providing the public with a low-entry camping experience (Fletcher et al., 2017). In China, while glamping has seen rapid growth, research in this field is scarce, and there is no precise definition in Chinese laws or specialized literature.

Glamping represents a contemporary form of camping that offers a luxurious camping experience typically in extraordinary natural settings while preserving the outdoor recreational experience. It provides "glamorous" facilities and accommodations, allowing campers to engage in various adventurous activities, indulge in delicious food,

and savor tasty beverages. It is considered an environmentally friendly escape and relaxation method (Sakáčová, 2013). Glamping caters to campers by providing modern amenities in various accommodation structures, including cabins, treehouses, and tents, along with a focus on overall guest comfort (Lyu et al., 2020).

Eliminating the discomfort associated with traditional camping, such as leaky tents, smelly sleeping bags, and makeshift meals, glamping offers a pre-set, homelike environment (Boscoboinik, 2011). It allows people to spend time in nature with luxury and services that provide a private and secure place, such as private facilities, personalized cooking induction, and utensils, creating a vacation-like natural feel. Glamping enables campers to experience outdoor beauty and connect with nature without sacrificing comfort.

3.2 Classification of Glamping

3.2.1 Classification of Glamping Based on Architectural Forms

Glamping facilities can be categorized into semi-fixed tents and trailer-style RVs, representing the architectural diversity in glamping sites to meet different campers' needs for comfort and personalized camping experiences. The architectural forms of glamping facilities include tent structures such as bell-shaped tents, yurts, and dome tents, and trailer-style RVs like RV camping vehicles, Airstreams, and tent trailers. These diverse forms offer various choices for campers seeking comfort and individualized experiences (AECOM, 2022).

Canvas tent   Yurts Domes

Domes   Recreational Vehicle camping (RV camping)

Airstreams   Conestoga wagon

FIGURE 5 Classification of Glamping Architectural Forms

Image source: Glamping Special Research Industry Report.2022

3.2.2 Classification of Glamping Based on Facility and Service Levels

Glamping can be classified into three categories based on investment levels: light investment, medium investment, and heavy investment.

1.Light Investment: These campsites mainly provide self-catering, simple tents, and basic sanitary facilities. They focus on simple recreational activities, emphasizing tent setup and picnic camping experiences.

2.Medium Investment: Targeting young consumers, camping enthusiasts, and families, these sites offer a comprehensive camping experience, including professional catering services, pre-set or carry-in tents, public bathrooms, and more diverse entertainment facilities. Differentiated product configurations are provided for various customer groups.

3.Heavy Investment: Committed to delivering high-end dining, independent tent bathrooms, luxurious bathing facilities, and a variety of recreational activities, these sites prioritize a convenient experience of carrying in and staying. They emphasize quality tents, infrastructure, and all-encompassing activity facilities. This type is currently less common in China (AECOM, 2022).

FIGURE 6 Classification of Glamping Based on Facility and Service Levels

Image source: Glamping Special Research Industry Report,2023

3.3 Development History of Glamping Tourism

The concept of luxury tourism can be traced back several centuries. In the 11th and 12th centuries, armies and tribes already utilized lavish accommodations. Luxurious mobile shelters date back to the Ottoman Empire in the 1300s, with the captivating Ottoman tents still considered inspirations for today's glamping tents. Siberian people adorned their mobile shelters with wool and fur to survive harsh climates. The use of luxury tents persisted into the medieval era.

The notion of glamping was first introduced in the 1990s when European nobility incorporated carpets, chandeliers, and porcelain into their tents during explorations of African grasslands, spreading the concept worldwide (Boscoboinik,

2011). The precursor to glamping emerged in the early 20th century as an exclusive pursuit of European and American aristocracy. By the end of the 20th century, modern glamping brands such as Huttopia arose in the UK and France, offering more comfortable and luxurious camping experiences.

In the 1990s, the camping landscape underwent another transformation with the development of recreational vehicle camping, camper vans, and mobile homes. Simple campsites evolved into high-quality, ultra-modern vacation parks. However, a "return" of charm occurred in the final decade of the 20th century, attracting non-campers to the allure of new camping products. Enjoying the outdoors with the comfort of indoor accommodation became popular. This trend strengthened in the 21st century as values shifted towards environmental preservation. Luxury aspects aligned with contemporary societal values, making glamping an integral part of the outdoor hospitality industry, running parallel to low-cost camping.

At the beginning of the 21st century, glamping continued to develop globally, entering stages of inception, growth, and maturity. Continuous advancements in campsite technology and facilities, coupled with more affordable prices, contributed to the burgeoning popularity of glamping. Pioneering developments in glamping were particularly notable in Europe, especially in the UK, France, and Mediterranean countries.

Glamping amplifies the inherent advantages of camping, offering a variety of camping products and more comprehensive, luxurious facilities. This allows campers to disconnect from urban daily life, relieving stress and promoting relaxation (Sakáčová, 2013).

The development history of glamping tourism in China is relatively short, primarily beginning in recent years when charming camping merged outdoor aesthetics and lifestyle. Typically requiring a combination of camping equipment and natural landscapes, it offers travelers a nature-centric escape from daily life (Rantala, 2019). Before 2020, in the initial stages of glamping tourism in China, camping primarily focused on outdoor camping, with limited demand for luxurious and comfortable camping

experiences. Most campers leaned towards nature experiences and simple outdoor living.

From 2010 to 2015, the rise of glamping tourism occurred as the demand for high-quality travel experiences increased. During this period, glamping gained attention, with some scenic areas and resorts gradually adopting glamping. Certain enterprises began experimenting with providing more luxurious and comfortable camping services, leading the development of this novel form of tourism. Post-2015, glamping entered a flourishing period, especially amid the backdrop of the COVID-19 pandemic. Travelers now prefer distancing from others, exploring natural spaces, and engaging in outdoor recreation, contributing to the surge in glamping's popularity. Research by Craig (2021) also indicates that glamping has become a more popular leisure travel option during and after the pandemic.

In China, glamping was inspired by the camping cultures of Europe and the United States, emphasizing nature, facilities, and ambiance. With the development of new media technologies, sharing travel experiences on social media platforms made glamping known to more people. Beautiful images and detailed tips shared on social media accelerate the spread of glamping, becoming a key factor in driving its tourism development.

As people share their unique luxury camping experiences on social media, glamping gradually becomes a widely discussed topic, attracting increasing attention and participation from tourists. The interactivity and shareability of social media platforms provide extensive exposure to glamping, leading to rapid development in a short period. With the emergence of more high-end camping sites offering rich luxury amenities, including luxury tents, RVs, hot springs, etc., the natural landscapes and cultural scenery of certain regions become popular choices for glamping. Simultaneously, camping equipment and related services continue to improve, providing unique camping experiences for a broader range of consumers.

According to the "Global Camping Report 2022," Europe accounts for 32.2% of the global glamping market share, the United States accounts for 27.5%, while China

only holds 3.2%. Meanwhile, European and American countries have gradually introduced legal camping standards and encouraging policies according to their national development situations, forming a stable demand market (AECOM, 2022).

However, the domestic camping industry in China is still in its early stages. Despite the rapid development trend, it has also raised some concerns. Many views glamping merely as a trendy activity in life, which might lead the domestic camping industry to deviate from the profound meaning of camping culture itself. Camping culture should focus on outdoor experiences, practical education, nature education, and outdoor leisure entertainment, rather than just pursuing the aesthetic appeal of photos. Therefore, it is crucial to recognize the significant role of social media in shaping travel trends while maintaining respect for the essence of camping culture, ensuring a more balanced and profound development direction.

3.4 Motivations for Glamping Tourism

According to the Glamping Specialized Industry Research Report in China, more people choose glamping to experience a comfortable environment and easily relieve stress during the camping process. Glamping is preferred for providing natural, healthy, and ecological scenes, a range of exquisite items, and diverse activities conducive to social interactions. Among them, 67.6% of campers believe that glamping can relax their minds and alleviate stress; 66.1% think glamping allows for a better connection with nature; 60.2% find it ideal for socializing and entertaining friends; 54.3% believe glamping offers new experiences and adventures; and 47.2% appreciate the opportunity to capture appealing photos for sharing on social platforms (AECOM, 2022).

According to the "2022 Glamping Industry Market Insights" report, 64.2% of people have participated in glamping multiple times in the past year and a half, with 58% being women. They choose glamping for outings with friends, family, and children. Campers emphasize convenience, comfort, joy, and ambiance in their feedback, indicating the following characteristics of glamping:

1. It revolves around unique and charming outdoor lifestyles, combining modern elements of tourism and leisure. Glampers are more interested in fashion, gourmet experiences, and other modern leisure elements.

2. The environment is comfortable, and glampers create a cozy atmosphere with colored lights, flowers, decorations, and even fashionable attire. This ambiance enhances the overall glamping experience.

3. Diverse and smart equipment is a key feature.

4. Strong social attributes attract a younger demographic.

5. Costs are relatively higher compared to traditional camping.

6. Surrounding amenities include hotels, guesthouses, and various service facilities, providing a seamless travel experience. Glamping offer a variety of camping activities such as photography, barbecues, picnics, hiking, bonfires, and mountain climbing(AECOM, 2022; Qin, 2023).

In the 2022 market insight report on the glamping industry in China, it emphasizes the rapid growth of glamping, outlining the following trends. Firstly, glamping development has transcended seasonal constraints, allowing camping activities to take place throughout the year. Secondly, glamping is no longer confined by geographical boundaries, attracting campers to experience unique camping adventures in different locations. Thirdly, glamping places a strong emphasis on group travel, seeking a lightweight and relaxed organizational approach to provide participants with a more convenient communication and organizational experience. Additionally, indulgence and luxury have become distinctive features of glamping, attracting more enthusiasts through carefully designed environments and arrangements (AECOM, 2022). Finally, glamping is dedicated to diversification, adapting to various scenarios and needs to offer campers more flexible choices.

3.5 Current Development Status of Glamping Tourism

Glamping has rapidly evolved and has become a significant camping style. In China, the development of glamping is fast-paced, yet research in this field is limited, lacking precise definitions in Chinese laws and specialized literature.

The rapid development of glamping has made it a significant camping method. In China, glamping has grown quickly, but research in this field is scarce, with no relevant studies on glamping development in Gansu Province.

An analysis of cultural backgrounds reveals differing preferences in camping tourism between China and the West. Chinese people tend to conform, seeking enjoyment and favoring secure activities, while Westerners value independence, individuality, hands-on experiences, and a preference for adventurous and nature-centric activities(Dong, 2013). In this cultural context, Chinese individuals are inclined towards glamping, which offers a comfortable environment, professional guidance, and comprehensive facilities.

Evolved from traditional camping, glamping differs from its predecessor. Unlike traditional camping, which emphasizes outdoor sports styles, demands equipment, outdoor experience, and physical fitness, glamping focuses on exploring nature, prioritizing portable, safe, cost-effective equipment with lower requirements for aesthetics and comfort. Glamping emphasizes the experiential needs of consumers, considering the aesthetics and style of equipment and the environment. It seamlessly integrates dining, entertainment, and accommodation into the natural surroundings, enhancing comfort and recreational appeal. "Beijing Daily Commentary" states: camping used to be for adventurers, those traversing deserts, with the equipment geared more towards survival rather than enjoyment. However, with the use of facilities, people now only need to purchase tickets to enter, eliminating the need to buy additional equipment. This makes it more suitable for new campers who want to spend time outdoors. Typically, these charming sites often have hotels, making them preferable for families with children or elderly members (Beijing Daily, 2023).

Comparing glamping sites with traditional camping grounds reveals distinct advantages. Traditional camping facilities vary in quality, with limited camping equipment, and many pain points regarding comfort and service levels. Most traditional camping grounds have harsh environments, rudimentary facilities, poor accommodation conditions, lack of catering services, and overall poor campsite conditions, impacting

customer experiences directly or indirectly. Additionally, the lack of norms and standards in traditional camping leads to lower service levels. Glamping sites prioritize camper experiences, offering suitable cabins or tents, bathing facilities, wireless networks, tables, chairs, canopies, hot pot barbecues, projection sound systems, and various other light luxury and comfortable amenities. Glamping often seeks a more youthful, personalized camping experience, with pronounced leisure and social attributes, meeting multiple needs such as relaxation, relationship-building, and experiential living. It has become a significant activity for friend/group outings, family trips, and couples' getaways. The government's evolving policies related to the glamping industry are gradually improving, with future establishment of standardized industry standards, providing consumers with a considerable level of assurance. This will enhance the frequency of camper experiences and increase the number of returning visitors to campsites (Liu, 2023).

Campers have high expectations for Glamping, emphasizing environmental quality, ambiance, and equipment. They expect well-equipped, aesthetically pleasing, high-quality, and experientially excellent facilities. Additionally, attention is given to capturing appealing photos for social media sharing. Glamping is not merely a luxury accommodation; it represents a ceremonial, social, and entertaining camping activity. This camping form emphasizes leisure and relaxation, redefining camping in a novel and luxurious way, making it a focal point of travel attention. Despite potential contradictions with the original camping concept, Glamping is seen as an attraction for campers seeking luxury and comfort, combining camping with high-quality services for an extraordinary experience in a natural setting. This trend plays a crucial role in driving innovative camping tourism (Sakáčová, 2013).

In recent years, new camping forms, with "Glamping" as a representative, have gradually gained popularity among the youth, becoming a cultural phenomenon. Despite enjoying convenient lives and abundant entertainment in the internet age, modern young people choose to experience glamping in the mountains, parks, or by creeks near urban areas. Setting up tents, creating a campsite atmosphere with lights, flowers, and decorations, they immerse themselves in the beautiful scenery of nature (Vrtodušić

Hrgović et al., 2018). Glamping emphasizes a sense of ceremony, with higher demands on campsite environment, equipment style, catering, camping aesthetics, and entertainment facilities. This trend is not just a camping style but a unique pursuit of nature experience and lifestyle.

A study by Lucivero (2012);Sakáčová (2013);Budiasa et al. (2019) indicates three main motivations for people to participate in glamping tourism:

1) Nature-oriented campers: Divided into three categories, those motivated by a beautiful and comfortable atmosphere; visitors seeking self-awareness in adventure destinations; and tourists visiting natural resorts to relax and connect with family.

2) Luxury: Visitors are motivated by the consumption of luxury products and services, willing to pay a higher price for luxurious experiences.

3) Happiness: Happiness is one of the motivations for glamping. Glamping provides convenient accommodation, equipment, and facilities, offering top-quality services and integrating with the natural environment.

Key factors for the successful operation of glamping include high-quality supporting services, differentiated products for various customer groups, and multi-layered experiences. Regarding high-quality supporting services, emphasis is placed on ecological architecture design, providing comfortable hardware facilities, and delivering a homely service experience. Simultaneously, attracting repeat visitors is achieved through distinctive ecological experiences and various outdoor activities focused on nature. The design of differentiated products and the provision of multi-layered experiences ensure that the campsite meets the needs of different customer groups, creating unforgettable experiences in the wilderness (AECOM, 2022).

Liu (2023) pointed out several issues in the development of glamping, including inconsistent product quality, severe homogenization of experience projects, weak social attributes, and a lack of atmospheric experience.

Zhao (2023) conducted research on camper preferences for camping tourism products, revealing a high demand for camping tourism products and a vast market outlook. Consumers prioritize interactive experience-oriented themes, such as

handmade crafts and family activities, with a lower emphasis on price and a greater focus on the quality, safety, and hygiene of provided products and services.

Chai (2023) suggested that for better development of glamping tourism, attention should be given to improving campsite infrastructure, enhancing service capabilities, cultivating high-quality service personnel, elevating service levels, and innovating and developing camping activities to enhance the quality of the experience.

In summary, in China, glamping generally refers to providing a camping experience that is comfortable, luxurious, and equipped with professional services. This includes setting up luxurious tents and equipment, offering high-quality catering services, providing professional guides or event planning, and a variety of entertaining activities. This form of camping emphasizes the enjoyment of nature while providing more comfortable living conditions. It caters to the demands of some consumers for an outdoor experience and high-quality services, allowing campers to experience outdoor beauty and connect with nature without sacrificing comfort.

Luxury camping tourism, known as glamping, has become a popular trend in the contemporary tourism industry in China, attracting attention and participation from different groups. In the ongoing development, the industry needs to address and overcome various challenges, such as improving camping site infrastructure and service capabilities, alleviating the homogenization of camping experience projects, enhancing the atmosphere, improving service quality, and prioritizing campsite safety and hygiene.

4.Glamping in Gansu Province

4.1Development Conditions for Glamping Tourism in Gansu

4.1.1 Overview of Gansu Province

Gansu Province is situated in the northwest inland of China, bordered by provinces such as Qinghai, Ningxia, Inner Mongolia, Shaanxi, and Xinjiang. It is also adjacent to regions like Tibet, Sichuan, and Chongqing. Serving as a crucial transportation hub in the northwest, Gansu boasts convenient access through various means such as roads, railways, and aviation.
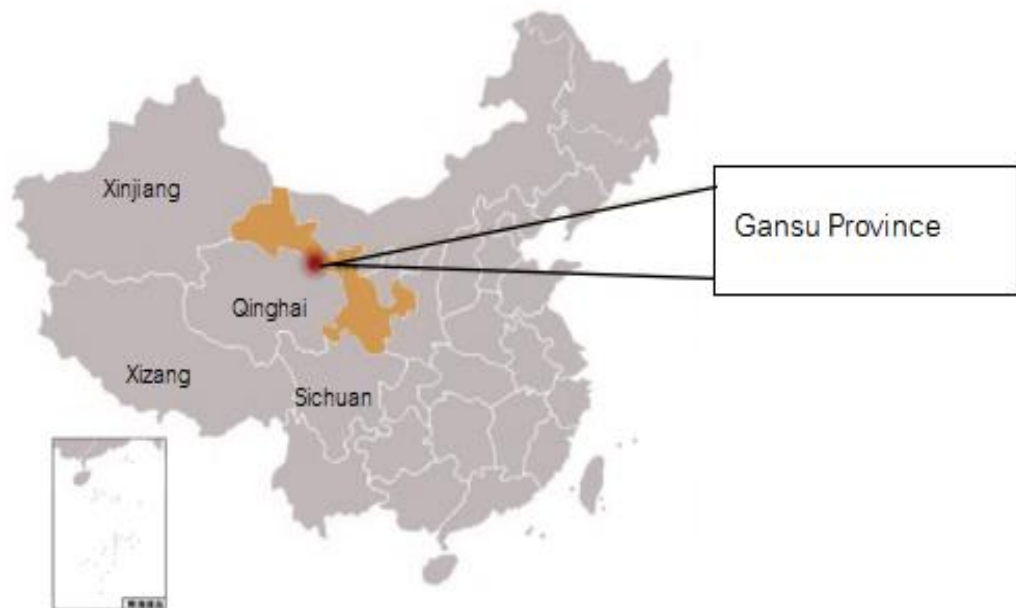
FIGURE 7 Geographic Location of Gansu Province

Image Source: Compiled and illustrated by the author,2023

The vast and resource-rich geography of Gansu has given rise to diverse natural landscapes, including glaciers, oases, deserts, plateaus, red sandstone formations, and Yardang Landform. The region is also home to numerous renowned nature reserves harboring a variety of rare flora and fauna. Additionally, Gansu Province has a rich history, blending influences from Chinese, Indian, Greek, and Islamic cultural systems. As a crossroads of Eastern and Western cultures, it possesses a wealth of cultural heritage. Furthermore, Gansu is a multi-ethnic region with Han, Hui, Tibetan, Uighur, and other ethnic groups, each contributing unique customs, traditional clothing, cuisine, and festivals. The province also embraces various religious beliefs, including Buddhism, Tibetan Buddhism, Taoism, and Islam. The combination of these distinctive natural landscapes, cultural heritage, and vibrant folk culture provides delightful camping tourists in Gansu with a rich and immersive experience (Zhu, 2019).

Gansu Province exhibits a rich variety of tourism resources. Seven cultural sites in Gansu have been inscribed on the World Heritage List. all located in the Hexi

Corridor, with cities such as Dunhuang, Zhangye, and Wuwei being historical and cultural gems of China. However, research indicates that Gansu's tourism industry still faces challenges such as low marketization and specialization levels, low levels of tourism development, a single product structure, and a lack of in-depth exploration and multi-level integration. Currently, the Hexi Corridor primarily focuses on cultural tourism resources, with architecture and facility-based tourism resources taking precedence over natural landscapes (Guo, 2022; Jiao, 2011; Zhang et al., 2015).

4.1.2 Current Status of Glamping Tourism Development in Gansu

Glamping tourism in Gansu is on a positive trajectory, with data from Ctrip indicating a 55.88% year-on-year growth in Gansu camping reservations in 2023. Glamping is gradually becoming a popular choice among travelers.

Leveraging its diverse natural scenery and rich cultural and historical resources, Gansu has developed three types of camping products: destination-based camping, attraction-dependent camping, and station-style camping. Depending on the environment of the camping site, Gansu's camping experiences encompass desert camping, mountain camping, grassland camping, forest camping, urban camping, and rural camping, as illustrated in Figures 6 and 7. These various types of camping products not only cater to the diverse needs of campers but also contribute to the overall enrichment and diversity of Gansu's camping tourism market (Guo, 2022).
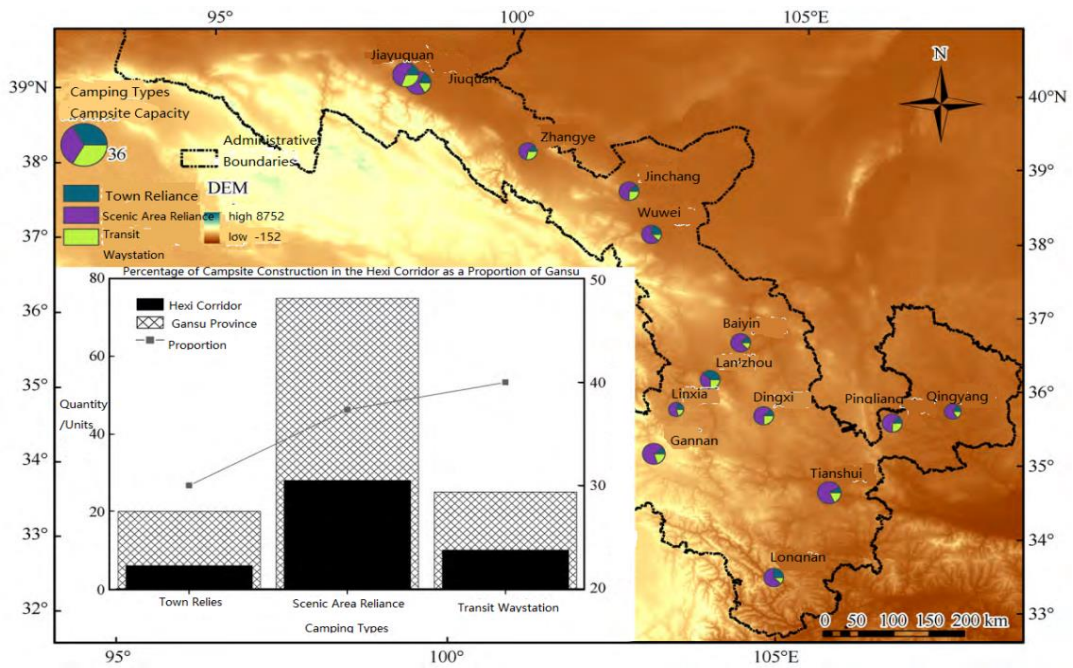
FIGURE 8 The distribution of supporting types on campsites in Gansu Province

for tourism development

Image Source: Compiled and illustrated by the author,2023
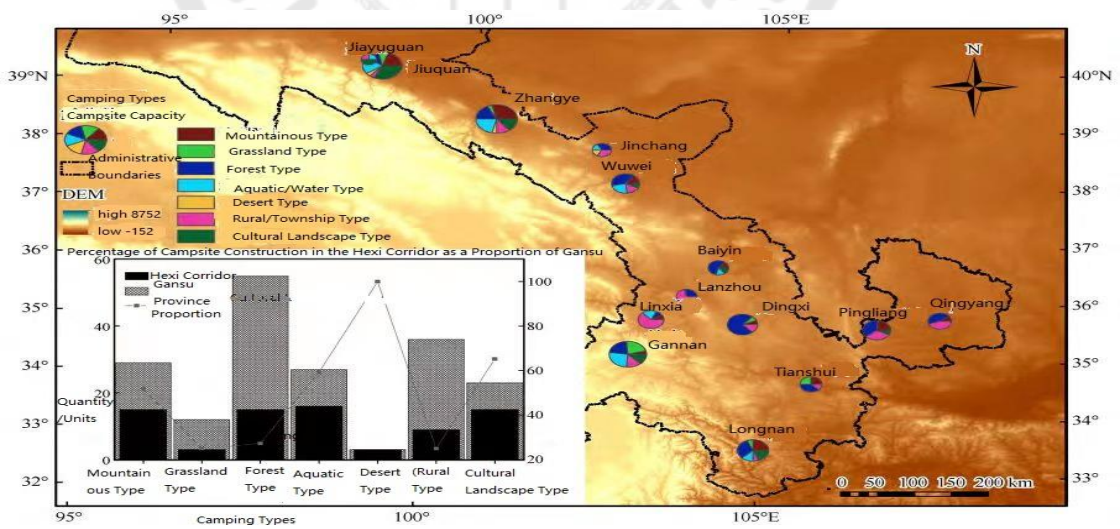
FIGURE 9 The distribution and classification of campsites based on landscape

resources in Gansu Province for tourism development

Image Source: Compiled and illustrated by the author,2023

Glamping, a comfortable camping option, has transformed the accommodation and entertainment experience at campsites. Through an innovative and luxurious camping approach, glamping has become the focal point of people's travel interests. The diversity of camping products signifies an increasing demand for high-quality services. As the era of camping unfolds, more campers are opting for glamping. To better meet the needs of glampers, campsites need to offer more specialized and meticulous services, including campsite construction, catering, and safety measures. Additionally, to enhance the glamping experience, campsites organize a variety of activities that not only fulfill the desires of glampers but also immerse them in a rich cultural atmosphere. Activities such as barbecue, bonfire parties, horseback riding, and sand sliding contribute to this experience.

Based on the information gathered from websites, the following is a summary of the top ten most popular camping sites in Gansu Province, categorized by luxurious camping facilities, convenient amenities, supporting infrastructure, and diverse activities (MAIGOO, 2023; Ranking ABC, 2023; Ranking List, 2024), (refer to Table 1). The top ten camping sites include Zhangye National Desert Sports Park, Ganjia Grassland, Xinglong Mountain Nature Reserve, Beihai Zi Red Date Forest Camping Park, Dayugou Scenic Area, Sangke Grassland, Dongfeng Populus Euphratica Forest Camping Park, Bian Dou Kou, Mingsha Mountain Desert Glacier Wilderness Camp, and Yellow River Stone Forest International Camping Base.

Glamping provides glampers with a luxurious and comfortable environment along with a rich glamping experience, while camping offers campers a more traditional and basic outdoor experience. The specific choices are as follows.

TABLE 1 Overview of the Top Ten glamping Bases in Gansu Province Image

Glamping sites	Main picture	Attractions, accessibilities, amenities, ancillaries	Activities

Zhangye National Desert Sports Park		National Wetland Park offers a variety of accommodations, including RVs, cabins, shipping container homes, and tents, allowing visitors to experience different lodging options.	Enjoy a children's playground, outdoor barbecue, bonfire parties, open-air music festivals, fireworks display, camping parties, and hot air balloon rides.
Ganjia Grassland		A mountainous grassland, ancient city ruins, cliffs, caves, Tibetan Buddhist temples, Tibetan culture, and local cuisine create a refreshing summer retreat. Accommodations include tent hotels.	Enjoy the starry sky, bonfires, horseback riding, and photo opportunities in this picturesque setting
Xinglong Mountain Nature Reserve		A forest park with diverse flora and fauna, detailed camping area divisions, and essential infrastructure.	Engage in a bonfire party, open-air cinema, and other activities complementing the natural surroundings.

Beihai Zi Sha Jujube Forest Camping Park		RV camping, self-drive camping facilities, and tent activity areas, equipped with modern camping amenities such as RVs, integrated wooden cabins, container hotels, water and electricity hookups, achieving full wireless network coverage.	Enjoy barbecue sessions, open-air cinema, and a children's playground, enhancing the overall camping experience.
Dayugou Scenic Area		Canyons, waterfalls, and mountain forests. The campsite features a group of Tibetan-style tents and mountain forest cabins.	Experience traditional clothing, hiking, sunrise viewing, and immerse yourself in Tibetan lifestyle.
Sangke Grassland		Iceberg grasslands, Tibetan Buddhist culture, nomadic culture, solid wood cabins, tents, public restrooms, and Tibetan specialty cuisine.	Grassland Hot Pot City, horse riding trails, archery range, large bonfire stage, and Tibetan opera performance stage.

Dongfeng Populus euphratica Forest Camping Park		Educational base, Populus euphratica forest, aerospace base, wildlife, glamping hotel, tents	Educational tours, desert off-roading, photography, barbecue.
Biandukou		Plateau pasture, rapeseed flower viewing, ecological park, leisure and recreation, tents, cabins, RVs.	Skiing, drifting, horseback riding, barbecue, photography, children's entertainment facilities
Mingsha Mountain Desert glamping		Experience the magnificent desert scenery, witness the sunrise and sunset, and marvel at the desert night sky featuring the Milky Way and distinctive Mongolian yurts. We provide desert camping tents, sleeping bags, and inflatable mats; public restrooms; and offer gourmet options such as hot pot and barbecue.	Enjoy a bonfire party with outdoor team-building activities, camel rides, beach volleyball, meal packages, a self-service barbecue area, outdoor gaming equipment, sand motorcycles, desert KTV, and bubble soccer.

Yellow River Stone Forest International Camping Base		Explore the Yellow River, stone forests, and canyons. Accommodations primarily consist of RVs, wooden villas, tents, and container apartments, offering a diverse range of unique cuisines.	Engage in barbecue sessions, bonfire parties, performances, and experience the warm local lifestyle— a unique way to embark on your journey.

Source: Compiled and translated by the author,2023

4.2. Advantages of Glamping Tourism Development in Gansu

4.2.1 Policy Advantages

Strong support from national and local policies: From 2014 to 2023, the country has put forward several opinions and guidelines for the development of camping tourism and the construction of camping sites. Combining the policy environment, Gansu Province has also released routes and guidelines suitable for the development of camping tourism in the province. In 2020, Gansu Province's "14th Five-Year Plan" for integrated development of culture and tourism focuses on camping tourism development (Gansu Provincial Department of Culture and Tourism, 2021; Wang, 2007).

4.2.2 Transportation Advantages

Unique geographical location of Gansu Province, connecting multiple regions with a well-developed transportation network. People can choose from a variety of transportation methods to meet their individual needs. Land transportation, primarily by train and then by road, is the main means of transportation in Gansu Province. Centered around the provincial capital Lanzhou, there are five important roads radiating out, connecting various parts of the country. The road conditions are improving year by year

(see Table 2). This provides convenient transportation conditions for glamping tourism, allowing tourists to reach camping sites more conveniently and quickly.

TABLE 2 Traffic Status in Gansu Province

Province, Autonomous Region	National Expressways (G)	Provincial Expressways(S)
Gansu	G6 (Beijing-Tibet)	S1 (Lanzhou Airport)
	G30(Lianyungang-Khorgas)	S2 (Lanzhou Airport)
	G22 (Qingdao-Lanzhou)	S14 (Longxi-Weinan)
	G70 (Fuzhou-Yinchuan)	S17 (Jingtai-Yongjing)
	G75 (Lanzhou-Haikou)	
	G0611 (Zhangye-Hanteng)	
	G7011(Lanzhou-Huazhou)	

Source: Compiled and translated by the author,2023

4.2.3 Resource Advantages

Gansu Province has a unique geographical shape, spanning a large range of latitudes and longitudes. It features a diverse climate, including subtropical, temperate monsoon, temperate continental, and plateau mountain climates. The province possesses abundant natural resources and historical and cultural resources, including beautiful landscapes, unique geographical environments, and rich cultural and historical heritage. During camping, various geological landforms can be experienced, and diverse cultures such as the Silk Road, the Yellow River, Dunhuang, Tibetan Buddhism, and Islamic cultures are distributed throughout the region. Tourism analysis in Gansu shows that cultural relics are the primary focus, followed by the integration of human and natural landscapes, natural scenery, and leisure vacations (Wang, 2007). These resources provide a good foundation and potential for the development of camping tourism.

4.2.4 Climate Advantages

The environmental analysis of camping tourism in Gansu Province shows significant diurnal temperature differences, high evaporation, occasional sandstorms, and challenges in water supply. Meanwhile, various natural landscapes are in relatively harsh environments, posing significant adaptability and safety challenges for camp participants. Therefore, in the short term, priority should be given to the development of fixed or cabin-style models. With further improvement of infrastructure and continuous improvement in economic levels, the focus should shift to cultivating camper models (Lin, 2018). In addition, from the national level to various provinces and cities, the vigorous development of camping tourism industry is not only a strong demand in the tourism market but also an important strategy to enhance the regional tourism service capabilities and promote the economic and social development of the region.

4.2.5 Experience Advantages

Glamping, a new type of tourism, not only brings challenging, exploratory, and close-to-nature experiences to campers but also is highly popular due to its unique cultural charm and promising business prospects. Glamping activities combine entertainment with accommodation, allowing visitors to get closer to nature, relax, experience outdoor life, engage in outdoor activities, enjoy the starry sky, campfires, and the beauty of nature. It is a distinctive tourism experience with inclusiveness and multifunctionality, combining elements of fitness, tourism, sports, and entertainment (Zhu, 2019).

4.3 Importance of Glamping Development in Gansu

4.3.1 Driving Local Economic Development, Boosting Related Industries and Employment

Gansu Province is economically underdeveloped, with GDP ranking at the bottom nationwide. The lower economic development constrains the construction of supporting facilities, compounded by the complex terrain in Gansu, increasing the difficulty and cost of facility development. Simultaneously, the lower economic level limits the introduction and stability of excellent, professional tourism talents, resulting in a severe shortage of high-level professionals in Gansu.

In recent years, under the development opportunities of the national "Belt and Road" initiative, Gansu's economy has continued to grow, stabilizing and even improving. Though still lagging behind compared to the national average, Gansu's economic development has been on an upward trend. According to data from Daily Gansu, the number of rural tourists in the first half of 2023 reached 75.625 million, achieving tourism revenue of 22.461 billion yuan (Daily Gansu, 2023). The development of glamping tourism can drive the development of other related industries, such as catering, hotels, and entertainment, bringing more growth points to the regional economy. Additionally, the camping industry can create more job opportunities for local residents, increasing their income.

4.3.2 Glamping Promotes the Transformation and Upgrading of the Tourism Industry

Tourism development in Gansu Province lags behind and requires transformation and upgrading to enhance competitiveness. As an emerging form of tourism, glamping can foster the development of tourism in Gansu Province, improving its competitiveness and sustainable capabilities. Gansu Province falls within the classic tourist routes of the "Three Circles and Two Lines" (Figure 10). The province has successively introduced relevant policies to support the rapid development of glamping (Lin, 2018).

Simultaneously, campers, through camping experiences, gain insights into the local customs, social culture, and foster increased awareness and understanding of the local community. This process reduces cultural barriers and misunderstandings, promotes openness and inclusivity in local societies, enhances the quality of life for local residents, and contributes to social harmony and stability. Glamping is considered a positive force for the development of tourism in Gansu Province, playing a crucial role in fostering cultural exchange and promoting harmonious.
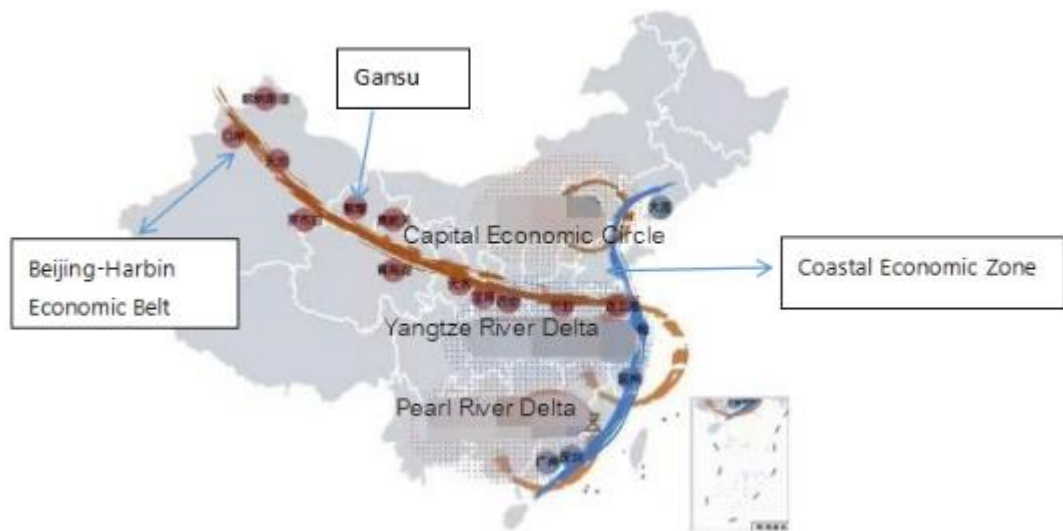
FIGURE 10 Three Circles and Two Lines

Image Source: Compiled and illustrated by the author,2023

4.3.3 Facilitating Cultural Exchange and Communication

Gansu Province, as a millennium-old transportation hub, has played a significant role in the development and civilization of society. It has unique tourism resources, forming a unique cultural heritage. This heritage attracts self-driving tourists to choose the Silk Road tour. The five provinces and regions along the Silk Road have splendid natural and cultural landscapes. Along these provinces and regions, there are many ethnic minorities, with nearly 40 ethnic groups, displaying diverse ethnic customs. With the convenience of transportation, the Silk Road route will attract more tourists, providing favorable conditions for the planning and construction of glamping sites (Zhao, 2016). During glamping, people can make friends from around the world, sharing their cultures and experiences, enhancing mutual understanding and friendship. Additionally, glamping can provide opportunities for local cultural inheritance and development, promoting cultural traditions.

4.3.4 Environmental Protection

Gansu Province has diverse natural landscapes and distinctive landforms, offering campers rich scenic views. The development of glamping should consider the local ecological carrying capacity, the rational use of land, ecologically sustainable development, well-planned campsite construction, and supporting service measures, ensuring harmonious coexistence between humans and nature (Ma, 2015). The rational development and management of glamping by developers and operators can promote environmental protection and sustainable development. By developing ecotourism, awareness of natural protection is enhanced, and the protection of the ecological environment is improved. Through proper tourism planning and management, damage and pollution to the local ecological environment can be minimized.

4.4 Issues in the Development of Glamping Tourism in Gansu Province

Zhu (2019) research indicated that the glamping system development in Gansu Province is still in its infancy, with most areas lacking glamping facilities. The main issues identified are as follows: Weak market influence, lagging development of supporting facilities, and a lack of a professional service team are observed. There are no relevant construction standards, and policy guidance is not yet evident. There is substantial potential for future development.

Ge (2019) believed that Gansu Province possesses unique charm in terms of its natural scenery and cultural-historical environment. The construction of glamping sites along this route has tremendous development potential and space. However, there are also the following issues:

1. Lack of comprehensive planning: The absence of a holistic plan results in the scattered distribution of functional areas without a strong connection between them.

2. Simple and non-distinct glamping facilities: Glamping site facilities are basic and lack local characteristics, resulting in a weak thematic identity.

3. Inadequate and incomplete supporting facilities: There is a lack of comprehensive and fully developed supporting facilities.

4. Seasonal variations and distinct peak seasons: The glamping industry experiences significant fluctuations in demand throughout the year.

Guo (2022) identified the following deficiencies in the development of glamping in Gansu Province:

1. Obvious seasonal and climatic characteristics: Gansu Province exhibits significant climatic variations, including harsh weather conditions such as droughts, heavy rainfall, and sandstorms. Adequate measures are needed to address different climatic challenges.

2. Inadequate protection of the ecological environment, coupled with land use issues: Gansu Province faces environmental challenges like soil erosion and vegetation degradation. Therefore, glamping site planning and construction must prioritize ecological sustainability.

3. Dispersed glamping sites with incomplete infrastructure: The elongated topography of Gansu Province leads to scattered glamping sites layouts, with some sites being remote and lacking rational spacing between them. Strengthening internal infrastructure and supply facilities is necessary.

In summary, glamping tourism in Gansu Province has experienced rapid development. Currently, multiple glamping sites have been established, distributed across various scenic spots and natural environments, offering a diverse array of choices for visitors.

Through a review and analysis of existing literature, it is found that research on glamping tourism in Gansu Province primarily focuses on the following aspects: the development and planning of glamping tourism resources, the construction and management of glamping sites, the behaviors and experiences of glamping tourists, and the impact of glamping tourism on the environment and communities.

Simultaneously, Gansu Province's pursuit of the glamping tourism market reveals certain challenges. For instance, some glamping sites have inadequate facilities and low service standards. Issues such as insufficient management and maintenance of glamping sites, and a lack of professional glamping guides and safety measures are evident. These challenges hinder the further development of glamping tourism in Gansu Province, necessitating measures to address and resolve them.

5. Satisfaction of Visitors in Glamping Tourism

    5.1 Definition of Visitor Satisfaction

        Satisfaction is a psychological concept that involves the feelings of happiness and pleasure generated through the consumption of attractive products and/or services.

        Visitor satisfaction evolved from the concept of customer satisfaction, so before introducing visitor satisfaction, an understanding of the concept of customer satisfaction is necessary. In the 1960s, the concept of customer satisfaction was first proposed in the United States, and research on this topic began. Oliver (1981) Considered customer satisfaction as the emotional response of customers during the consumption process, representing a manifestation of a psychological state, expressing the preferences and attitudes of customers during this process.

        Around the 1970s, scholars began to research visitor satisfaction. Pizam et al. (1978) was the first to define visitor satisfaction, stating that it refers to the comparison between visitors' expectations before the trip and their actual tourism experience. If the experience exceeds expectations, visitors are more likely to be satisfied. Baker (2000) defined visitor satisfaction as the emotional response formed by visitors during the tourism process. Chi (2008) studied the relationship between destination image, visitor satisfaction, and loyalty, suggesting a positive correlation between visitor satisfaction and destination image, as well as visitor satisfaction and loyalty. Oliver (1989) argued that visitor satisfaction depends on the balance between the cost of tourism and the benefits gained. If the cost exceeds the benefits, visitor satisfaction is low, and vice versa. Yuksel A (2010) enriched the connotation of satisfaction, dividing the concept into three levels: overall satisfaction, service quality satisfaction, and attitude satisfaction. OZKAN (2023) found that emotional needs are the most crucial in the tourism process, and if visitors are in a positive mood, it leads to higher satisfaction.

        Research on visitor satisfaction in China started relatively late, around the 1990s. Shen (1999) studied the impact of some services on visitors and concluded that the psychological changes experienced after enjoying the services constitute visitor satisfaction. Li (2003) conducted a study on visitor satisfaction in scenic areas, emphasizing that the actual cognitive effect influences visitor satisfaction. Satisfaction is

the feeling of joy generated when meeting visitors' needs during tourism activities. Conversely, if visitors' needs are not met, satisfaction is not achieved, and this feeling is termed visitor satisfaction. Meeting visitors' related needs during tourism activities results in a pleasant psychological experience, leading to a higher evaluation of the scenic area and garnering a good reputation, attracting more visitors. Wan (2004) defined visitor satisfaction as the psychological evaluation of visitors on the overall tourism experience. Dong (2005) referred to the genuine feelings of visitors as visitor satisfaction, a subjective behavior influenced by the expectations before tourism and the perceived values. The greater the difference between them, the lower the visitor satisfaction. Li (2008) considered visitor satisfaction as the experiential feeling of tourists, either joyful or sad, formed through comparing their autonomous understanding before visiting a tourist destination with their real feelings after the visit. Cai (2014)defined visitor satisfaction as the result of comparing expectations before the visit with feelings after the visit, representing a change in psychological state. Huang (2015) analyzed the needs of visitors during the tourism process, stating that visitor satisfaction should cover various aspects such as the infrastructure construction, environmental landscape, sanitation conditions, and service level of the scenic area. Li (2019) believed that visitor satisfaction is the evaluation of various elements of the tourism destination by visitors, based on their own expectations. Fu (2020) pointed out that the natural environment, sanitation level, service level, etc., of the tourism destination would affect visitors' inner feelings, termed visitor satisfaction, and different preferences among visitors would also influence the degree of visitor satisfaction. Chen et al. (2020)and others indicated in their research that the most important factor affecting visitor satisfaction is the basic environment, such as environmental sanitation and infrastructure of the tourism destination. Therefore, attention should be paid to protecting the ecological environment to improve the quality of the tourism experience. Concluded through analysis that seven factors, including consumption price, management service, facility conditions, resource endowment, scenic environment, recreational activities, and emotional atmosphere, have the greatest impact on visitor satisfaction.

Both domestic and foreign research generally agree that visitor satisfaction is the result of comparing visitors' expectations of the tourism experience with their actual perceptions. Generally, whether various factors of a scenic spot can meet visitors' expectations and whether they can achieve the requirements of their overall self-evaluation constitute visitor satisfaction. According to the definition by the World Tourism Organization (WTO) in 1985, visitor satisfaction involves identifying and evaluating the components of tourism services related to visitor satisfaction and adjusting these factors to ensure that sufficient measures are taken at the national level to ensure the quality of tourism services (excerpt from the "Identification and Evaluation of Components of Tourism Services Related to Visitor Satisfaction and Measures at the National Level to Ensure the Quality of Tourism Services" by WTO in 1985. Madrid: World Tourism Organization). Overall, visitor satisfaction is crucial for the development of the tourism industry. Understanding visitor satisfaction is essential for improving the quality of tourism services and attracting more visitors.

In this paper, visitor satisfaction is defined as the glampers' experience and evaluation of glamping services, products, destinations, etc. Typically compared with glampers' expectations of glamping, if the actual experience and perception exceed the psychological expectations before the trip, the satisfaction of glampers will be higher; otherwise, visitor satisfaction will be lower.

Research on visitor satisfaction indicates that perceived quality is the subjective evaluation of tourists on the overall image, environment, ambiance, and overall performance of tourism products at a destination. Therefore, the visitor satisfaction of glamping can be considered as an evaluation and feedback on the facilities, service quality, and value of the glamping destination. When considering visitor satisfaction, it is essential to pay attention to the satisfaction levels of glampers on various factors, including dining, accommodation, environment, facilities, etc. At the same time, understanding the value that glampers place on camping destination tourism products and overall satisfaction is crucial.

By understanding visitor satisfaction, managers can gain a clearer insight into areas for development to enhance the campers' experience. In the development of the tourism industry, visitor satisfaction is a key factor in attracting more tourists, improving the reputation of the tourism destination, and increasing revenue. The perception of glampers' satisfaction with the destination directly influences their likelihood of repeat consumption and whether they choose to revisit or recommend the place for camping to friends and family. These influences accumulate gradually, thereby impacting the local economy and social development. Therefore, managers need to focus not only on specific camping facilities, service quality, and value but also on the overall demands and expectations of the tourism market to ensure the provision of a better camping experience and promote sustainable regional development.

5.2 Satisfaction of Glamping Tourism Visitors

5.2.1 Research on Visitor Satisfaction with Camping Abroad

O'Neill et al. (2010) discussed visitor satisfaction with camping services, evaluating satisfaction within outdoor camping settings. The research identified four key aspects of service quality: personnel, service delivery, tangible amenities, and restroom facilities (specifically, the availability and cleanliness of toilets).

Brooker (2013) considered camping as an outdoor leisure activity primarily composed of accommodation and recreational activities.

Fu et al. (2013) And others argued that camping tourism is a culturally attributed leisure activity conducted for social, recreational, educational, and therapeutic purposes.

Western academic discussions on camping mainly focus on both the camping subjects (campers) and camping objects (camping sites). Camping subjects involve in-depth explorations not only of demographic statistics related to camping tourism but also discussions on the behavioral motivations of campers. Camping object studies, on the other hand, concentrate on discussions related to the organization, selection, construction, and operational management of camping sites.

5.2.2 Research on Visitor Satisfaction with Camping in China

Fu et al. (2013) proposed three key points for the future of camping in Taiwan: improvement of facilities, products that satisfy public entertainment and social needs, and integration and protection of the natural environment.

Zhao (2023) found in their study that developing camping tourism involved enhancing the quality of the camping environment and service levels, emphasizing the interactivity and participation of tourism activities, developing themed camping products, and promptly understanding market demands.

Yu (2023) believed that the choice of camping site in China is influenced by the destination's natural scenery and camping environment, personal time and equipment, the gender and age of campers, and the services and catering of the camping site.

In China, academic discussions about camping primarily concentrate on camping subjects (campers), including statistical analyses of camping tourism populations and in-depth research on camper behavioral motivations. With the increasing research on the social psychology, cultural background, and consumption behavior of camping activities, there is a more comprehensive understanding of campers' needs and experiences. In comparison, academic research on camping objects (camping site organization, selection, construction, and operational management) in China is relatively limited. However, with the rise of camping tourism, attention in this area may gradually increase.

5.3 Visitor Satisfaction in Glamping Tourism

5.3.1 Research on Visitor Satisfaction with Glamping Abroad

Brochado (2019) conducted an analysis of positive reviews on the internet, identifying 11 dimensions such as experience, accommodation, and learning to assess and reflect the luxury camping experience. The services provided by glamping operators are a crucial component of a positive camping experience. The study results indicate that the charming experience is multidimensional, with visitors describing various themes in their comments, including experience, accommodation, learning, hosts, camping, nature, food, ingredients, differences, ecology, and yoga.

Brochado (2017) explored dimensions affecting customer evaluations of accommodation service quality through content analysis and in-depth interviews. The evaluation of glamping service quality includes five dimensions: tangible elements, personnel, nature experience, food, and activities.

Filipe et al. (2018) conducted research on the motivations and barriers for choosing luxury camping using group interviews. The study suggested that direct contact with nature is the primary motivator for luxury camping, while barriers include costs compared to regular camping, limited availability, lack of knowledge, and inauthenticity.

Lu et al. (2021) analyzed glampers and found that the original ecology and accommodation environment impact customers' emotional values, such as tension release, enjoyment, and social relationships, subsequently influencing customer word of mouth. This provides insights for researchers and glamping operators.

Mangaraj et al. (2021) indicated that visitor satisfaction is influenced by accommodation, accessibility, attractiveness, environment, and food.

5.3.2 Research on Visitor Satisfaction with Glamping in China

Sun (2023) suggested that choosing glamping tourism allowed travelers to experience a comfortable and leisurely camping life, distancing themselves from the pressures of daily work and life. The satisfaction of the tourists was related to enjoying nature, achieving physical and mental relaxation, and meeting the social needs of travelers.

Liu (2023)indicated that glamping provides consumers with a multi-dimensional experience, including sensory, emotional, reflective, and hands-on aspects. Glampers sought comfortable accommodation and necessary amenities, beautiful scenery, engagement in various recreational activities, traveling with children and pets, as well as gaining knowledge and problem-solving experiences during the glamping process. Additionally, they hoped that glamping can be combined with other elements such as education, guesthouses, and performances, allowing them to relax and grow both physically and mentally while enjoying nature.

Chai (2023) through analysis, categorized the core factors influencing glamping tourism experience into three themes: campground characteristics, camping activity features, and visitor attributes. Campground characteristics encompass general information, accommodation, dining, natural environment, staff service, cost, camping equipment, and infrastructure, impacting tourists' experiences to varying degrees. It was advisable to combine both static and dynamic camping activities for an optimal glamping experience. Visitor attributes included tourism motivation, types, and emotions, all of which significantly impact visitor satisfaction.

Zhao (2023) examined consumer preferences in selecting glamping tourism products. The findings suggested that consumers prioritize interactive experiential themes and considered the quality, safety, and hygiene of products and services when choosing both camping and glamping experiences.

5.4 Factors Influencing Glamper Satisfaction in Glamping Tourism

In the process of selecting glamping products or services, various factors may impact the satisfaction of glamper tourists. This study, through a review of literature related to camping tourism and glamping, categorizes potential factors affecting glamper satisfaction as equipment, themes, safety and hygiene, service levels, ambiance, entertainment options, ecological conservation, cuisine, and more.

Based on the analysis of the literature, the following key factors have been chosen for the analysis of glamper satisfaction:

The demographic and socio-economic background of glamper tourists is a crucial determinant of satisfaction in glamping tourism. Some studies have found that customer satisfaction and loyalty (Suhartanto et al., 2021) are often influenced by factors such as age (Pinkus et al., 2016), gender (Van Heerden, 2020), education level (Zhang et al., 2009),occupation (Yusof et al., 2014), travel purpose (Radovic et al., 2021), and duration of stay (Scholtz et al., 2015). Individual (KaŹmierczak, 2013) influences on travel decisions, such as media promotion, marketing activities, and recommendations from friends and family, also play a role. Further research is needed to validate these findings for the development of glamping tourism services tailored to different demographic

groups. Of particular note is the favorable development opportunity for glamping tourism presented by the COVID-19 pandemic. The expectations and preferences of glamper tourists are evolving, including factors such as gender ratio, income levels, and educational background, which may influence their choices and satisfaction with glamping. Therefore, for this emerging form of tourism, attention should be given to the characteristics of different demographic groups to better meet their needs and drive the rapid development of glamping tourism.

Motivation can be considered as an internal driving force that influences individuals' behavior and helps them achieve certain desired experiences or outcomes. (KaŹmierczak, 2013) suggest that motivation research related to nature can be categorized into three main types. Firstly, there is the aesthetic motivation, which involves satisfying aesthetic needs through the appreciation of natural environments, especially when nature is perceived as deprived. Secondly, there is the psychological motivation, which includes relaxation and enjoyment of restorative attributes through outdoor activities, particularly important for individuals experiencing urban life stress, where seeking tranquility becomes a significant motivation. Lastly, there is the health and fitness motivation, where individuals engage in outdoor activities to promote health when they feel deprived of exercise due to lifestyle constraints. Numerous studies emphasize the crucial role of social interaction in outdoor activities. Enhancing group spirit is a social advantage of outdoor activities (KaŹmierczak, 2013). Glamping enables the realization of "mind and body liberation," "healthy physical well-being," "learning new knowledge," and "interpersonal interaction"(Brooker, 2013).

Chao (2022) mentioned that different market segments (namely couples, families or friends traveling together, and solo travelers) focused on different aspects of glamping tourism. Solo travelers recalled their experiences of yoga and surfing. Friends share experiences together, emphasizing culinary experiences. Families reminisced about opportunities for children to learn and play. Lastly, couples sought a private and romantic experience. These insights contributed to a better understanding of glamper types as market segmentation variables.

AŞan (2020) researched and indicated that entertainment projects and infrastructure in tourist destinations impacted customer satisfaction. Sha (2016) established indicators for evaluating tourist satisfaction, believing that infrastructure and service levels in tourist destinations influence customer satisfaction.

Glamping sites have a remarkable ability to create unique perceptions and atmospheres. They skillfully utilize natural elements such as light, color, taste, mist, sound, as well as cultural icons and symbolic objects, to offer visitors a richer and more diverse experience. Take glamping, for example, where distinctive elements like well-designed tents, practical canopies, fully equipped barbecue facilities, cozy string lights, and captivating natural landscapes come together to cultivate a pleasant and comfortable ambiance. This atmosphere not only promotes relaxation for guests both physically and mentally but also allows them to experience profound sensory perceptions, enriched meanings, and strong emotional connections. Based on this design philosophy, luxury glamping sites successfully integrate unique natural and cultural elements, creating unforgettable camping atmospheres. Visitors can fully immerse themselves, enjoying intimate contact with nature and experiencing the joys and pleasures of camping. Such experiences not only enrich travelers' memories but also deepen their understanding and appreciation of camping.

The theme of glamper experiences is related to satisfaction. In Gansu, glampers can choose from various themes such as natural scenery type (rivers, mountains, primitive forests), interactive experience type (horse riding, handicrafts, family activities), and farmhouse type (farmhouse stays, fruit and vegetable picking). These theme choices offer diversity for glamping in Gansu, catering to the interests and needs of different customers.

The development of tourist destinations should prioritize customer satisfaction, considering both material and spiritual dual needs of customers. The travel experience to specific destinations has a positive impact on customer satisfaction and the intention to revisit. Attention should also be paid to balancing destination development and environmental protection, addressing customer needs, guiding customers to

understand eco-tourism and form environmental awareness, which is an inevitable choice for the prosperity of the tourism industry (Zhu, 2022).

Enjoying gourmet food is also another important component of glamping .Sun (2023) indicated that food quality is one of the critical dimensions of the glamping experience.

Tourists' willingness to revisit specific destinations is defined as the degree to which individuals are prepared or willing to revisit the same destination. In the glamping field, tourists who are satisfied with the glamping experience show higher loyalty. Service quality is a key factor directly influencing customer satisfaction, and the glamping industry expects to achieve ultimate customer satisfaction because customer perception directly affects future behavioral intentions (Radovi, 2021).

In addition, glampers are becoming increasingly concerned about the environment. They demand environmental protection as part of the service (Yusof et al., 2014), and tourists are willing to pay more fees to enjoy environmentally sustainable destinations (Radovi, 2021).

In summary, customer satisfaction in glamping tourism is influenced by various factors, covering aspects such as equipment, themes, safety and hygiene, service levels, atmosphere, entertainment projects, ecological conservation, and gourmet food. However, for a more comprehensive understanding of how these factors affect satisfaction in glamping tourism in Gansu, further detailed analysis is needed. Such in-depth analysis will provide robust support for glamping sites in Gansu, helping them better meet customer needs, improve service quality, and promote subsequent development.

6. Glamping Facility and Equipment Management in Gansu Province

6.1 Current Status of Glamping Facilities and Equipment in Gansu Province

Chai (2023) proposed that glamping was a form of tourism conducted in designated outdoor areas. It involved activities such as renting tents, canopies, campsite lights, outdoor tables, and chairs. This service is primarily provided by specialized camping equipment rental businesses, offering rental options based on hourly rates or scene-specific packages. The glamping experience emphasizes the careful selection

and arrangement of camping scenes, utilizing aesthetically pleasing and fashionable camping equipment provided by rental services. It had gained popularity among young people and the affluent tourist demographic. Glamping sites were often located in premium guesthouses (hotels), high-grade tourist attractions, or resorts.

Li (2023) indicated that glamping caters to the needs of campers by providing camping facilities such as renting cabins, tents, as well as sports and entertainment-related equipment and services. A camping site resembled a miniature community, equipped with facilities for accommodation, dining, hygiene, leisure, entertainment, and other daily needs. These sites were typically situated in picturesque natural locations away from urban areas, with suburban leisure camps primarily catering to short-distance, short-term outings for urban consumers. On the other hand, resort-dependent camps relied heavily on scenic resources.

Cheng (2023) stated in their research that the development of glamping required meeting consumer demands. In China, glamping had become a romantic and pastoral model through media such as marketing videos and variety shows. During the construction process, there was a special emphasis on the sophistication, romance, and ambiance of the equipment, including high-value canopies, gas lamps, ambient lighting, flowers, and scented candles. Glamping satisfied people's spatial imagination of rural life, providing an opportunity for leisure in a natural environment and a retreat from urban life. The process involved setting up shelters for sun and rain, providing spaces for rest, cooking, dining, and even washing. It encompassed tasks such as setting up tents, arranging tables and chairs, and decorating spaces. Individual aesthetic preferences and economic conditions were crucial factors influencing spatial design, allowing individuals to exercise subjective initiative in creating unique and socially conducive glamping spaces.

Wu (2021) suggested that the planning and construction of glamping sites significantly impacted the quality of glamping tourism. To provide a high-quality tourist experience, glamping sites need diverse activity areas and facilities, including sports fields, outdoor experiential areas, and entertainment venues. The planning and design of

the camp should also focus on creating a glamping environment that highlighted local customs and culture, enabling visitors to better integrate with nature and culture. By offering a variety of recreational activities, glamping sites can enhance their appeal, allowing visitors to enjoy a more diverse experience. In terms of service facilities, flexible and varied service methods were provided. Visitors could obtain campsite information, complete check-in procedures, and rent various equipment at the reception center. Additionally, the reception center was equipped with facilities such as shops, bars, and restaurants to meet the diverse needs of visitors. Furthermore, to ensure the safety and convenience of visitors, glamping sites had established emergency medical aid stations, providing timely medical assistance to ensure the health and safety of visitors. Through comprehensive service facilities and flexible service methods, glamping sites could provide visitors with a more comfortable and convenient tourism experience. This experience was fundamentally different from traditional hotel tourism, allowing visitors to immerse themselves more deeply in nature and enjoy the pleasure of glamping.

Ma (2010) believed that the quality of glamping services included ensuring the completeness of scenic facilities and equipment, convenient transportation, quality of service personnel, hygiene conditions, signage, and the comfort level of facilities. Visitor emphasis on safety had also increased, necessitating improved security measures to ensure public order, warning signs, and risk control.

The "2022 Delightful Camping Market Insights" report indicated that with the rise of "moving and non-overnight" camping, the market for exquisite glamping equipment has grown rapidly. Products such as canopies, folding tables and chairs, glamping cookware, and lamps that meet the needs of exquisite glamping have seen a significant increase in sales, while traditional categories such as sleeping bags and glamping beds had experienced a decline in sales. The trend triggered by exquisite glamping will continue to drive the large-scale development of the glamping industry. Compared to portable camping and traditional camping, "glamping" provided a stronger, more comfortable, and more experiential feeling, aligning with the short-distance outdoor needs of the majority of current consumers (WINDOO, 2022).

In China, the current model of glamping development is the combination of glamping and other industries. Through the combination of different industries and camping, such as scenic areas, sports, education, rural, entertainment, performances, to provide glampers with a richer and more diverse experience. Meanwhile, in terms of cooking, gastronomy emphasizes offering a variety of dining options, including takeaways, convenience foods, ready-to-eat foods, ready-to-eat foods and ready-to-eat foods. These foods are not only convenient, but also cater to the taste preferences of different demographic groups, allowing campers to enjoy the taste of delicious food while enjoying nature (Consulting, 2022).

Guidelines for Glamping Tourism Development
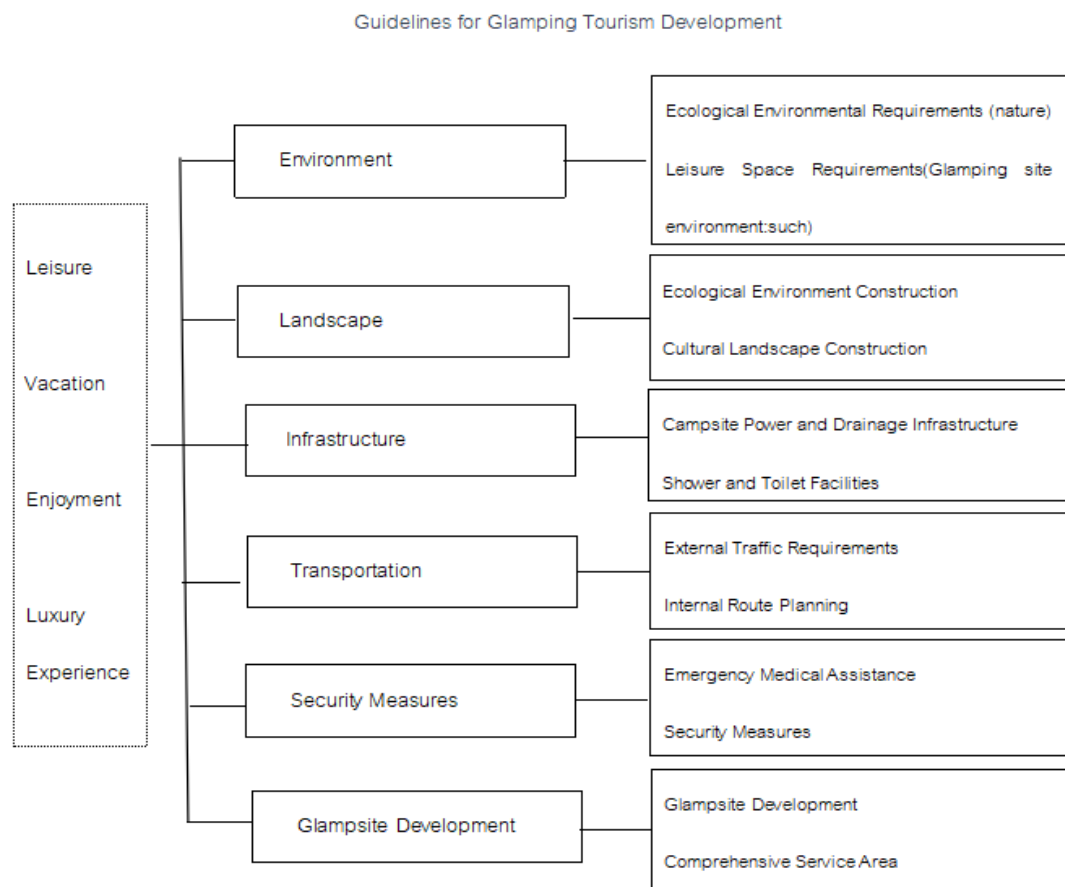
FIGURE 11Glamping Facilities and Equipment

Source: Compiled and translated by the author,2023

In summary, glamping is a form of tourism conducted in designated outdoor areas. It involves renting or purchasing high-quality glamping equipment and providing complete scene setup and services to fulfill the aspirations of young, affluent tourist groups for rural living. Its development requires meeting consumer needs and creating a romantic, pastoral, and standardized campsite space through marketing media. It should encompass accommodation, dining, hygiene, leisure, entertainment, and various facilities for daily needs. Glamping sites need diverse activity areas and facilities, including sports fields, outdoor experiential areas, and entertainment venues, while also creating a camping environment that highlights local customs and culture, allowing visitors to better integrate with nature and culture. The planning and design of glamping should also strive to provide a high-quality tourism experience, increasing attractiveness and offering glampers a more diverse experience. In terms of service facilities, flexible and varied service methods are provided. Glampers can obtain campsite information, complete check-in procedures, and rent various equipment at the reception center, which is equipped with facilities such as shops, bars, and restaurants to meet the diverse needs of visitors. Furthermore, to ensure the safety and convenience of glampers, glamping sites have established emergency medical aid stations. These stations can provide timely medical assistance, ensuring the health and safety of glampers. Through comprehensive service facilities and flexible service methods, glamping sites can provide glampers with a more comfortable and convenient tourism experience, allowing them to immerse themselves more deeply in nature and enjoy the pleasures of glamping.

6.2 Functional Zoning of Glamping Sites in Gansu

Research by Wen (2018) indicated that glamping tourism in China aims to provided experiences such as enjoying nature, escaping the city, and engaging in holiday entertainment. The stay duration was relatively short, typically involving families, small groups, or friends. Glamping tourism encompassed a wide range of activities, including sightseeing, leisure, education, cultivation, entertainment, and fitness. It represented a comprehensive outdoor recreation area with diverse forms, including service areas, living areas, camping areas, waste disposal areas, and entertainment areas. Campers could

participate in activities such as bonfires, barbecues, music, sports, sightseeing, and socializing.

Zhao (2008) suggested that camping included activities such as accommodation, dining, entertainment, quality development, and emergency medical care.

Wu (2021) emphasized that the construction of camping sites required studying specific natural and economic conditions, including convenient transportation and target market sources. Simultaneously, camping site planning should consider comprehensiveness and multifunctionality, incorporating service areas, leisure and entertainment areas, bonfire areas, and expansion areas.

Bao (2014) believed that camping included RVs, cabins, communication, golf, children's playgrounds, fitness centers, bathtubs, game rooms, TVs, washing machines, bathrooms, etc.

Wu (2021) Proposed five standards that camping site planning and construction should follow from the consumer's decision-making perspective. These included comprehensive planning content, ecological and combinatorial construction, diverse camping activities, and comprehensive service facilities.

TABLE 3 Functional Zoning of Glamping Sites

Functional Areas	Subdivided Zones	Facilities and Projects
Glamp site Area	Unique Tents, Distinctive Cabins, Starry Sky Rooms, etc.	Accommodation, Recreation, Restrooms, Bathrooms, Campsite Recreational Facilities, Water Supply, Charging Stations, Waste Disposal, Restrooms, Parking Spaces, etc.

Integrated Service Area	Living Area, Glamping Support	Main Service Hub, Rental Hub, Shopping Zone, Dining Zone, Medical Support Zone, Emergency Safety Support.
Entertainment Zone	Special Leisure, Scenic Leisure	Cultural Observation Area, Specialty Cultural Products, Specialty Cuisine, Unique Cultural Experience Activities, Folk Culture, Campfire Evening, Family Activities, Camping Movies, etc.

Source: Compiled and translated by the author,2023

In summary, glamping provides visitors with convenient measures such as free parking, free Wi-Fi, etc. It improves supporting facilities such as roads, water and electricity, and medical care to offer visitors a better camping environment and services. Typically, glamping sites are divided into living areas, fitness areas, leisure areas, scenic areas, entertainment areas, business areas, etc. The entertainment area usually includes children's entertainment areas, outdoor fitness areas, leisure and entertainment areas, outdoor small sports fields, business and leisure areas, etc. Glamping sites provide a full set of facilities and spaces for daily living, including beds, kitchens, bathrooms, sun umbrellas, outdoor stoves, barbecue tools, outdoor tables and chairs, garbage bins, living rooms, air conditioning, electricity, etc. They ensure necessary facilities and services such as water and electricity supply, medical care, etc. However, if supporting infrastructure such as toilets, shops, medical points, etc., is inadequate.

6.3 Research Review

Pop et al. (2024) conducted research on "Glamping tourism as a sustainable response to the need to reinvigorate domestic tourism." The research results indicated that glamping has become a popular form of glamping in Romania during the pandemic,

attracting numerous tourists. Despite the growing interest in glamping, most of these attractive sites were operated by families or non-local investors. There was a need for increased investment, a focus on safety, and encouragement of local employment.

Cited to the study on Qin (2023), "China Camping Industry Consumer Trends Report," which highlighted that young people constitute the main force of camping consumers in China, accounting for a high proportion of 41.3%. This demographic, gradually entering the middle class, pursued trends and quality of life, influenced easily by social media, thereby attracting more participants to camping activities. Given the significant population of young middle-class individuals in top-tier cities facing considerable work-life pressures, more people are opting to "escape the city" and relieve stress by camping nearby during weekends and short holidays. Camping, known for its short distances, experiential nature, and social attributes, is expected to become a new trend in future travel.

Fernandes et al. (2021) conducted a study on "Glamping and the development of sustainable tourism: a Portuguese case study." The results indicated that glampers desire unforgettable nature experiences without sacrificing basic comfort and luxury. This preliminary qualitative study in Portugal introduces five cases to highlight the importance of glamping in sustainable tourism development. The interdisciplinary nature of the study contributes to tourism, marketing, and sustainable development, offering valuable insights for future research.

Cited to the study on "Experiential Marketing Strategy of R Glamping Campsite" by Liu (2023), the research showed that marketing strategies could promote the development of glamping, providing references for the future growth of the camping industry. The study also emphasizes the importance of collaboration with related industries, offering valuable insights for glamping campsite businesses in formulating and implementing experiential marketing strategies and improving overall marketing levels.

Wu (2021) conducted a study on the factors influencing the choice of camping tourism destinations. The results showed that campers' consumption behavior occured after choosing a destination, with marketing and promotional activities directly

impacting their choices. Enhancing the accessibility of scenic spots is crucial, requiring improved transportation infrastructure to ensure convenience and safety. Additionally, different types of campsites should be developed to meet various needs: tent camping should have focused on combining beautiful scenery with activities, providing high-quality dining and entertainment facilities, emphasizing natural experiences, and social media promotion. Destinations should prioritize marketing efforts towards stable source markets within a 500-kilometer radius and strengthen transportation connections with key source areas.

Cited to the study on "Experiential Marketing Strategy of R Glamping Campsite" by Chai (2023), research based on network text analysis reveals issues in the quality of tourist experiences in Wuhan's glamping sector. To enhance experience quality, the study proposes several strategies: improving campsite infrastructure and service capabilities by introducing outdoor mobile power sources and eco-friendly power storage devices, and integrating campsites with scenic areas to attract glampers; cultivating high-quality service personnel by focusing on the recruitment of top-level service talent and regular professional skills training; innovating and developing glamping activities by combining glamping with multiple industries for diversified development, adjusting activity arrangements, offering novel experiences, and dividing functional zones based on visitor movement patterns, and providing integrated experiences with markets, DIY activities, and sports to enhance and enrich the glamping experience.

Kiryakova-Dineva et al. (2022) conducted a study on Glamping: An active back to nature trend in the post-pandemic tourism reality, which demonstrated that glamping, as a new luxury camping style, combined modern facilities with natural landscapes, attracting travelers seeking a blend of comfort and freedom.

Cited to the study by AECOM (2022) on Glamping Specialized Research. The industry research report findings indicated that the glamping market has rapidly grown due to public desires for natural ecologies and the popularity of short-distance travel. To attract diverse customer segments, glamping emphasizes precise positioning, offering highly social activities for young people, while families expected more targeted facilities

and services. Simultaneously, glamping strives for high quality, distinctive products, and services, creating natural ecological experiences that meet expectations for family, social interaction, and high-quality amenities.

Yan (2023) conducted a study on the marketing strategy of YS Tent Campground, identifying several challenges such as initial profitability issues, difficulties in customer acquisition, and low levels of customer satisfaction. Through surveys and in-depth interviews, the research revealed significant issues including limited acquisition channels, insufficient product diversity to meet diverse customer needs, inadequate differentiated marketing strategies, and the necessity for improved service levels. To tackle these challenges, the study recommended adopting the 7Ps service marketing theory and SEMs experience marketing theory. Proposed measures encompass enhancing product uniqueness, improving customer experience, optimizing pricing strategies, strengthening multi-channel distribution via new media, diversifying promotional methods, enhancing staff professionalism, customizing service processes, and effectively managing the campground environment. These recommendations highlight the interconnectedness of 7Ps service marketing strategies and underscore the importance of aligning marketing approaches with the campground's operational capabilities and resources.

Cited to the study on Yang (2023), the research in "Flowing Places: Media Engagement and Spatial Practices in Glamping" demonstrateed that sophisticated campers, through media sharing and interaction on social platforms, transform campgrounds into fluid, social, and personalized spaces. This form of upscale camping becomes a unique life experience for each individual. Furthermore, by escaping busy work routines and reconnecting with nature, people in camping experience a genuine sense of belonging, which rebuilds their sense of physical security and belonging.

Sun (2023) conducted a study on the cultural perspective of the emerging phenomenon of glamping among young people. The research indicates that glamping has gained popularity among contemporary youth, emphasizing its leisure and social attributes. Looking ahead, this phenomenon was expected to continue as a mainstream

trend in youth culture, driving the diversification of glamping experiences and fostering the development of personalized, distinctive, and glamping services. Moreover, it was anticipated that glamping would further integrate online and offline experiences, employing innovative models such as immersive glamping and cultural experiences to enhance the individual experience of glampers.

Cited to the study by Xu (2023), the research indicated that glamping had become a new trend in tourism consumption. The study emphasizes that to promote the development of glamping tourism, it was crucial to focus on integrating it with scenic areas. This required not only strengthening infrastructure construction and improving service systems but also emphasizing the integration of glamping with sports and traditional ethnic cultures. Furthermore, innovative promotional strategies for glamping should closely monitor trends in the tourism market to ensure their effectiveness and attractiveness. Simultaneously, the ecological advantages of glamping should not be overlooked. Through deep integration with culture, sports, and tourism, it will exert its unique charm to propel the tourism industry towards high-quality development.

Hirano (2023) conducted a study on the Development and Current Situation of Forest Use by Camping Sites in Japan. The study findings indicated that since the 2000s, due to economic recession, the management conditions of many camping sites had deteriorated, prompting the private sector to initiate campground renovations. In recent years, various forms of camping facilities, including organized group camps, solo camping, glamping, and workcations, have been developed to cater to diverse needs and integrate glamping with outdoor activities. This diversification has facilitated the effective utilization of forest resources and regional revitalization, promoting local economic development in rural and mountainous areas through comprehensive and sustainable use of local community resources.

Cited to the study by Du (2023) on outdoor portable power sources, it was highlighted that they enhance the refinement of glamping experiences by providing convenience, safety, and enabling campers to enjoy the comfort and convenience of modern life.

KHLAIKAEW (2023) conducted a study on the model development of a new identity of glamping within the context of world heritage tourism in Thailand. The study results demonstrated that the development of glamping in the context of Thailand's world heritage tourism was closely related to cultural heritage. Through the introduction of the KRAJOM-THAI model, glamping not only integrates modern tourism concepts with traditional culture but also emphasizes the relationship between glamping experiences and cultural heritage conservation.

Cited to the study by Zorlu et al. (2023), "The effect of COVID-19 on tourists' attitudes and travel intentions: an empirical study on camping/glamping tourism in Turkey during COVID-19." The study's findings indicated that tourism stakeholders in Turkey should prioritized factors influencing camping/glamping tourists' attitudes and social networks, as attitudes significantly impact travel intentions. Additionally, in the context of the COVID-19 pandemic, tourism stakeholders need to effectively mitigate camping/glamping tourists' perceived risk and risk avoidance attitudes towards COVID-19. Ensuring the safety of camping/glamping sites through hygiene measures positively influenced tourists' travel intentions and attitudes. Moreover, marketers can promote safety-certified services and utilized digital technologies to minimize contact, devising marketing strategies to address these challenges and thereby foster recovery and development in the tourism industry.

CHAPTER 3

METHODOLOGY

The research on the development of glamping tourism in Gansu adopts quantitative research for analysis. The study utilizes the following research principles and methods to summarize its findings

Research Design

To ensure the objectivity of the research, this study employs quantitative research approaches to comprehensively understand the development of glamping tourism in Gansu.

Ethical Consideration

According to information gathered from the website, the recommended glamping sites in Gansu include Delicate Camping Selection (MAIGOO, 2023; Ranking ABC, 2023; Ranking List, 2024), (2) Glamping Compilation and Camping Site Rankings. Choice The top ten camping sites include Zhangye National Desert Sports Park, Ganjia Grassland, Xinglong Mountain Nature Reserve, Beihai Zi Red Date Forest Camping Park, Dayugou Scenic Area, Sangke Grassland, Dongfeng Populus Euphratica Forest Camping Park, Bian Dou Kou, Mingsha Mountain Desert Glacier Wilderness Camp, and Yellow River Stone Forest International Camping Base.

Participants in the Study

In the first half of 2023, a total of 7.5625 million people participated in rural tourism nationwide, although specific numbers for glamping tourism are not available. For this study, we selected a sample of 400 tourists using random sampling. YAMANE's method was employed to sample the total population of rural tourists in the first half of 2023 (7,562,500 people) at a 95% confidence level. The research locations are primarily focused on glamping destinations within Gansu Province, covering different regions and attractions to ensure diversity and comprehensiveness in the study results.

Find sample size from Taro Yamane Formula (1973) as follows;

$$n = \frac{N}{1+Ne^2}$$

n = Sample size = Margin of error, at confidence interval at 95% so allowable deviation is 0.05N =The number of rural tourism visitors in the first half of 2023.

Therefore, sample size is:

$$n = \frac{7,562,500}{1+(7,562,500)(0.05)^2}$$

n = 399.978.

In conclusion, a survey questionnaire was conducted targeting 400 Chinese campers aged 18 and above who have participated in glamping tourism within the last three years.

In summary, we conducted a questionnaire survey among 400 glampers who had participated in glamping tourism over the past three years. All respondents were aged 18 and above, and 40 glampers were randomly selected from each of the 10 glamping sites for this survey.

Research Instruments

To quantitatively study the satisfaction of glampers with glamping tourism in Gansu, 400 survey questionnaires were distributed to campers. The questionnaire aimed to gather information on tourists' satisfaction, expectations, preferences, etc. The questionnaire design included closed-ended multiple-choice questions and rating questions, covering various aspects of the survey content to comprehensively understand glampers' perspectives.

Through a study of relevant literature on the development of glamping tourism in Gansu Province, essential elements were extracted to design the survey questionnaire. The questionnaire consists of three main parts: Introduction, Questions, and Acknowledgments. Drawing from previous scholars' research and considering the actual situation of glampers in Gansu Province, a preliminary analysis questionnaire for glamping behavior was designed. It covers personal basic information, glamping details, motivations for glamping, and tourist satisfaction.

1. Demographic Characteristics

Demographic characteristics include gender, age, education, occupation, monthly income, and family structure of the respondents.

2. Glampers' Travel Characteristics

Glampers' travel characteristics encompass various details, such as the timing of travel, mode of travel, transportation, number of travelers, and frequency of trips. Additionally, glamping behavior characteristics include channels for learning about glamping, accommodation choices, companionship, advance knowledge of glamping information, daily glamping expenses per person, frequency of glamping, equipment choices for glamping, and previous glamping locations.

3. Glamping Motivation

Based on literature and the current status of glamping tourism in Gansu Province, 12 glamping motivations were identified, including experiencing nature, being close to nature, spending time with family and friends, trying a new outdoor activity, escaping from work stress, learning outdoor knowledge, educating children, making new friends, trying recommended locations, influenced by media promotion, participating in favorite activities or competitions, and following trends.

4. Tourist Satisfaction

Tourist satisfaction is evaluated based on indicators such as convenient transportation and road conditions, quantity and cleanliness of public toilets, satisfaction with infrastructure, uniqueness of glamping sites, staff service attitude and competence, safety assurance, overall satisfaction, accommodation choices, dining characteristics, landscape, cultural and folk features, and entertainment facilities. Glampers' satisfaction is rated on a Likert scale with five levels (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).The researchers interpreted the completed questionnaires by dividing the question scale into a 5 point scale, as shown in table 4:

TABLE 4 Significance of points

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

To ensure the reliability of the scale, internal consistency testing was conducted on 30 glamping participants using SPSS, and Cronbach's Alpha coefficient was used to assess internal consistency. The results showed a high coefficient of 0.966, well above the widely accepted standard value of 0.7, indicating excellent internal consistency of our questionnaire with very close correlations among measurement items. Additionally, to verify the adequacy and representativeness of the sample, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was employed. The result yielded a KMO value of 0.808, which is considerably ideal, far exceeding the commonly regarded "good" range (KMO > 0.6). This demonstrates the adequacy and representativeness of our sample, indicating good structural validity of the questionnaire, which effectively reflects the characteristics of glamping that need to be measured.

Data Collection

The survey questionnaires were distributed online through WeChat tourism platforms, WeChat groups, and other relevant channels to individuals aged 18 and above who had participated in glamping within the past three years (2020-2023).

During the data collection process, questionnaires were created using Wenjuanxing, and operators of 10 glamping sites were contacted to assist in distributing the questionnaires through glamping WeChat groups and relevant tourism platforms. Respondents were randomly selected during distribution, enabling the collection of comprehensive and accurate data to provide a strong basis for the further development and improvement of glamping sites.

Data Analysis

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

CHAPTER 4

FINDINGS

To understand the development and opportunities of glamping tourism in Gansu Province, and to formulate the suggestions for the development of glamping tourism in Gansu province, aimed at promoting the healthier development of glamping tourism in Gansu. This study employed descriptive statistics using SPSS software to analyze the demographic profile, travel behavior purposes, motivations of glampers, and satisfaction with the development of glamping tourism in Gansu based on 400 survey responses. The following is a detailed analysis of the specific content and results.

1. Demographic Profiles of the Samples

After analyzing the basic characteristics of 400 surveyed glampers (see Table 5 for details), it was found that there were 191 male respondents, accounting for 47.8%, and 209 female respondents, accounting for 52.3%, indicating that the participation ratio of males and females was roughly equal.

The surveyed glampers showed a trend towards youthfulness. The age group of 26 to 35 had the highest proportion, with 144 people, accounting for 36%. This age group, which is in a period of career growth and stable life, showed high interest and demand for glamping. Next, the 36 to 50 age group had 110 respondents, accounting for 27.5%. This group usually has a certain level of economic strength and stable family life, allowing them to invest more time and resources to enjoy the pleasures of glamping. There were 80 respondents aged 51 and above, accounting for 20%. This age group of glampers tends to seek comfortable, leisurely, and convenient glamping experiences. The 18 to 25 age group had the lowest proportion, with only 66 respondents, accounting for 16.5%. This result might be related to the limited economic strength of the younger demographic.

In terms of educational background, the survey results showed that glampers generally had a good level of education. They had significant interest and demand for glamping, and they emphasized quality of life and diverse leisure activities. They hoped

to relax through innovative travel methods and had higher expectations for travel experiences that combined nature and comfort. Specifically, respondents with a bachelor's degree were the most numerous, with 144 people, accounting for 39.8%. Next, respondents with a high school or vocational school education also accounted for a considerable proportion, with 144 people, accounting for 36%. There were 61 respondents with a postgraduate degree, accounting for 15.3%. In contrast, respondents with a junior high school education or below were fewer, with only 36 people, accounting for 9%.

In terms of occupational composition, glampers showed diverse characteristics. Different occupational groups shared a common enthusiasm and pursuit for glamping, indicating that glamping, as an emerging travel method, could meet the needs and expectations of various groups. Through this high-quality travel experience, glampers could not only relax but also gain new knowledge and experiences in a natural environment, enhancing their quality of life. The survey results showed that respondents from government or state-owned enterprises numbered 131, accounting for 32.8%, becoming the dominant group among glampers. This indicated that they had a high level of participation in enjoying high-quality lifestyles. Additionally, there were 81 employees, accounting for 20.3%; they chose glamping to relax, enjoy high-quality leisure activities, and enhance their self-worth. Private entrepreneurs and students each had 53 respondents, accounting for 13.3%. The participation of private entrepreneurs reflected their pursuit of leisure and innovative travel methods, while the participation of students showed young people's enthusiasm and acceptance of glamping as an emerging travel form. There were 40 retirees, accounting for 10%; this group used glamping to enjoy their retirement leisure time and relax. Other professions had 42 respondents, accounting for 10.5%, including freelancers, lawyers, and others, showing the appeal of glamping across various industries.

In terms of income distribution, glampers generally had good economic conditions, further confirming their pursuit of high-quality lifestyles. The largest number of respondents had a monthly income in the range of 3001 to 5000 yuan, totaling 167 people,

accounting for 41.8%. Next, there were 107 respondents with a monthly income of 5001 to10000 yuan, accounting for 26.8%. Respondents with a monthly income below 3000 yuan also numbered 104, accounting for 26%. Although the group with a monthly income above 10000 yuan was relatively small, with only 22 people accounting for 5.5%, it still demonstrated a certain appeal of this travel method across various income levels. Overall, this also reflected that glamping, as an emerging travel method, had a broad audience base and market demand. Whether from higher income groups or average income groups, people could find suitable glamping products to meet their needs for leisure, relaxation, and experience.

TABLE 5 Summary of demographic profile of the sample

Items	Category	Frequency	Percent
Gender	Male	191	47.8%
	Female	209	52.2%
	LGBTQ	0	0%
	Total	400	100%
Age	18-25 years old	66	16.5%
	26-35 years old	144	36%
	36-50 years old	110	27.5%
	51 years old and above	80	20%
	Total	400	100%
Education	Junior high school or below	36	9%
	High school/Vocational school	144	36%
	Bachelor's degree	159	39.8%
	Master's degree and above	61	15.2%
	Total	400	100%
Occupation	Government /state-owned enterprise	131	32.8%
	Employees	81	20.3%

	Private entrepreneurs	53	13.2%
	Student	53	13.2%
	Other	42	10.5%
	Retirees	40	10%
Total		400	100%
	Below 3000 yuan	104	26%
	3001-5000 yuan	167	41.8%
Income	5001-10,000 yuan	107	26.7%
	Above 10,000 yuan	22	5.5%
Total		400	100%

2. Description of Tourism Behavior Objectives

After conducting an in-depth investigation into the travel preferences of glampers, it was found that 207 glampers tended to participate in glamping activities with their child or family members, accounting for 51.7%. They enjoyed spending time with their loved ones in the outdoor natural environment, experiencing the fun and warmth of family camping. There were 148 glampers who chose to travel with friends, accounting for 37%. They preferred to share the joy of travel with friends, explore natural landscapes together, and create beautiful memories. Additionally, 147 glampers preferred to travel with their couple or lover, accounting for 21%. They chose to share a romantic and unique glamping experience with their partner, enjoying the tranquility and intimacy of being together. There were 84 glampers who chose to participate in glamping with colleagues or classmates, also accounting for 21%. They saw this as an opportunity to deepen mutual friendships and understanding, while relaxing from busy work or study, promoting team cohesion. There were 56 glampers who chose to go glamping alone, accounting for 14%. They enjoyed solitary time, contemplating and relaxing in the serene natural environment, seeking inner peace and tranquility. Another 11 glampers chose to go glamping with others, accounting for 2.8%. They chose to travel with travel partners, coaches, business partners, or acquaintances from social networks, exploring new travel experiences and engaging in interaction together.

Besides the choice of companions, the timing of travel was also an important factor considered by glampers. According to the survey, weekends were the preferred time for glamping, with 197 glampers choosing to go glamping on weekends, accounting for 49.3%. This indicated that many people utilized the short weekend break for glamping to relax after a busy week. Furthermore, 178 respondents chose to go glamping during other public holidays, accounting for 44.5%. Public holidays usually provided longer breaks, allowing people to arrange more extensive camping trips and enjoy more outdoor activities. There were 100 people who chose to travel during summer/winter breaks, accounting for 25%. This period was particularly suitable for families and students, who had longer holidayed during the summer or winter, allowing for extended glamping experiences and enjoying nature and outdoor activities. Additionally, 67 people chose to travel during paid leave, accounting for 16.8%. These individuals might have chosen to use their paid leave for glamping, enjoying rare leisure time and relieving work stress. There were 49 people who chose to travel at other times, accounting for 12.3%. This group might have chosen travel times based on personal or team-specific arrangements and needs, to avoid peak travel periods and enjoy a more private and peaceful camping experience. Another 48 people chose to travel during accumulated holidays concentrated travel, accounting for 12%. This meant they would accumulate their holidays and take a longer glamping trip, fully experiencing and enjoying every moment of the journey. For detailed information, please refer to Table 6.

TABLE 6 Basic Information of the Trip

Items	Category	Frequency	Percent
	Child or Family Member	207	51.7%
	Friend	148	37%
	Couple or Lover	147	36.8%
Type of travel group	Colleague or Classmate	84	21%
	Single	56	14%
	Relative	37	9.3%

		Others	11	2.8%
Glamping period	travel	Weekends	197	49.3%
		Statutory holidays	178	44.5%
		Summer/Winter break	100	25.%
		Paid leave	67	16.8%
		Other	49	12.3%
		Accumulated holidays concentrated travel	48	12%

Through the survey, it was found that Glampers showed certain patterns in their choices regarding the duration of their glamping stays. Data indicated that the majority of respondents preferred to stay for only one night, with 193 individuals accounting for 48.3%. This choice suggests that many participants wished to enjoy the fun and tranquility of camping within a short period without committing too much time and effort. This brief yet fulfilling glamping experience was particularly suited for those with busy work schedules who sought quick relaxation over the weekend or during short holidays.

Additionally, 131 Glampers chose to stay for two nights, representing 32.8%. This option allowed them more time at the glamping site, enabling them to engage in a wider range of activities and to more deeply appreciate the joys and natural beauty of camping. These participants could escape the city's hustle and bustle without feeling exhausted from an extended trip. However, fewer Glampers opted for longer stays. Only 69 respondents chose to stay for 3 to 5 days, comprising 17.3%. Such extended stays typically appealed to those with ample vacation time and a strong interest in outdoor life. They aimed to fully relax and unwind, distancing themselves from daily pressures and enjoying the splendor of nature. As for those who stayed for more than 5 days, they were quite rare, with only 7 individuals making up 7% of the respondents. These long-term campers were often seasoned outdoor enthusiasts or those looking to deeply experience a specific location. They might use annual leave or special holidays for such extended trips, seeking complete relaxation and intimate contact with nature. Overall, the varied duration choices for glamping reflected the diverse needs and expectations of different

groups. Whether it was a short one-night or two-night stay, or a longer camping experience, each choice demonstrated Glampers' pursuit of nature, comfort, and relaxation. For detailed information, please refer to Table 7.

TABLE 7 Duration of glamping Stay

Stay Duration	1 night	2 nights	3-5 nights	More than 5 nights	Total
Frequency	193	131	69	7	400
Percent	48.2%	32.8%	17.2%	1.8%	100%

Regarding spending on glamping, the survey data showed a certain distribution pattern among the respondents. The data indicated that 120 glampers spent between 400-700 RMB during their glamping trips, accounting for 30%. This spending level typically chose glamping sites with basic infrastructure and moderate pricing. Additionally, 116 glampers reported spending between 700-1000 RMB, making up 29% of the respondents. These individuals were more inclined to select glamping sites with additional comfort and services, willing to spend more money for a higher quality experience. This group often valued the comfort of the camping environment and the richness of additional services, such as gourmet food and entertainment options. There were 102 respondents whose spending exceeded 1000 RMB, representing 25.5%. This high-spending group usually opted for luxurious glamping experiences, seeking more extravagant environments and services. Their preferences might include exclusive campsites, high-end dining, and various customized activities. This demonstrated that glamping also had significant appeal in the high-end market.

On the other end of the spectrum, 62 respondents spent less than 400 RMB, accounting for 15.5%. This group mainly consisted of price-sensitive consumers who chose more economical glamping options. Despite their lower budgets, they could still find suitable choices within glamping, enjoying nature without significant financial pressure.

Overall, the spending distribution reflected that glamping could cater to different

spending levels. From well-equipped, budget-friendly campsites to luxury sites offering premium services, glamping could meet the diverse needs of various consumers for leisure, relaxation, and experiences. This adaptability in spending levels further underscored the vast potential and appeal of glamping as an emerging travel trend in the market, please refer to Table 8.

TABLE 8 Each glamping trip cost

Items	Category	Frequency	Percent
How much does it cost to participate in glamping each time?	Below 400 yuan	62	15.5%
	400-700 yuan	120	30%
	700-1000 yuan	116	29%
	Above 1000 yuan	102	25.5%
Total		400	100%

Through the survey of glamping tourists' basic information, we found that information acquisition channels played a significant role in their choices. The data showed that half of the glampers chose to obtain the necessary travel information through online applications. Specifically, 130 people used Ctrip, accounting for 32.5%, making it the top platform for glampers to acquire information. Ctrip attracted a large number of users with its comprehensive travel information and convenient booking services. Following closely was Douyin, with 125 users, accounting for 31.3%. As a short video platform, Douyin attracted many users with its engaging video content, generating a strong interest in glamping. Meituan also became an important information acquisition platform, with 110 users, accounting for 27.5%. Meituan's robust local service recommendation system provided users with a wealth of glamping options. WeChat, as a comprehensive social platform, was used by 106 people to learn about glamping, accounting for 26.5%, demonstrating WeChat's strong capabilities in information dissemination and social recommendations. Additionally, Xiaohongshu and Dianping were favored by many users, with 79 people using Xiaohongshu, accounting for 19.8%, and 79 people using Dianping, accounting for 16.3%. These two platforms, characterized

by user-generated content and authentic reviews, helped users make more informed decisions. Fliggy also held a place in glamping information acquisition, with 54 users, accounting for 13.5%. Despite the dominance of online platforms, a considerable number of respondents acquired information through other channels, with 50 people, accounting for 12.5%. They obtained information through other channels, learning about glamping via TV advertisements, brochures, etc. Among them, Weibo, an important social media platform, was used by 43 people to get relevant information, accounting for 10.8%. Although its proportion was relatively low, a portion of users still used Weibo to learn about glamping. In addition to online platforms, friend recommendations remained an essential source of information. The survey showed that 192 respondents learned about glamping through friends' recommendations, accounting for 48%. This indicates that word-of-mouth played a crucial role in glamping information acquisition, with people tending to trust recommendations from friends and family. Overall, the diversity of glamping information acquisition channels reflects the multifaceted nature of modern information dissemination. Whether through online platforms or friend recommendations, various information acquisition methods met different groups' needs and expectations for glamping.

In terms of activity preferences among glamping enthusiasts, the survey data revealed that Barbecue picnic emerged as the most popular activity, with 296 respondents choosing it, accounting for 74%. This high prevalence underscores the glampers' love for outdoor dining. Barbecue picnics not only offer a rich culinary experience but also enhance interaction and bonding among family and friends, making this activity highly favored. Following closely is Hiking, enjoyed by 190 respondents, making up 47.5%. Hiking allows glampers to immerse themselves in nature, explore beautiful landscapes, and enjoy fresh air and serene environments. Hiking is not only a healthy activity but also provides mental relaxation and enjoyment. Campfire party ranked third, with 154 people opting for it, representing 38.5%. Campfire parties create a warm and romantic setting where participants can gather around the fire, share stories, sing, dance, and enjoy a delightful evening. This activity greatly strengthens interpersonal relationships. Fruit and vegetable picking also attracted 142 glampers, accounting for

35.5%. Picking activities not only offer the pleasure of experiencing farm life but also allow participants to taste fresh fruits and vegetables, adding to the fun and richness of the glamping experience. Taking photos and sharing on social media platforms is another popular activity, with 118 respondents, or 29.5%, choosing it. Photography and sharing activities enable glampers to capture beautiful moments and share them with friends on social media. This interaction and sharing enhance the social aspect and enjoyment of the activities. Fishing and shrimp catching appealed to 98 people, making up 24.5%. Fishing and shrimp catching are also relaxing and enjoyable leisure activities. Chatting freely was chosen by 92 respondents, accounting for 23%. Free chatting activities provide a relaxed social environment where participants can unwind, speak freely, and increase mutual understanding and friendship. Board games were chosen by 52 respondents, making up 13%. Board games offer glampers a light-hearted and entertaining way to interact, suitable for family and friends. Starry sky party was selected by 43 respondents, or 10.8%. Starry sky parties allow participants to enjoy the beauty of the night sky and engage in activities, feeling the vastness and mystery of nature, thus enhancing the romance and mystery of the glamping experience. Additionally, 24 respondents chose other activities, accounting for 6%. These activities might include horseback riding, camel riding, beach volleyball, watching movies, and more. Overall, these data demonstrate the diversity and richness of glamping activities. Glampers can choose different activities based on their interests and preferences, enjoying the pleasures of outdoor life. For more detailed information, please refer to Table 9.

TABLE 9 The information of glamper's behavior

Items	Category	Frequency	Percent
	Friend's recommendation	192	48%
	Ctrip	130	32.5%
	Douyin (TikTok)	125	31.3%
	Meituan	110	27.5%
Channels through which you	WeChat	106	26.5%
obtain glampsite information.	Xiaohongshu (Little Red Book)	79	19.8%
	Dianping (Public Review)	65	16.3%
	Fliggy	54	13.5%
	Other	50	12.5%
	Weibo	43	31.3%
	Barbecue picnic	296	74%
	Hiking	190	47.5%
	Campfire party	154	38.5%
	Fruit and vegetable picking	142	35.5%
Activities you enjoy in glamping	Take photos and share on social media platform	118	29.5%
	Fishing and shrimp catching	98	24.5%
	Chat freely	92	23%
	Board games	52	13%
	Starry sky party	43	10.8%
	Other	24	6%

In the survey regarding essential equipment for glamping, 234 respondents considered toilets and showers as indispensable facilities, accounting for 52.8% of the

total. This highlights the importance of hygiene and comfort in the glamping experience. Following closely, dining facilities were deemed essential by 211 respondents, also accounting for 52.8%. This reflects glampers' pursuit of good food and a social environment. External power supply was another widely recognized necessity, with 187 respondents, or 47.8%, considering it essential. This data reveals the importance of power supply in glamping, showing that while enjoying nature, glampers also seek convenience in their living conditions. Drainage and water supply facilities were deemed important by 176 respondents, accounting for 44%, indicating the focus on basic living conditions. Additionally, 174 respondents, or 42.5%, emphasized the importance of vehicle service facilities, highlighting the need for vehicle services and safety assurances during their trips. Waste collection and storage were considered essential by 141 respondents, or 35.3%, reflecting the importance of environmental protection and campsite cleanliness to glampers. Notably, only 48 respondents, or 12%, had no specific requirements for facilities, indicating that most glampers have certain expectations and needs for glamping facilities. Moreover, 26 respondents, accounting for 6.5%, believed other facilities were crucial. These facilities cater to personalized needs or specific glamping scenarios. For example, some respondents thought that essential glamping equipment should include not just basic items but also tents or other accommodation facilities to ensure a secure and comfortable sleeping environment. Outdoor recreational facilities were also deemed indispensable by some, as they provide opportunities for relaxation and enjoyment of nature. Additionally, some respondents considered safety equipment, such as fire extinguishers and first aid kits, to be vital components of glamping, offering timely aid and security in emergencies. Entertainment facilities were also valued, enhancing the fun of glamping and enriching the spiritual life of glampers while enjoying nature.

Overall, the demand for these facilities illustrates glampers' expectations for a more diverse and comprehensive glamping experience. These facilities not only enhance the comfort and safety of glamping but also increase its entertainment value, making glamping activities more varied and enjoyable. For more detailed information, please refer to Table 10.

TABLE 10 Essential Facilities Requirements for Glamping site During Glamping

Items	Category	Frequency	Percent
	Toilets and showers	234	58.5%
	Dining facilities	211	52.8%
Necessary	External power supply	187	47.8%
requirements for	Drainage and water supply facilities	176	44%
glamping site			
facilities during	Vehicle service facilities	174	42.5%
glamping	Waste collection and storage	141	35.3%
	No specific requirements	48	12%
	Other	26	6.5%

According to the survey, we learned about the frequency distribution of participants in glamping activities over the past three years. The data shows that 172 people experienced glamping once during this period, accounting for 43%, which represents the largest proportion among the respondents, indicating the high appeal of glamping tourism as an emerging travel trend. There were 115 respondents who participated in glamping twice, accounting for 28.7%, indicating that some camping enthusiasts have begun to consider glamping as a regular leisure activity. 67 people participated in glamping three times, accounting for 16.8%, demonstrating their sustained enthusiasm and adventurous spirit for this type of travel. 13 respondents participated in glamping four times, accounting for 3.3%. Although this proportion is relatively low, it indicates a high level of interest and frequent participation among some respondents. It is worth noting that 33 people participated in glamping five times, accounting for 8.38%. Although the proportion is not high, these respondents are undoubtedly loyal supporters of glamping. Overall, these data reflect the growing recognition and promotion of glamping as an emerging travel trend among different demographics. Whether they are first-time triers or frequent participants, glamping has demonstrated its unique charm and

vast market potential. For more detailed information, please refer to Table 11.

TABLE 11 The frequency of glamping visits

No. of visits	1 time	2 times	3 times	4 times	5 times and above	Total
Frequency	172	115	67	13	33	400
Percent	43%	28.7%	16.8%	3.3%	8.3%	100%

3. Analysis of Glampers' Motivations

The motivation of glampers marks the inception of glamping tourism. As an emerging leisure activity, glamping harbors diverse motivations and demands among campers. These motivations not only influence the choice of camping destinations but also shape the image of glamping sites, ultimately determining the level of tourist satisfaction. In order to gain a deeper understanding of these motivations, we have synthesized nine major motivations for glamping based on references and the actual situation of residents in Gansu Province, and conducted a detailed analysis of each.

According to the survey, 221 respondents indicated that their motivation for glamping was to "escape the monotony of work and return to nature," accounting for 55.3%. This shows that most glampers hoped to relieve work stress and enjoy a peaceful environment by being in nature. Another significant motivation was to "gather with friends," chosen by 164 respondents, or 41%. This highlights the appeal of spending quality time with friends and family during glamping trips. Additionally, some respondents chose glamping because it is an economical travel option, with 90 respondents, or 22.5%, selecting this reason. This indicates that glamping not only provided a comfortable experience but also offered economic advantages. Learning outdoor knowledge and educating children was another important motivation, chosen by 79 respondents, or 19.8%. This showed that many families hoped to use glamping to educate their children and enhance their understanding of the outdoors. Such activities not only enriched the children's extracurricular life but also fostered interaction and bonding among family

members.74 respondents, or 18.5%, said their glamping trips were organized by friends or colleagues, reflecting the influence of social circles in promoting glamping activities. Comfortable and well-equipped facilities also attracted 69 respondents, or 17.3%. This underscores the importance glampers placed on the comfort and completeness of the facilities. Convenient and well-equipped facilities could enhance the comfort and convenience of glamping, meeting people's demand for high quality. Child's request was another motivation, with 65 respondents, or 16.3%, indicating the importance of family activities in glamping. Glamping provided an excellent platform for the whole family to enjoy nature, entertainment, and education together.41 respondents chose other motivations, accounting for 10.3%. They believed that glamping allowed them to spend time with family and friends, enjoy the natural environment, explore new experiences, meet personalized needs, have unique camping experiences, and avoid crowds. Additionally, 25 respondents, or 6.3%, were influenced by others or media promotion, highlighting the role of media and social influence in promoting glamping. Through social media, travel blogs, and advertisements, more people became aware of the unique charm and diverse options of glamping, sparking their interest and participation.

Overall, these data reflect that glamping, as an emerging form of tourism, could meet various needs and expectations. Whether for relaxing, spending time with loved ones, or choosing an economical travel option, glamping demonstrated its unique appeal and broad market prospects. By offering comfortable facilities, diverse activities, and unique experiences, glamping was gradually becoming an ideal choice for modern people to escape the hustle and bustle of the city, get close to nature, and enjoy life.

Further analysis of the survey data showed that respondents generally believed glamping had multiple positive benefits. These benefits not only enriched their outdoor experiences but also positively impacted their psychological and social lives. Among them, 297 respondents considered glamping an effective way to relieve stress, accounting for 74.3%. People could relax, escape the pressures of daily life and work, and find moments of peace and balance in the serene natural environment away from the city noise.

Additionally, 239 respondents, or 56.3%, indicated that glamping helped enhance interpersonal relationships. Glamping provided a great opportunity for family members to bond and a way to meet new friends and expand social circles, fostering closer relationships. Moreover, 190 respondents, or 47.5%, viewed glamping as an opportunity for physical exercise. Activities like hiking, climbing, and volleyball during glamping trips helped improve fitness. Exercising in nature not only strengthened the body but also allowed people to breathe fresh air, enhancing overall health. 107 respondents, or 26.8%, believed that glamping helped them learn new skills. During glamping, people could learn outdoor survival skills, life skills, and teamwork skills. For example, setting up tents, starting a fire, and navigation skills were useful both in camping and in daily life. Teamwork and problem-solving abilities were also honed and improved during glamping.89 respondents, or 22.3%, felt a sense of accomplishment from glamping. This sense of achievement might come from challenging themselves, overcoming difficulties, and reaching goals. It helped boost self-confidence and self-worth, please refer to Table 12.

TABLE 12 Statistical Analysis of Glampers' Motivations

Items	Category	Frequency	Percent
Glamping Motivation	Escape from the monotony of work and return to nature	221	55.3%
	Gather with friends	164	41%
	Economical travel option	90	22.5%
	Learn outdoor knowledge, educate children	79	19.8%
	organized by friends or colleagues	74	18.5%
	Comfortable and well-equipped facilities	69	17.3
	Child's request	65	16.3%
	Other	41	10.3%

	Influenced by others or media promotion	25	6.3%
	Stress relief	297	74.3%
	Enhancing relationships	239	56.3%
Objectives to glamping	Physical exercise	190	47.5%
	Expanding social circles	175	43.8%
	Learning skills	107	26.8%
	Achieving goals	89	22.3%

4. Satisfaction of Glamping Tourists

According to the analysis of Table 13, glampers had varying levels of satisfaction with different aspects of their experience. In the satisfaction survey, glampers rated "Natural landscape" the highest, with an average score of 3.89 and a standard deviation of 0.979. Most glamping tourists showed strong interest in the unique natural landscapes of Gansu Province and were very satisfied with their experiences. Next was "Cultural Landscape," with an average rating of 3.84 and a standard deviation of 0.976, indicating that most glampers had a high satisfaction level with the opportunity to learn about local culture and history and had a keen interest in participating in local cultural and historical activities.

Furthermore, glampers had an average satisfaction rating of 3.84 for "Abundance of nature," with a standard deviation of 0.989. While most people were satisfied with the abundance of nature, there was some degree of variation, possibly due to differing expectations and experiences of the natural environment among participants.

Additionally, the satisfaction rating for the "Glamping site environment" was 3.79. Most glampers were satisfied with the spacious and comfortable tents, exquisite environmental decorations, and recreational facilities. However, with a standard deviation of 1.037, there were differences in satisfaction levels among participants regarding the comfort of tents, convenience of washing facilities, and richness of entertainment facilities.

For other aspects, the average satisfaction ratings and standard deviations were as follows: "Shower and Toilet Facilities" had an average score of 3.69 with a standard

deviation of 1.021; "Power and Drainage Infrastructure" had an average score of 3.72 with a standard deviation of 1.012; "External Traffic" had an average score of 3.78 with a standard deviation of 0.938; "Requirements: Internal Route Planning" had an average score of 3.75 with a standard deviation of 0.985; "Emergency Medical Assistance" had an average score of 3.62 with a standard deviation of 1.079; "Security assurance" had an average score of 3.73 with a standard deviation of 1.033; and "Comprehensive Service Area" had an average score of 3.77 with a standard deviation of 0.983. These data indicate that glampers were generally dissatisfied with these aspects, with considerable differences in satisfaction levels. This suggests significant room for improvement in service quality and facility conditions, requiring further refinement.

In summary, the data reflects significant differences in glampers' expectations regarding service quality and facility conditions, necessitating further improvement and refinement. By enhancing infrastructure quality, optimizing service systems, and strengthening security measures, satisfaction levels and overall experiences of glampers can be effectively improved, thereby enhancing the competitiveness and attractiveness of glamping sites. Research indicates that glampers had high satisfaction with "Natural landscape" and "Abundance of nature," which are key factors attracting them. However, improvements are needed across various aspects to better meet the diverse needs of glampers and enhance satisfaction and experience.

TABLE 13 Glamping Satisfaction Analysis

	Items	Mean	Std. Deviation	Definition
Environment	Abundance of nature	3.84	0.989	High
	Glamping site environment: Such as, features spacious and comfortable tents, convenient washing spaces, and recreational facilities.	3.79	1.037	High
Landscape	Natural landscape: It provides visitors with a unique outdoor experience, such as admiring mountains, forests, grasslands, deserts, and starry skies.	3.89	0.979	High
	Cultural Landscape: Offering opportunities to delve into local culture and history, such as exploring local cultural heritage, experiencing authentic cuisine, and participating in folklore activities.	3.84	0.976	High
Infrastructure	Shower and Toilet Facilities	3.69	1.021	High
	Power and Drainage Infrastructure	3.72	1.012	High
Transportation	External Traffic (Accessible Glamping Site)	3.78	0.938	High
	Requirements: Internal Route Planning	3.75	0.985	High
Security Measures	Emergency Medical Assistance	3.62	1.079	High
	Security assurance	3.73	1.033	High
Glamping site Development	Comprehensive Service Area: The following facilities are included: parking lot, shopping area, recreation Zone, rental services, etc.	3.77	0.983	High

5. Recommendations for the development of glamping tourism in Gansu Province

    According to the analysis of the questionnaire data, respondents provided a series of expectations and suggestions for glamping operators. Firstly, 224 respondents expressed a desire to experience a more diverse range of glamping sites to meet the needs of different demographics, accounting for 56% of the total. This indicates a significant emphasis on the diversity and personalization of glamping sites. Operators could consider offering a richer selection across different regions, landscapes, and themes to attract a wider customer base. Secondly, 209 individuals wished for more glamping sites to choose from, representing 52.3%. This suggests that the market demand for glamping is not yet fully met, indicating a need for a variety of glamping options to cater to the growing market demand. Additionally, 210 respondents suggested lowering the prices of glamping, accounting for 52.5%. They believed that reducing prices would enable more people to enjoy this experience. Another 206 respondents hoped for more comprehensive facilities at glamping sites to enhance the overall experience, representing 51.5% of the total. This includes providing more comfortable and convenient accommodation, diverse entertainment activities, and efficient service facilities to meet customers' expectations for comfort and convenience. Furthermore, 184 respondents felt the need to improve peripheral services at glamping sites to enhance customer convenience and comfort, accounting for 46% of the total. This may involve providing nearby shopping, dining, transportation, and other services to meet various needs during glamping and enhance the overall experience. Respondents also suggested strengthening the management and supervision of glamping sites to ensure safety and order. Furthermore, 146 respondents, accounting for 36.5%, proposed this, including enhancing safety facilities, improving management levels, and strengthening supervision to ensure the safety and comfort of visitors during their stay. Finally, 105 respondents believed that behavior education and promotion should be enhanced to improve customer quality and awareness, representing 26.3% of the total. They believed that through strengthened education and promotion, environmental awareness, safety awareness, and civilized behavior among visitors could be enhanced to collectively

create a favorable glamping environment and atmosphere.

TABLE 14 Expectations or Suggestions for a Fine Glamping Operator

Items	Category	Frequency	Percent
Expectations or suggestions for a fine camping operator	Add different styles of delicate camping experience places	224	56%
	Lower the consumption threshold of delicate camping	210	52.5%
	Increase the supply of delicate camping sites	209	52.3%
	Enhance the supporting facilities of delicate camping sites	206	51.5%
	Strengthen the surrounding services of delicate camping sites	184	46%
	Strengthen the management and supervision of delicate camping sites	146	36.5%
	Enhance education and publicity on behavior	105	26.3%

6. Opportunities and Suggestions Opinions for the Development of Glamping Tourism in Gansu Province

Based on the above data analysis, glamping tourism in Gansu Province is experiencing rapid development, with glamping tourists exhibiting varying degrees of satisfaction in different aspects of their experience. Below are some recommendations for glamping tourism management:

6.1 Development and Opportunities for Glamping Tourism in Gansu Province

In recent years, glamping tourism in Gansu Province has flourished, driven by various factors. Glamping, as a leisure tourism form that emphasizes quality and

experience, is attracting an increasing number of tourists. Here are several key factors and opportunities for the development of glamping tourism in Gansu Province:

1. Population and Market Demand

Surveys show that glamping is popular among both males (47.8%) and females (52.3%). Among them, individuals aged 26-35 (36%) and 36-50 (27.5%) possess economic capabilities and stable lifestyles, making them prefer this activity. The proportion of young people affected by economic constraints is relatively small (16.5%), while older participants (20%) prefer the charming experience of comfort and convenience. Those with a bachelor's degree (39.8%) or higher (15.3%) attach greater importance to quality of life and diverse leisure activities. Government or state-owned enterprise employees (32.8%) dominate, followed by private enterprise employees (20.3%) and private entrepreneurs as well as students (both 13.3%), indicating that glamping attracts a diverse range of occupational groups. In terms of income distribution, most glampers have a monthly income between 3001-5000 yuan (41.8%), followed by those earning 5001-10000 yuan (26.8%), indicating that glamping attracts individuals with good economic conditions, further supporting the potential of providing high-quality camping services in the region.

Glamping tourism has a broad audience base, primarily composed of middle-aged and young adults with stable economic sources and mature lifestyles. This market has a wide coverage, attracting people from various industries who seek high-quality leisure experiences.

To meet this market demand, Gansu Province should continue to enhance the promotion and marketing of glamping tourism, using diverse marketing strategies to attract more visitors. Additionally, it is necessary to develop targeted glamping products and services for different age groups, genders, and occupational backgrounds. This includes family-friendly glamping, romantic glamping for couples, team-building glamping, and more, to meet the diverse needs for leisure, adventure, and social interaction.

2. Travel Behavior and Preferences

Travel Partners, Time Selection, and Consumption Habits:

Glamping, as an experience that emphasizes social and family activities, attracts a large number of glampers. They tend to travel with children, family members (51.7%), friends (37%), and partners (21%). In terms of timing, glampers prefer weekends (49.3%) and public holidays (44.5%). Regarding the duration of glamping, nearly half of glampers choose a one-day experience (48.3%). From the consumption perspective, the expenditure of glampers is diverse. 30% of spending falls within the range of 400-700 yuan, 29% spends between 700-1000 yuan, and high-end consumption (over 1000 yuan) also accounts for a significant proportion (25.5%). This shows that glamping activities in Gansu Province not only focus on social and family interaction but also attract a large number of tourists due to their short-term leisure characteristics. To meet the needs of different consumers, a tiered pricing strategy is implemented.

Motivation and Demand:

Glamping attracts a wide variety of tourists, each with unique motivations and expectations. The diversity of motivations is a reflection of the growing demand for unique experiences, which together drive the diversification and personalization of glamping.

According to surveys, the primary motivation for 55.3% of glampers is to escape monotonous work and enjoy a peaceful natural environment, reflecting their desire to escape from busy urban life and return to nature, satisfying the need for calm and relaxation. Additionally, the demand for gathering with friends and family (41%) demonstrates the importance of social activities in glamping, prompting glamping sites to design more facilities and activities suitable for group events, satisfying people's need for social interaction. The economic advantage of glamping (22.5%) highlights its affordability, allowing glampers to enjoy a comfortable experience without spending excessively, prompting the provision of various price options and packages to meet the needs of tourists with different financial capabilities. A portion of glampers (19.8%) are motivated by the opportunity to educate their children and enhance their understanding of the outdoors, providing a platform for families to connect and engage in educational

activities, enriching children's extracurricular lives, and urging glamping sites to offer educational and interactive activities to meet family needs.

Social influence plays a crucial role, with 18.5% of trips organized by friends or colleagues and 6.3% influenced by media promotions. This highlights the importance of social networks and media in promoting glamping, demonstrating its popularity in the social media and internet era. Additionally, 17.3% of respondents emphasized the importance of well-equipped and comfortable facilities.

Glampers in Gansu Province are keen on enjoying short-distance glamping trips with family and friends during weekends and public holidays. Their spending varies, and their motivations differ, reflecting their diverse needs for glamping tourism. This trend highlights the broad development potential for the glamping market in Gansu Province.

To meet market demand, Gansu Province can capitalize on visitors' preference for short-distance glamping by developing more products suitable for weekends and public holidays. By offering diverse consumption options, including different tiers of glamping facilities, specialty dining, and outdoor activity programs, the province can cater to the varied spending needs of different tourists. Additionally, to enhance the social and family interaction experiences of glampers, Gansu Province should strengthen the social facilities at glamping sites, such as adding interactive game areas and parent-child activity zones, and design more engaging and fun activities. This will allow glampers to enjoy nature while also experiencing a rich social atmosphere and family joy.

To address the different motivations and needs of tourists, Gansu Province can further develop unique glamping products and services. For example, family tourists can enjoy parent-child interactive games and educational programs, allowing children to gain knowledge while getting close to nature.

Finally, by enhancing media promotion and online marketing, the visibility and reputation of glamping tourism can be further improved. This not only attracts more tourists to experience glamping but also injects new vitality into the tourism industry of Gansu Province, promoting its sustainable, healthy, and rapid development.

3. Activity Preferences and Facility Needs

Popular activities: Barbecue picnics (74%) and hiking (47.5%) were the most popular activities, followed by bonfire parties (38.5%) and fruit/vegetable picking (35.5%). Taking photos and sharing on social media (29.5%) was also quite popular. This indicates the importance of outdoor and interactive activities in the glamping experience.

Facility needs: Glampers valued toilets and showers (52.8%) as well as catering facilities (52.8%). External power sources (47.8%) and vehicle service facilities (42.5%) were also crucial, indicating glampers' demand for convenience and safety.

Glampers in Gansu Province enjoy participating in outdoor and interactive activities such as barbecue picnics and hiking. When it comes to facility needs, they pay close attention to the availability and quality of basic amenities such as toilets, showers, and dining options.

To enhance the glamping experience, it is essential to improve the infrastructure of camping sites based on the activity preferences and facility needs of the visitors. Additionally, developing more products and services related to outdoor and interactive activities, such as hiking trails and outdoor adventure projects, can cater to the diverse needs of glampers.

4. Information Acquisition and Tourism Promotion

Online platforms such as Ctrip (32.5%) and TikTok (31.3%) were the main sources of information, and friend recommendations (48%) also played an important role.

Glampers in Gansu Province mainly rely on online platforms and recommendations from friends to obtain travel information. This indicates that online promotion and word-of-mouth play important roles in tourism marketing.

Therefore, Gansu Province can fully utilize the power of online platforms and social media to enhance online marketing and word-of-mouth promotion. By posting beautiful pictures, videos, and travel guides, they can attract more tourists' attention and participation. Additionally, actively collaborating with travel bloggers, influencers, and other key opinion leaders can further increase the visibility and influence of glamping tourism in Gansu Province.

5. Natural and Cultural Landscapes

Gansu Province boasts tourism destinations based on natural scenery and rich cultural experiences, providing unique and unforgettable experiences for glampers. The survey showed that glampers had a high satisfaction with natural landscapes (average score of 3.89) and cultural landscapes (average score of 3.84), reflecting the strong attractiveness of Gansu Province to glampers and providing a wider range of glamping options.

Gansu Province, with its unique natural landscapes and rich cultural heritage, attracts many glampers. These resources include grasslands, deserts, forests, and the Gobi Desert, each exuding its unique charm. Additionally, Gansu has a deep minority cultural heritage, offering tourists a unique travel experience with its diverse cultural elements. Therefore, the glamping tourism market in Gansu Province has great potential, capable of meeting the personalized needs of different tourists.

To fully utilize these exceptional resources, Gansu Province can actively develop a distinctive local glamping tourism brand. By enhancing scenic area development, including improving camping facilities and the campsite environment, the province can provide a more comfortable and safe glamping experience. Moreover, Gansu can strengthen cooperation and exchange with other tourist destinations to jointly promote regional tourism resources, forming a collaborative effort to drive the prosperous development of Gansu's tourism industry. By sharing resources and complementing each other, not only can the influence of Gansu tourism be expanded, but tourists can also be offered more diverse and enriched travel options.

In summary, Gansu Province's glamping tourism has vast development prospects and tremendous market potential. By deeply understanding tourists' needs, optimizing products and services, and strengthening marketing and promotion, we can further promote the prosperous development of glamping tourism in Gansu Province.

6.2 Suggestion for the Development of Glamping Tourism in Gansu Province

Through a comprehensive analysis of survey data and various factors influencing glamping tourism, the following key measures were proposed to promote the

healthy and sustainable development of glamping tourism in Gansu Province. These measures aimed to enhance visitor experiences, improve service standards, and foster sustainable practices, ultimately contributing to the prosperity of the local tourism industry.

Firstly, diversified and exquisite glamping experiences were enhanced. Data analysis results showed that different glampers had varying expectations for glamping experiences. Utilizing Gansu's natural landscapes, various themed glamping options such as desert glamping, grassland glamping, and snow mountain glamping were developed to meet different tourists' adventure and leisure needs. Glamping activities were integrated with Gansu's historical culture and folk customs by hosting cultural lectures and traditional handicraft experiences to enrich tourists' cultural experience. Additionally, unique camping equipment, themed tents, and supporting facilities were designed to offer higher quality glamping experiences. Glamping was combined with other industries to develop more distinctive glamping products and activities, enhancing visitor satisfaction and loyalty.

Secondly, facilities and service standards were improved. Data analysis results indicated that tourists had high expectations for sanitation facilities and service quality. Therefore, the basic facilities of the campsites, including sanitation, power supply, and water supply, were upgraded to ensure visitors' basic needs were met. Staff training was strengthened to enhance service awareness and professional skills, providing enthusiastic and considerate service to visitors. Comprehensive service areas within the glamping sites were set up, offering dining, shopping, and entertainment services to provide a one-stop service for tourists.

Thirdly, safety measures were strengthened. Data analysis results showed that safety issues were crucial. Advanced safety equipment was installed at glamping sites, including surveillance cameras, emergency alarms, and first aid kits. Regular safety drills were conducted to ensure the mastery of emergency response procedures and first aid skills, and guests were provided with clear instructions on emergency protocols. Regular inspections and maintenance of all facilities were performed to ensure they were in good working condition and safe to use. Detailed safety regulations were established,

clearly defining the responsibilities and obligations of glampers and staff to ensure the safe and orderly conduct of glamping activities.

Fourthly, cost barriers were lowered to encourage more people to participate in glamping tourism. According to data analysis, glampers were quite sensitive to price factors. Glamping tourism operators reduced costs by optimizing resource allocation and improving operational efficiency, allowing more glampers to enjoy high-quality glamping experiences. Dynamic pricing models were implemented, offering discounts during off-peak seasons and for early bookings. Family packages, group discounts, and loyalty programs were considered to attract a broader range of tourists. Additionally, regular promotional activities were launched to attract more visitors to experience glamping.

Fifthly, environmental protection was promoted. Data analysis highlighted the importance of environmental protection. Emphasizing eco-friendliness in glamping site operations, such as waste recycling, water conservation, the use of renewable energy, waste sorting, and energy conservation, was crucial. Information boards and brochures were used to educate tourists on environmental protection knowledge and sustainable lifestyles, raising their environmental awareness. Tourists were organized to participate in environmental protection activities like waste sorting and tree planting to contribute to environmental protection together.

Sixthly, protecting cultural heritage was crucial. Cultural heritage survey data showed its attractiveness to tourists. Therefore, the value of Gansu's cultural heritage was deeply explored and integrated into the glamping experience to provide tourists with unique cultural experiences. Cooperation with local communities was ensured to respect and promote local traditions and customs, maintaining the integrity and sustainability of cultural heritage. Tourists' awareness and interest in cultural heritage were enhanced by integrating local residents' and businesses' products and services into the glamping experience.

Seventhly, cooperation with government agencies, tourism enterprises, and local communities was strengthened. Communication channels were established to enhance information sharing and resource integration, jointly planning and promoting

glamping products to support the sustainable development of glamping tourism. By sharing information and integrating resources, the operational efficiency and competitiveness of glamping tourism were improved. Additionally, diversified marketing activities were adopted to increase market visibility and influence.

Eighthly, a regular customer feedback system was established. Various feedback channels such as surveys and suggestion boxes were set up to collect guests' opinions and suggestions. Feedback data were analyzed to identify areas needing improvement, and changes were implemented accordingly. Service quality and product innovation were continuously improved based on glampers' preferences and market trends.

By following these suggestions, Gansu Province developed more attractive tourism products, offering unique and high-quality experiences to meet the diverse needs of modern travelers. This approach not only enhanced visitor satisfaction but also promoted the sustainable development of the region's tourism industry.

CHAPTER 5

DISCUSSION AND CONCLUSIONS

This chapter presents the discussion, conclusions, limitations of the study, and recommendations for further studies.

1. Conclusions

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

In Gansu Province, the gender ratio of glamping tourists is nearly equal, with the majority being young people aged 26 to 35. These glampers are generally well-educated, with many holding bachelor's degrees and coming from diverse professional backgrounds, reflecting the wide social base of glamping.

Glampers prefer to participate in glamping activities with family or partners, enjoying the beauty of nature, relaxing, and seeking opportunities to connect with loved ones. Weekends and public holidays are the best times for glamping activities, with one-day glamping trips being the most common choice, indicating a preference for short leisure activities. The main motivations include escaping monotonous work, enjoying comfortable experiences, and spending time with family and friends. They view glamping as a way to relieve stress and as an activity for socializing, exercising, skill development, and achieving personal goals.

Despite high satisfaction with the natural and cultural landscapes of Gansu Province, glampers have varying levels of satisfaction with infrastructure and services. They believe improvements are needed in shower and toilet facilities, electrical and drainage infrastructure, internal route planning, emergency medical assistance, safety, and comprehensive service areas. Therefore, there is a need to increase the supply of

glamping sites, offer diverse experiences, and reduce costs. Improving facilities and services, strengthening management and supervision, and promoting behavior education to enhance visitor quality and awareness are essential. These measures can further improve the quality and attractiveness of glamping in Gansu Province, providing visitors with a more enjoyable and memorable outdoor experience.

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

1. Introduce new glamping experiences, such as outdoor adventure games and traditional crafts, based on surveys of visitor preferences.

2. Improve glamping site facilities, including showers and toilets, power, and drainage, to ensure a comfortable and enjoyable experience for glampers.

3. Strengthen safety measures by implementing robust safety protocols and emergency response plans to ensure the safety of glampers.

4. Reduce costs through cost-effective solutions, making glamping accessible to a broader audience.

5. Advocate for sustainable development to protect natural landscapes and minimize environmental impact, promoting environmental conservation.

6. Integrate elements of China's rich cultural heritage into the glamping experience, such as preserving minority customs and cultures, to provide unique, immersive cultural experiences for visitors.

7. Strengthen cooperation between glamping sites and local government agencies, private sector tourism operators, and community organizations to promote glamping development.

8. Establish evaluation and feedback mechanisms based on user feedback and changing market dynamics to continually improve the glamping experience.

In conclusion, the glamping tourism market in Gansu has broad development prospects and significant market potential. This study provides valuable insights and feasible recommendations for the development of glamping, promoting its healthy growth, attracting more tourists, and contributing to economic prosperity.

2. Discussion

      2.1 To analyze the tourism development and opportunities of glamping tourism in Gansu

            1. Population and Market Demand

            The glamping tourism market in Gansu Province has a broad audience, being popular among both men and women, attracting individuals aged 26-50 with stable incomes and high-quality leisure seekers from various industries. To meet this market demand, Gansu Province should enhance diversified marketing efforts and develop glamping products and services tailored to different age groups, genders, and professional backgrounds. This perspective aligns with the Sun (2023), which pointed out that glamping tourism attracts middle-aged and young groups from various professions. It also corresponds with the findings of Qin (2023), who believed that the glamping market consists of residents with stable economic conditions.

            2. Travel Behavior and Motivation

            Glampers in Gansu Province tend to go on short glamping trips with family and friends during weekends and holidays. Their spending and motivations are diverse, reflecting a variety of demands for glamping tourism. This trend indicates a broad development potential for the glamping market in Gansu Province. To meet market demand, it is necessary to provide diversified consumption options, enhance social facilities, design interactive activities, and strengthen media promotion and online marketing to increase the visibility and attractiveness of glamping tourism, promoting the sustainable and healthy development of the tourism industry. The research findings are consistent with those of Yao (2024), who found that glampers are more inclined to go on short-term glamping trips during short holidays. Additionally, AECOM (2022) research further revealed that glamping meets the needs for social and family interaction. Chai (2023) also emphasized the motivations for relaxation and social activities, findings that are consistent with my research results.

            3. Activity Preferences and Facility Needs

            The research indicates that the development of glamping tourism in Gansu Province should fully consider the activity preferences and facility needs of tourists. First,

glamping tourists have a strong interest in outdoor and interactive activities. Activities such as barbecue picnics, hiking, bonfire parties, and fruit/vegetable picking are very popular. These activities not only allow glampers to connect with nature but also provide opportunities for social interaction, greatly enriching the glamping experience. It is essential to pay close attention to tourists' activity preferences and facility needs by offering diversified, personalized, and highly interactive products and services. Second, the study reveals a strong demand for basic living facilities among glampers. Toilets, showers, and catering facilities are considered indispensable parts of the glamping experience. It is crucial to invest in infrastructure to ensure the convenience of basic living, safety, and comfort during the glamping process, thus enhancing tourists' satisfaction and overall experience. This finding is highly consistent with the research of Hirano (2023), who also pointed out the importance of outdoor and interactive activities in camping tourism and emphasized their positive impact on tourist satisfaction. It aligns with the research of Qin (2023), who believed that facility needs studies generally emphasize the key role of basic living facilities in the camping experience. These facilities not only ensure the basic living needs of tourists but also further enhance the overall comfort of camping.

4. Information Acquisition and Tourism Promotion

According to the survey, glampers in Gansu Province mainly rely on online platforms and recommendations from friends to obtain travel information. Therefore, Gansu Province can fully utilize the power of online platforms and social media by posting beautiful pictures and videos to attract more attention and participation from glampers, further enhancing visibility and influence. This research finding is consistent with Yang (2023) study, which emphasized the importance of online platforms and social media in glamping tourism promotion.

2.2 To Study Tourists' Opinions about Satisfaction with the Development of Glamping Tourism in Gansu Province

This study delves into tourists' satisfaction with the development of glamping tourism in Gansu Province. The results indicate that tourists exhibit varying degrees of satisfaction across different aspects. Data analysis shows that tourists are most satisfied

with the natural and cultural landscapes, while satisfaction with other aspects is relatively lower.

Firstly, Gansu Province's abundant natural resources, especially its rich natural landscapes, are a key attraction for the development of glamping tourism. This is evident from the high satisfaction ratings for "natural landscapes." These natural landscapes offer tourists endless opportunities for exploration and experience, as well as diverse outdoor activities such as hiking, ecological photography, camel riding, and horseback riding. To further enrich these experiences, a variety of tourism products and activities closely related to the natural landscapes can be developed and promoted. This research aligns with the findings of Kiryakova-Dineva et al. (2022), who also emphasized the importance of natural landscapes in attracting tourists. Additionally, Xu (2023) suggested that people increasingly seek unique, personalized experiences from well-maintained natural environments, which is consistent with Gansu Province's approach to utilizing natural resources to attract tourists.

Secondly, the research indicates that cultural landscapes also receive high satisfaction ratings. Gansu Province's cultural landscapes, rich in cultural heritage, are highly appreciated, providing glampers with profound and satisfying cultural experiences. Glampers gain deep insights into Gansu's history, culture, and local traditions by visiting historical sites, experiencing local customs, tasting regional cuisine, and participating in folk activities. This cultural tourism experience aligns with the findings of Sun (2023), who noted that cultural tourism experiences play a crucial role in enhancing tourist satisfaction and loyalty. Similarly, KHLAIKAEW (2023) supported this view, suggesting that incorporating intangible cultural heritage into tourism activities can attract more tourists, which is consistent with this study's findings. Moreover, the research by Yan (2023) indicated that integrating cultural experiences into glamping tourism can significantly enhance overall tourist satisfaction, which also aligns with the findings of this study.

Lastly, there are significant differences in tourists' satisfaction regarding service quality and facility conditions. For instance, ratings for "campsite environment," "shower and toilet facilities," and "electricity and drainage facilities" are generally low, with

large standard deviations. This indicates a considerable gap between tourists' expectations and their actual experiences in these areas. This finding is consistent with the research of Wu (2021), who also identified service quality and facility conditions as critical factors limiting the development of glamping tourism. Additionally, the study by AECOM (2022) supports this view, indicating that improving infrastructure is crucial for the rapid development of glamping. It highlights that the growth of glamping requires high-quality supporting services, including toilet facilities and specialty food, which is consistent with the research findings. Du (2023) also noted that safe and reliable outdoor power sources are a must-have for camping enthusiasts, which aligns with the research findings.

2.3. To Recommend the Suggestion for the Development of Glamping Tourism in Gansu Province, Promoting the Healthy Growth of this Field

2.3.1 Enhance Diversified Glamping Experiences

1.Design and Planning

According to data analysis, glampers' expectations for glamping activities vary. To meet the personalized needs of different tourists, we can meticulously design and plan a variety of glamping experiences. These experiences can include campsites with distinct thematic features, activities suitable for family interaction, adventurous projects, and deep cultural experiences. Additionally, seasonal glamping packages can be introduced to offer a rich and diverse glamping experience, allowing tourists to enjoy the beauty of nature while finding unique pleasures. This aligns with Xu (2023), who indicated that the diversity of glamping activities and the interaction between tourists and nature jointly influence tourist satisfaction and experience quality.

2. Integration with Other Industries

Integrating sports, culture, and agriculture with glamping activities can develop unique glamping products and activities. For instance, partnering with local sports facilities to offer activities like basketball, horseback riding, or camel riding can provide a colorful experience for glampers while promoting local culture. These activities allow glampers to enjoy the fun of sports in a natural setting, relieving stress, exercising, and connecting with nature. Collaborating with local artists and cultural institutions to offer

traditional crafts, music, and dance experiences can enhance the cultural charm of glamping. Additionally, combining agriculture with tourism activities, such as fruit and vegetable picking or animal feeding, allows glampers to appreciate rural life, find peace amidst busy lives, and understand the labor and joy of harvesting. This aligns with the findings of Chai (2023), who suggested that diverse experiences not only offer various activities but also deepen the understanding of local culture and traditions, thus enhancing satisfaction and loyalty towards glamping tourism.

2.3.2 Enhancing Facilities and Service Standards

1.Upgrading Sanitary Facilities

Data analysis shows that glampers have high expectations for sanitary facilities and service quality. Upgrading sanitary facilities is crucial for ensuring a clean and comfortable environment. This involves not only the construction of shower and toilet facilities but also the installation of electricity and drainage infrastructure. Additionally, attention must be paid to waste sorting management, which helps improve the overall environment of the campsite and promotes environmental protection. Expanding road networks is essential to enhance campsite accessibility. Upgrading comprehensive service areas will also be a priority to provide more convenient services. This aligns with AECOM (2022), who believed that well-developed sanitary facilities can provide a more comfortable experience for glampers.

2. Improving Service Quality

Improving service standards is vital for enhancing the overall experience of glampers. Increasing the number of service personnel ensures more detailed and personalized attention and assistance. Employee training ensures that staff possess the necessary skills and knowledge to meet glampers' expectations effectively. Simplifying processes and integrating technology to improve service efficiency can significantly reduce waiting times, thus enhancing satisfaction. This aligns with the findings of Liberato et al. (2020), who indicated that the importance glampers place on service increases with their willingness to pay.

3.Comprehensive Service Areas

To ensure that glampers can access campsites more conveniently, road networks need to be expanded, road conditions improved, and clear signage added to enhance accessibility. Upgrading comprehensive service areas, such as reception areas, information centers, and recreational areas, will significantly enhance the convenience and accessibility during their stay. This is consistent with the study by Wu (2021), which emphasizes that road infrastructure can enhance the accessibility of glamping sites, attracting more glamping tourists.

2.3.3 Strengthen Safety Measures

1.Comprehensive Safety Management

Data analysis shows that safety is paramount in glamping site operations. Therefore, implementing comprehensive safety management protocols is recommended. Clear safety responsibilities for management and staff and a series of contingency plans for various emergencies are necessary. For instance, closely monitoring weather forecasts to prevent natural disasters and ensuring timely updates on weather changes are essential. This allows operators to prepare in advance and respond to adverse weather conditions that may affect the campsite and surrounding areas. Strengthening facilities and structures in response to unfavorable weather is crucial. Establishing clear evacuation routes and shelters ensures that glampers and staff can safely evacuate to shelters in emergencies, thus ensuring safety. This aligns with Pop et al. (2024), who emphasized the importance of standardized campsite construction and management to ensure safety.

2.Regular Inspections and Maintenance

Regular inspections and maintenance play a crucial role in maintaining campsite safety standards. Thorough inspections and repairs of all facilities help identify and address any safety hazards in time. Enhancing safety patrols increases vigilance, ensuring timely identification and mitigation of potential risks. Prioritizing proactive maintenance work addresses potential safety issues promptly, ensuring the safety of guests.

3. Medical and Emergency Services

Equipping the campsite with professional medical teams and emergency facilities provides timely and effective assistance in medical emergencies. Enhancing safety education for tourists increases awareness of potential risks and safety procedures, enabling glampers to respond effectively in emergencies. Collaborating with local medical institutions ensures timely medical assistance when needed, providing a safe and reliable environment for all glampers. This aligns with Chai (2023), who emphasized the importance of equipping campsites with medical teams and emergency facilities.

2.3.4 Lower Cost to Encourage Participation

1. Cost Optimization

According to data analysis, glampers are highly sensitive to price factors. Operators can reduce costs by optimizing resource allocation and improving operational efficiency, thereby encouraging more people to participate in glamping tourism. This viewpoint is consistent with the study by(Yan, 2023), which found that lowering prices can attract more people to experience glamping.

2. Promotional Activities

In addition to offering discounts, operators can engage in various promotional activities to attract a broader audience and encourage more people to participate in glamping. This might include offering discounts for early bookings or extended stays, organizing special events or themed weekends, and collaborating with other local businesses or tourism organizations for joint deals.

Furthermore, leveraging digital marketing channels such as social media platforms and travel websites can help reach a wider range of potential glampers and effectively communicate promotional offers. Engaging with travel influencers or bloggers to showcase the unique experiences of glamping on their websites can also spark interest and attract new glampers. Additionally, offering extra rewards for repeat customers can further cultivate a loyal customer base. The research findings align with those Liu (2023), which indicate that comprehensive promotional strategies and favorable pricing policies can encourage more people to participate in glamping.

2.3.5 Promote Environmental Protection

1.Waste Management

Based on data analysis, it is recognized that environmental protection is urgent and crucial. Environmental protection not only concerns the current development of glamping but is also closely related to future sustainable development. To promote environmental protection and boost the development of glamping, it is essential to implement strict waste management policies and strengthen environmental restoration and maintenance efforts. The research findings are consistent with those of Xu (2023), emphasizing the critical role of environmental protection in the development of glamping.

2.Coordinated Development

Integrating sustainable development and environmental protection principles into campsite planning and layout is vital for achieving harmony with the surrounding environment. This involves prioritizing sites that minimize disruption to local ecosystems, preserving biodiversity, and protecting the area's natural landscape. Using eco-friendly building materials and green construction techniques, as well as utilizing renewable energy sources, can further reduce the environmental impact of campsites. Moreover, water resource management must be given high priority, with effective measures taken to protect nearby water sources, reduce water pollution, and prevent over-extraction of water resources. Regular monitoring of water quality ensures it meets environmental standards. Strict waste management policies, including waste sorting, recycling, and disposal, are essential to minimize negative impacts on the surrounding environment. To raise environmental awareness among visitors and staff, environmental education activities should be conducted, encouraging sustainable behaviors such as energy conservation and adherence to local environmental regulations. Collaborating with local environmental organizations and agencies can help better protect and restore scenic areas and their surrounding natural habitats. This may involve participating in community conservation projects, conducting ecological monitoring and research, and implementing habitat restoration measures to enhance the resilience of local ecosystems. The research findings are highly consistent with those of Xu (2023), emphasizing the importance of integrating environmental considerations into the planning, development, and management of glamping.

2.3.6 Preserve Cultural Heritage

1.Collaboration with Cultural Institutions

Based on extensive cultural heritage research data, the strong appeal of cultural heritage to tourists is deeply understood. To enhance the glamping experience, close collaboration with local cultural institutions or experts is essential to jointly plan and organize a series of cultural heritage-themed activities. These activities cleverly incorporate cultural heritage elements into glamping, allowing glampers to appreciate local history and culture while enjoying the beauty of nature. For example, collaborating with local artisans, artists, or cultural experts to hold workshops where tourists can learn traditional skills like pottery making, weaving, or cooking, and create their own souvenirs to take home as memorable keepsakes.

Additionally, establishing partnerships with cultural institutions to arrange guided tours to nearby historical sites, museums, or cultural landmarks enables glampers to gain deep insights into local history, architecture, art, and customs, experiencing the richness and uniqueness of the culture. To further enrich the cultural experience, collaborations with local performers, musicians, or dancers can be arranged to host a series of cultural performances or live demonstrations at the campsites, allowing glampers to learn about local music and dance, and feel the vibrancy and charm of the culture. This immersive cultural experience allows glampers to understand and respect local traditions and customs, offering a unique and unforgettable journey. The research findings align with those of KHLAIKAEW (2023) and other scholars, who also emphasized the importance and appeal of cultural heritage in the tourism industry.

2.Respect for Local Culture

Respecting local culture goes beyond superficial gestures. It requires a genuine commitment to understanding and respecting the traditions and values of the local community. This means avoiding the commercialization or distortion of local culture for tourism purposes and promoting authentic interactions to preserve the richness of local traditions and heritage. Encouraging active participation of local community members in the development and operation of glamping activities is crucial. This includes

hiring local guides, artisans, or performers and providing them with opportunities to showcase their skills and share their knowledge.

Moreover, meaningful cultural exchanges should be facilitated, rather than superficial appropriations. This may involve organizing cultural workshops or demonstrations where glampers can learn about local traditions directly from community members.

By prioritizing the respect and celebration of local culture and actively working to protect and honor it, operators can create more authentic and meaningful experiences for glampers, while also contributing positively to the cultural sustainability of the destination. The research findings align with those of Sun (2023), emphasizing the importance of respecting local culture in the development of the tourism industry.

2.3.7 Strengthen Cooperation

1. Enhanced Communication Channels

Cultivating strong communication channels is key to achieving effective collaboration. To enhance information sharing and resource integration, it is essential to establish smooth communication channels between government agencies, businesses, and local communities. Through such cooperation, all parties can jointly plan and promote glamping tourism products, timely adjust goals, solve problems, and significantly enhance market visibility and influence. This perspective is highly consistent with the research findings of Liu (2023), which also emphasized the importance of effective communication in tourism cooperation.

2. Adoption of Diversified Marketing Strategies

Adopting diversified marketing strategies is crucial for expanding market coverage. In addition to traditional advertising methods, actively utilizing digital platforms and social media channels can enhance market recognition of glamping products. Additionally, establishing cooperative relationships with international tourism organizations can further expand the scope of promotional activities, attracting more glampers and promoting the sustainable growth of glamping. This research result aligns with those of Yan (2023), demonstrating that digital marketing and social media marketing

significantly enhance the market influence of tourism products and improve visitor satisfaction.

2.3.8 Regularly Collect Feedback

Establishing diverse feedback mechanisms and regularly collecting feedback from glampers and other stakeholders is crucial for improving the quality of the tourism experience. These feedback mechanisms can include online surveys, emails, phone calls, and direct communication channels, as well as social media platforms, allowing guests to easily share their experiences and suggestions. By regularly collecting and analyzing this feedback, operators can accurately identify areas needing improvement and make necessary adjustments, continuously enhancing the quality of the glamping experience and visitor satisfaction. More importantly, incorporating feedback into development strategies demonstrates a commitment to meeting the evolving needs and preferences of glampers, helping to foster customer loyalty. This research result aligns with those of Chai (2023), emphasizing that timely feedback mechanisms can better enhance service quality and visitor satisfaction.

By implementing these comprehensive measures, Gansu Province can develop more attractive glamping products, increase visitor satisfaction, and promote the healthy and sustainable development of the tourism industry. These methods can inject new vitality into the local tourism industry, promote long-term prosperity and resilience, and contribute positively to the development of the local economy and culture.

3. Limitations

1. Short Data Collection Time

Due to the relatively short data collection period, this study's analysis of glampers' behaviors and attitudes cannot reflect seasonal variations. Glamping tourism often changes with the seasons, and a longer data collection period would be needed to capture these dynamic changes more comprehensively. The current study could not fully analyze potential trends in campers' preferences, consumption patterns, or destination choices across different seasons.

2. Geographic Limitations

This study focuses solely on the development of camping tourism in Gansu Province. However, conditions in other regions of China may vary due to differences in climate and geographical location.

4. Future Recommendations

1. Expand the Scope of Surveys

In future surveys, include glamping options across different seasons and consider changes in climate, geography, and cultural factors. Expand the research scope to different regions of China. This will help compare the development of glamping tourism across regions, identify best practices, and pinpoint areas needing improvement.

2. Enhance Digital Marketing and Social Media Engagement

Given the central role of digital platforms and social media in modern marketing strategies, future research should explore the effectiveness of these channels in promoting glamping tourism. This could include analyzing consumer behavior on social media, optimizing digital advertising campaigns, and leveraging user-generated content to strengthen brand image and attract more tourists.

3. Conduct Empirical Research

Conduct empirical research on glamping tourism in Gansu, taking into account the specific conditions of the region. This research should delve into the development models, key influencing factors, and market potential of glamping tourism. Additionally, it should focus on emerging trends in glamping tourism, such as digitalization, smart technology, and sustainability, to explore new paths for integrating glamping tourism with new technologies and business models.

By integrating these recommendations, we can gain a deeper understanding of China's glamping tourism market and provide valuable insights and strategic suggestions for its sustainable and healthy development.

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APPENDIX

APPENDIXE A

Index of Item Objective Congruence: IOC

(Summary)

Research Topic:

Gansu Province Glamping Tourist Satisfaction Survey Questionnaire

Part 1: Questionnaire on basic information of respondent.

NO.	Evaluation Checklist	Expert 1	Expert 2	Expert 3	Sum Point / 3
1	In the past three years, have you been glamping: ( ) Yes (Please complete the following information) ( ) No (Survey discontinued)	1	1	1	1
2	Your gender: ( ) Male ( ) Female ( ) LGBTQ	1	1	1	1
3	Which age group are you in? ( ) 18-25 years old ( ) 26-35 years old ( ) 36-50 years old ( ) 51 years old and above	0	1	1	0.7
4	What is your educational background? ( )Junior high school or below ( ) High school/Vocational school ( ) Bachelor's degree ( ) Master's degree and above	1	1	1	1

5	What is your occupation? ( ) Government/state- owned enterprise ( ) Employees ( ) Private entrepreneurs ( ) Student ( ) Retirees ( ) Other (please specify)	1	0	1	0.7
6	How much does the monthly income cost? ( ) Below 3000 yuan ( ) 3001-5000 yuan ( ) 5001-10,000 yuan ( ) Above 10,000 yuan	1	1	1	1
7	Who would you go glamping with? ( ) Single ( ) Couple or Lover ( ) Child or Family Member ( ) Colleague or Classmate ( ) Friend ( ) Relative ( ) Others (please specify)... ...	0	0	1	0.3
8	How much does it cost to participate in glamping each time? ( ) Below 400 yuan ( ) 400-700 yuan ( ) 700-1000 yuan ( ) Above 1000 yuan	1	1	1	1

Part II: Glamping Basic Information

NO.	Evaluation Checklist	Comment Level Point			Sum Point/3
		Expert 1	Expert 2	Expert 3	
9	Duration of your typical stay in glamping accommodation: ( ) 1 night ( ) 2 nights ( ) 3-5 nights ( ) More than 5 nights	1	-1	1	0.3
10	Frequency of visiting at glamping attraction in the past three years: ( ) 1 time ( ) 2 times ( ) 3 times ( ) 4 times ( ) 5 times and above	1	1	1	1
11	Your preference for companions in glamping: ( ) Family with children ( ) Partner ( ) Friends ( ) Solo ( ) Classmates ( ) Strangers ( ) College ( )Other (please specify)………	1	0	1	0.7
12	Delicate glamping travel period : ( ) Weekends ( ) Other statutory holidays ( ) Paid leave	1	1	1	1

	( ) Summer/Winter break ( ) Accumulated holidays concentrated travel ( ) Other (please specify)……				
13	Channels through which you obtain glampsite information (multiple choices): ( ) Ctrip ( ) Fliggy ( ) Meituan ( ) Dianping (Public Review) ( ) WeChat ( ) Weibo ( ) Douyin (TikTok) ( ) Xiaohongshu (Little Red Book) ( ) Friend's recommendation ( ) Other (please specify)……	1	1	1	1
14	Reasons for choosing glamping (multiple choices): ( ) Escape from the monotony of work and return to nature ( ) Gather with friends ( ) Child's request ( ) Comfortable and well-equipped facilities ( ) organized by friends or colleagues ( ) Economical travel option ( ) Influenced by others or media promotion ( ) Learn outdoor knowledge, educate children ( ) Other (please specify)……	0	1	1	0.7
15	Activities you enjoy in glamping (multiple choices):	1	1	1	1

( ) Hiking

( ) Barbecue picnic

( ) Campfire party

( )Fishing and shrimp catching

( ) Fruit and vegetable picking

( ) Board games

( ) Take photos and share on social media

platform

( ) Starry sky party

( ) Chat freely

( ) Other (please specify)......

	Necessary requirements for glampsite facilities during glamping (multiple choices): ( ) Toilets and showers ( ) External power supply ( ) Drainage and water supply facilities ( ) Waste collection and storage ( ) Dining facilities ( ) Vehicle service facilities ( ) No specific requirements ( )Other (please specify) ……				
16		1	1	1	1

	Level of agreement with the following aspects of the participant's experience in glamping: ( ) Enhancing relationships ( ) Expanding social circles ( ) Stress relief ( ) Achieving goals ( ) Learning skills ( ) Physical exercise				
17		1	1	1	1

18	Your expectations or suggestions for glamping operators: ( ) Increase the supply of delicate camping sites ( ) Add different styles of delicate camping experience places ( ) Lower the consumption threshold of delicate camping ( ) Enhance the supporting facilities of delicate camping sites ( ) Strengthen the surrounding services of delicate camping sites ( ) Strengthen the management and supervision of delicate camping sites ( ) Enhance education and publicity on behavior ( ) Other (please specify)……	1 0 1	0.7

Part III: Glamping Satisfaction Survey.

Description: Please check the corresponding options with a " √ " for the customer satisfaction and overall satisfaction survey regarding the facilities and services at the glamping site.

NO.	Evaluation Checklist	Comment Level Point			Sum Point/ 5
		Expert 1	Expert 2	Expert 3	
1	Environment				
1.1	Abundance of nature	1	1	1	1

1.2	Glamping site environment: such as, features spacious and comfortable tents, convenient washing spaces, and recreational facilities.	0	1	1	0.7
2	Landscape				
2.1	Natural landscape: It provides visitors with a unique outdoor experience, such as admiring mountains, forests, grasslands, deserts, and starry skies.	0	0	1	0.3
2.2	Cultural Landscape: Offering opportunities to delve into local culture and history, such as exploring local cultural heritage, experiencing authentic cuisine, and participating in folklore activities.	0	1	1	0.7
3	Infrastructure				
3.1	Shower and Toilet Facilities	1	1	1	1
3.2	Power and Drainage Infrastructure	1	1	1	1
4	Transportation				
4.1	External Traffic (Accessible Glamping Site)	1	1	1	1
4.2	Requirements: Internal Route Planning	1	1	1	1
5	Security Measures				
5.1	Emergency Medical Assistance	1	1	1	1
5.2	Security assurance	1	1	1	1

6	Glamping site Development				
6.1	Recreation Zone （cancel）	1	0	1	0.7
6.2	Comprehensive Service Area ： The following facilities are included: parking lot, shopping area, recreation Zone, rental services, etc.	-1	0	1	0.3

Further suggestions and recommendations for future improvements in Gansu Province Glamping Tourist Satisfaction Survey Questionnaire:

Expert 1: For you should increase more useful questions (more variables) such as 3.3 common areas facilities for glamping, camping, service, etc .

Expert 3: Well despite question are you did a very good job.

Thank you so much for your feedback.

APPENDIXE B

Gansu Province Glamping Tourist Satisfaction Survey Questionnaire (Revised)

Dear Madam/Sir,

Hello! We are graduate students from the Faculty of Environmental Culture and Ecotourism, specializing in Integrated Tourism Management, at Srinakharinwirot University. Currently, we are conducting a survey on the behavior of glampers in Gansu Province. The results of this survey will be used for academic research. Please fill in or mark with " √ " the options that apply to you. Your choices are very important to us, and we appreciate your assistance!

Part One: Basic Information Survey

1. In the past three years, have you been glamping:

☐ Yes (Please complete the following information)

☐ No (Survey discontinued)

2. Your gender:

☐ Male ☐ Female ☐ LGBTQ

3. Your age:

☐ 18-25 years ☐ 26-35 years

☐ 36-50 years ☐ 51 years and above

4. What is your educational background?

☐ Junior high school or below ☐ High school or technical school

☐ Bachelor's degree ☐ Master's degree and above

5.What is your occupation?

☐ Government /state-owned enterprise ☐ Employees

☐ Private entrepreneurs ☐ Student

☐ Retirees

☐ Other (please specify)

6. How much does the monthly income cost?

☐ Below 3000 yuan ☐ 3001-5000 yuan

☐ 5001-10,000 yuan ☐ Above 10,000 yuan

7.Who would you go glamping with?

☐ Single   ☐ Couple or Lover

☐ Child or Family Member   ☐ Colleague or Classmate

☐ Friend   ☐ Relative

☐ Others (please specify)

8. How much does it cost to participate in glamping each time?

☐ Below 400 yuan   ☐ 400-700 yuan

☐ 700-1000 yuan   ☐ Above 1000 yuan

Part Two: Delicate glamping Basic Information

9.Duration of your typical stay in glamping accommodation:

☐ 1 night   ☐ 2 nights

☐ 3-5 nights   ☐ More than 5 nights

10. Frequency of visiting at glamping attraction in the past three years:

☐ 1 time   ☐ 2 times

☐ 3 times   ☐ 4 times

☐ 5 times and above

11. Your preference for companions in glamping:

☐ Family with children   ☐ Partner

☐ Friends   ☐ Solo

☐ Classmates   ☐ Strangers

☐ College

☐ Others (please specify)

12. Delicate glamping travel period:

☐ Weekends   ☐ Other statutory holidays

☐ Paid leave   ☐ Summer/Winter break

☐ Accumulated holidays concentrated travel

☐ Others (please specify)

13.Channels through which you obtain glampsite information (multiple choices):

☐ Ctrip ☐ Fliggy

☐ Meituan ☐ Dianping (Public Review)

☐ WeChat ☐ Weibo

☐ Douyin (TikTok) ☐ Xiaohongshu (Little Red Book)

☐ Friend's recommendation

☐ Others (please specify)

14.Reasons for choosing glamping (multiple choices):

☐ Escape from the monotony of work and return to nature s

☐ Comfortable and well-equipped facilities ☐ Child's request

☐ Organized by friends or colleagues ☐ Gather with friend

☐ Influenced by others or media promotion ☐ Economical travel option

☐ Learn outdoor knowledge, educate children

☐ Others (please specify)

15. Activities you enjoy in glamping (multiple choices):

☐ Hiking ☐ Barbecue picnic

☐ Campfire party ☐ Fishing and shrimp catching

☐ Fruit and vegetable picking ☐ Board games

☐ Starry sky party ☐ Chat freely

☐ Take photos and share on social media platform

☐ Others (please specify)

16. Necessary requirements for glampsite facilities during glamping (multiple choices):

☐ Toilets and showers ☐ External power supply

☐ Drainage and water supply facilities ☐ Waste collection and storage

☐ Dining facilities ☐ Vehicle service facilities

☐ No specific requirements

☐ Others (please specify)

17. Level of agreement with the following aspects of the participant's experience in glamping:

☐ Enhancing relationships   ☐ Expanding social circles

☐ Stress relief   ☐ Achieving goals

☐ Learning skills   ☐ Physical exercise

18. Your expectations or suggestions for glamping operators:

☐ Increase the supply of delicate glamping sites

☐ Add different styles of delicate glamping experience places

☐ Lower the consumption threshold of delicate glamping

☐ Enhance the supporting facilities of delicate glamping sites

☐ Strengthen the surrounding services of delicate glamping sites

☐ Strengthen the management and supervision of delicate glamping sites

☐ Enhance education and publicity on behavior

☐ Others (please specify)

Part 3: Glamping Satisfaction Survey

Please check the corresponding options with a " $\sqrt{}$ " for the customer satisfaction

and overall satisfaction survey regarding the facilities and services at the glamping site.

	Question/Option	Lowes (1)	Low (2)	Medium (3)	High (4)	Highest (5)
	Abundance of nature					
Environment	Glamping site environment: such as, features spacious and comfortable tents, convenient washing spaces, and recreational facilities.					
Landscape	Natural landscape: It provides visitors with a unique outdoor experience, such as admiring mountains, forests, grasslands, deserts, and starry skies.					

	Cultural Landscape: Offering opportunities to delve into local culture and history, such as exploring local cultural heritage, experiencing authentic cuisine, and participating in folklore activities.
Infrastructure	Shower and Toilet Facilities
	Power and Drainage Infrastructure
Transportation	External Traffic(Accessible Glamping Site)
	Requirements
	Internal Route Planning
Security Measures	Emergency Medical Assistance
	Security assurance
Glamping site Development	Comprehensive Service Area: The following facilities are included: parking lot, shopping area，recreation Zone，rental services, etc.

VITA