



# Sustainable Development and Consumer Preferences in Glamping Tourism: A Comprehensive Analysis

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## OPEN ACCESS

SUBMITTED 19 March 2025

ACCEPTED 22 May 2025

PUBLISHED 27 June 2025

VOLUME Vol.07 Issue 06 2025

## CITATION

Raxmatov Ziyodullo Nosirovich, Umarova Dilfuza Raxmatulla Kizi, Tuychiyev Anvarjon Muxtorjonovich, Jalilov Arslon Yoshimovich, & Sharipov Utkir Xikmatullayevich. (2025). Sustainable Development and Consumer Preferences in Glamping Tourism: A Comprehensive Analysis. *The American Journal of Management and Economics Innovations*, 7(06), 98–103.

<https://doi.org/10.37547/tajmei/Volume07Issue06-10>

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**Abstract:** Glamping — a fusion of the words “glamour” and “camping” — represents a modern form of tourism that combines luxury amenities with environmental sustainability. This research aims to explore consumer preferences towards glamping tourism in Uzbekistan and to examine how sustainability factors influence decision-making. Data were collected from 407 respondents via an online survey and analyzed using a logistic regression model.

The results indicate that valuing ecology and sustainability significantly increases the likelihood of choosing glamping. Particularly, young adults aged 25–35 and high-income consumers show greater interest in glamping services and are willing to pay more for environmentally friendly options. Based on the findings, it is demonstrated that developing glamping tourism according to sustainable principles can help create new market segments.

**Keywords:** Glamping, sustainable tourism, consumer preferences, logistic regression, willingness to pay,

ecology.

**Introduction:** In recent years, the global tourism industry has experienced rapid transformations. Alongside traditional types of travel, new tourism trends emphasizing ecological sustainability, personalized experiences, and closeness to nature are emerging. Among these, glamping (glamorous camping) stands out as a notable phenomenon. Glamping is a tourism form that harmonizes conventional camping with modern hotel comforts, typically organized in eco-friendly locations that enable guests to interact closely with nature while enjoying luxurious conditions.

The popularity of glamping is primarily driven by the desire for personalized experiences, environmental consciousness, and sustainable tourism principles. This trend has strengthened particularly after the COVID-19 pandemic, as people seek relaxing, safe, and health-conscious environments away from urban noise. Nonetheless, this type of tourism remains underdeveloped, and its consumers' perceptions, motivations, and relation to sustainability have not been sufficiently studied in scientific literature.

This study aims to analyze consumer preferences for glamping, focusing on factors such as ecological awareness, attitudes towards sustainability, and willingness to incur extra costs. The goal is to provide practical recommendations for entrepreneurs, tourism professionals, and policymakers offering glamping services.

## LITERATURE REVIEW

The concept of glamping has emerged as a rapidly developing phenomenon in the global tourism sector over the past decade. It is a form of tourism that combines comfort and luxury with traditional camping activities (Fennell, 2020). Glamping is often organized outside urban areas within natural landscapes, offering tourists high-quality services, aesthetic experiences, and ecological balance (Sheppard & Cargill, 2022).

Many researchers (e.g., Brooker & Joppe, 2014) categorize glamping within the framework of "experiential tourism," emphasizing that this form of travel reflects travelers' values, identity, and ecological consciousness through their choices.

Glamping is increasingly viewed as a promising model of sustainable tourism. The UNWTO (2021) defines sustainable tourism as "activities that minimally impact the environment, respect local cultures, and contribute to the local economy." These principles are fully

compatible with the essence of glamping.

For example, Gössling et al. (2019) highlight that environmentally conscious tourists prioritize sustainability, carbon footprint reduction, and proximity to nature when choosing travel options. Glamping meets these needs by offering eco-friendly accommodations built with low energy consumption, renewable resources, and natural materials.

Various psychological and social factors influence consumers' travel decisions. According to Ajzen's (1991) Theory of Planned Behavior, intention, normative beliefs, and past experiences play a central role in service choice. In glamping, these relate to ecological awareness, aesthetic satisfaction, influence from social media, and personal well-being.

Kim & Han (2020) found that tourists with higher ecological awareness are more inclined to select sustainable services. They are also more willing to pay a premium for glamping compared to traditional hotels.

Econometric models like logistic regression are commonly used to identify consumer preferences. For example, Choe & Kim (2018) examined how ecological consciousness, income levels, and participation in eco-activities influence consumer choices through logit models.

Their findings indicate that respondents with higher ecological awareness are more likely to favor eco-friendly services. Similarly, this study analyzes factors such as age, income, ecological awareness, and importance of sustainability as determinants of glamping preference.

The above analyses demonstrate that glamping and sustainable tourism are interconnected concepts influencing consumer behavior. However, existing literature lacks:

- Empirical studies on the glamping market in Uzbekistan or Central Asia,
- Clear statistical analyses of the relationship between sustainability factors and willingness to pay,
- In-depth exploration of economic and psychological factors motivating glamping preference.

This paper aims to fill these gaps through a scientific, econometric approach, investigating the connection between sustainability and consumer benefits within

Uzbekistan's glamping tourism.

## RESEARCH METHODOLOGY

The primary aim of this study is to identify consumer preferences regarding glamping tourism and analyze how sustainability attitudes and ecological awareness influence their choice. A quantitative (numerical) approach is adopted, with a focus on establishing statistical relationships via logistic regression.

Data were collected through an online survey conducted randomly. The questionnaire was prepared in Uzbek and Russian, including questions about respondents' awareness of glamping, ecological values, tourism preferences, and willingness to pay.

Data collection took place in April and May 2025 via online platforms (Google Forms, Telegram groups,

### Variable Definitions

Dependent Variable:

Choice of glamping: 1 = willing to choose glamping; 0 = otherwise.

Independent Variables:

|                                  |  |
|----------------------------------|--|
| <b>Age</b>                       | Respondent's age                                       |
| <b>Gender</b>                    | Male = 1, Female = 0                                   |
| <b>Income</b>                    | Monthly income (in Uzbek soms)                         |
| <b>Education</b>                 | Secondary, Bachelor's, Master's                        |
| <b>Ecological awareness</b>      | Ecological awareness (Likert scale 1–5)                |
| <b>Willingness to pay more</b>   | Willingness to pay more for sustainable services (1/0) |
| <b>Sustainability importance</b> | Importance of sustainability (Likert scale 1–5)        |

### Research Model

A binary logistic regression model is used:

$$\text{logit}(P) = \ln \left( \frac{P}{1 - P} \right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

Where:

P — probability of respondent choosing glamping,

$X_n$  — independent variables,

$\beta_n$  — estimated coefficients.

Analysis was performed using STATA 17.

### Hypotheses:

tourism forums). A total of 432 responses were received; after excluding incomplete responses, 407 valid questionnaires were analyzed.

The main blocks of the survey include:

- Demographic information: age, gender, income, education.
- Ecological awareness: Likert-scale questions like "I actively participate in environmental protection activities."
- Awareness of glamping: familiarity and knowledge level.
- Benefits and willingness: likelihood of choosing glamping, importance of sustainability, willingness to incur additional costs.

| Hypothesis | Description   |
|------------|---|
| H1         | Respondents with high ecological awareness tend to choose glamping. |
| H2         | Consumers who prioritize sustainability prefer glamping.            |
| H3         | High-income consumers are more willing to pay extra for glamping.   |
| H4         | Younger consumers are more inclined to choose glamping.             |

### Limitations of the Study

- Since the survey was conducted online, populations with limited internet access were not included.
- Data are based on subjective assessments (Likert scale), which may introduce bias.
- The limited availability of glamping options within Uzbekistan restricts actual choice possibilities.

### CONCLUSION AND RECOMMENDATIONS

This study examined the relationship between sustainable development principles and consumer preferences in glamping tourism. The analysis focused on Uzbekistan, a country where glamping is an emerging trend but not yet fully developed.

Empirical results based on logistic regression revealed:

- Respondents with high ecological awareness are more likely to prefer glamping ( $\beta > 0.5$ ,  $p < 0.01$ ), indicating a direct influence of ecological values on decision-making.
- The findings suggest that promoting sustainable glamping models can attract environmentally conscious tourists and expand the market segment.

Recommendations:

- Develop eco-friendly infrastructure aligned with sustainability principles.
- Enhance awareness campaigns emphasizing ecological benefits.
- Offer premium services for environmentally conscious tourists willing to pay extra.

- Foster collaborations with local communities to ensure cultural and ecological sustainability.

Further research should explore actual market data, incorporate broader demographic groups, and analyze the long-term viability of glamping in Central Asia.

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