



KAZGUU SCHOOL
OF LIBERAL ARTS

**Business models of glamping abroad and mechanisms of "transfer" of their successful
experience into the Kazakhstani natural realities**

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In

Tourism

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Abstract

This project is a research work on, namely, glamping. Knowledge about glamping is usually very narrow and is limited to a brief explanation of the term "glamping" as glamorous or luxury camping. Thus, this study attempts to present a broad concept and definition to the word "glamping".

The goal is to give recommendations on the implementation of glamping from abroad in Kazakhstan's reality, based on a survey conducted among Kazakhstanis. This work answers such questions as the relevance and development of the project in Kazakhstan and recommendations for the development of this type of tourism in the country. The study is a combination of qualitative and quantitative analysis. This work is based on a survey designed for Kazakhstanis to understand the relevance of this topic. 152 participants took part in the survey. Examples and features of the development of glamping on all continents were considered. This work shows the expectation of glamping on the part of the respondents. The results of the study show that Kazakhstanis do not fully have an idea about glamping, as this is a new direction and many equate it with camping. Conclusions are drawn about the possibilities of glamping development and a list of tasks to be solved for this purpose is given. Recommendations on the implementation of the project in Kazakhstan were also provided: development of standards for glamping, recruitment and training of personnel, pricing policy, marketing development and research of physical and geographical features of the territory of Kazakhstan.

Key words: glamping, survey, development.

Абстракт

Этот проект представляет собой исследовательскую работу по теме: "глэмпинг". Знания о глэмпинге обычно очень узкие и ограничиваются кратким объяснением термина «глэмпинг» как гламурного или роскошного кемпинга. Таким образом, в данном исследовании делается попытка дать широкое понятие и определение слову «глэмпинг».

Цель - дать рекомендации по внедрению глэмпинга из-за границы в казахстанские реалии на основе опроса, проведенного среди казахстанцев. Данная работа отвечает на такие вопросы, как актуальность и развитие проекта в Казахстане и рекомендации по развитию этого вида туризма в стране. Исследование представляет собой сочетание качественного и количественного анализа. Эта работа основана на опросе, разработанном для казахстанцев, чтобы понять актуальность этой темы. В опросе приняли участие 152 человека. Рассмотрены примеры и особенности развития глэмпинга на всех континентах. Эта работа показывает, что респонденты ожидают от глэмпинга. Результаты исследования показывают, что казахстанцы не в полной мере представляют себе глэмпинг, так как это новое направление и многие приравнивают его к кемпингу. Сделаны выводы о возможностях развития глэмпинга и дан список решаемых для этого задач. Также даны рекомендации по реализации проекта в Казахстане: разработка стандартов глэмпинга, набора и обучения персонала, ценовая политика, маркетинговые разработки и исследование физико-географических особенностей территории Казахстана.

Ключевые слова: глэмпинг, опрос, развитие.

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Introduction

The main idea of glamping and research work in the form of a diploma project is the search for new opportunities to present an analog of recreation, the similarity of camping in Kazakhstan, as well as the creation of unusual ideas in the development of comfort even in nature for guests from the city, etc. One of the main tasks of glamping for our country is the organization of new projects to attract attention to the development of both general tourism in the country and the general development of glamping in general. Taking advantage of the large territory that surrounds our lands, while building an organizational plan and competently selecting and attracting the target audience to the basics of glamping in our country – the main task and guide to the development of glamping for everyone. Nevertheless, there are also basic problems in the development of glamping in Kazakhstan, starting with the infrastructure. GDP, attracting sponsors and general information/the concept of basics for residents of Kazakhstan about glamping.

Despite the high cost of glamping for our country, there is also a small target audience. Mostly adults who have enough money for this type of activity. After all, one of the basics of glamping in comparison with other types of camping is comfort and convenience, because the more opportunities for creating a comfortable stay, the better and brighter the impressions of the rest that will remain in the memories for a long time.

Also, the concept of glamping for our country is quoted in the form of new experience and general development of this industry. After all, it is not easy for all the fuss, work and general problems in the form of everyday life, etc., to accumulate much more in urban conditions. New technologies and the rapid flow of life in the city really alienates people from nature. If earlier trips to nature created various difficulties for people in the form of finding an unusual place that did not get boring, and if this is generally associated with camping: organizing hikes with tents, night gatherings around the campfire or just relaxing by rivers and lakes – all this required and requires a lot of effort. But a person just wants to relax and be alone with nature. This is one of the main tasks of creating comfortable conditions for the organization of glamping in areas near megacities or in the depths of nature. Creating conditions in a comfortable and simply beautiful tent, fundamental for the convenience of guests.

Glamping is defined as "a type of camping that is more comfortable and luxurious than traditional camping - a mixture of 'glamour' and 'camping'" (Cambridge Dictionary, nd). Glamping is a new trend in outdoor tourism, which combines luxury and nature, comfort and respect for the

environment, as well as provides exclusivity and uniqueness. the ability to offer housing in a "non-standard" way, both literally and figuratively (Andrey et al., 2014, p. 5). It follows that Glamiping is suitable for every type of person.

Glampings look different, because the imagination of the creators is not limited to anything. These can be capsule rooms, glass yurts, tree houses, bubble rooms, huts, bungalows, teepees... The nature beyond the threshold is also different-from beaches to national parks. There is not only comfort, but also additional services: change of towels, cleaning, breakfast in bed, reception, restaurant. This holiday is intended for those tourists who want to be closer to nature, but at the same time have no desire to give up the charms of civilization. Actively using the concept of "glamping" began in 2005 in the UK and Ireland, then in America and in 2016 it was even included in the Oxford Dictionary. Various sources believe that the real glamping boom began in the UK after leaving the EU. Britons increasingly began to choose a comfortable holiday in their native natural expanses, as well as trips abroad. However, even before the British, people rested comfortably in nature. The predecessors of the glamorous camping can be called the out-of-town settlements of the medieval king, tsar, khan. In those days, not just tents were built for the rulers, but elegantly decorated and equipped with everything necessary. Royal tents with furniture (during hunting trips, meetings with high-ranking officials, military campaigns). They brought with them furniture, a kitchen, and provisions. The royal entourage was also accompanied by artists. It should also be noted that the African safari in the XX century. This vacation was popular among Americans and Europeans. Safari tents were installed on wooden platforms, then the tents were furnished with furniture and antiques and protected with nets from insects.

Today, this type of recreation is becoming more and more popular all over the world, answering the question " why?" it should be noted that urban life, business, technology-all this distances people from nature, while forming a type of person who is not adapted to life without amenities. But even such a person from time to time wants to be alone with nature, breathe fresh air and get acquainted with the world outside the city. Glamping becomes an ideal type of outdoor recreation for people who absolutely can not live in a wilderness environment without amenities. While some can merge with the wild nature, live in tents and wash in lakes, other tourists are willing to pay an acceptable amount for the opportunity to stay a couple of days in a glass capsule on the cliff of the mountain.

Based on the analysis of many foreign examples, it can be concluded that there are many types and variations of glamping, and the main conditions of living in nature are: electricity, toilet and shower / bath, round-the-clock service and access to products and things

that are available in ordinary hotels. In the future, everything depends largely on the financial capacity to organize the convenience and overall comfort of guests.

Today, the biggest interest in the new trend is shown in the United States, Great Britain and Australia. According to the estimates of the British Tourist Office, the glamping market is growing by 21% annually. In general, the number of glamping zones in Europe has increased significantly in recent years. Increasingly, people began to get out into nature with all the comforts of not sparing money.

In Kazakhstan, the term has not yet officially caught on, but finding services will not be a problem. This leads to the question of the relevance and development of Glamping in Kazakhstan. This study analyzes the new tourist destination glamping, examines the achievements and features in its development of leading countries: Spain, Italy, Portugal, France, Finland, the United States, Canada and Australia.

Literature review

For the study, the literature of Dann, G. (1981) *Tourism motivation: "An appraisal. Annals of Tourism Research" 2(8), 187–219.* was taken. The author describes in detail the motivational factors that affect travel. The author also mentioned 2 factors: pull and push factors. In the course of the study, motivation and factors are closely related to the responses of respondents. Thanks to this literature, the motivational factors of the participants were identified.

The following literature that showed the transition from camping to glamping: Andrey, C., Galera, H., Cabido, J. and Wu, W. (2014): "*New trends in the outdoor hospitality industry*". This article describes the activities of campsites and the opening of a new direction in nature tourism Glamping. It also reveals the beginning and development of glamping abroad and the transition of stakeholders from camping to glamping.

Other literature that reveals the features of glamping in the global hospitality industry Dedok V. (2017) "*Modern condition and development prospect of glamping in the global hospitality industry*". This article examines the growth in demand of a new direction of natural tourism and the increase in glamping in the world. There is also a trend in the development of urban glamping, which is present not only in US cities, but also in Europe and Australia.

Methodology

The study was conducted in the form of an analysis of foreign glamping and the creation of a survey among people of Kazakhstan. The survey showed the relevance and development of glamping in Kazakhstan's reality. The analysis is a combination of quantitative and qualitative analyses. The quantitative analysis in the paper is a numerical data, as well as the use of statistical analysis to visually confirm the hypothesis. Qualitative analysis takes into account the opinion of respondents to get information about the expectations of respondents, their views and attitudes to glamping. The Google forms platform was chosen for the survey. The survey included open-ended and closed-ended questions. In order to accurately determine the expectations and opinions on the implementation of glamping in Kazakhstan, open types of questions were also created for respondents. The selection of participants was not critical, the information was collected from citizens of Kazakhstan, where the minimum age of participants was 18 years without restrictions of the maximum age. The data was collected over a period of 3 months. In the survey, respondents shared their opinions and impressions about glamping. Also, Kazakhstanis indicated their wishes on pricing policy, seasonality and environment. The passage guaranteed complete anonymity of respondents, as the Google forms platform did not display the name of the participant and all questions were compiled in a generalized way, without tricky moments. The surveys were posted on the Kazakhstan forum and Facebook, as well as sent via other social networks. The conclusion will be made based on the collected data that was provided by the interviewees.

This work uses Motivation-Need Theory. According to this theory, people act based on their needs on the basis of Maslow's 5-step pyramid, which includes: physiological (survival), safety, love, respect and self-actualization. This theory creates needs for people, in the course of which the need for certain choices and actions increases. In the study, this theory is expressed as the need for rest from city life, self-realization, solitude with family and loved ones, emotional and physical rest.

As part of the research work, an analysis of foreign countries and Kazakhstan was carried out. On the basis of which the results of glamping development were revealed. As a result, recommendations were proposed for the development of this type of recreation for Kazakhstan.

Findings

Nowadays, glampings are opened on every continent of our world, based on the studied and collected data, it should be noted that the countries of North America and Europe have the largest number of glampings, followed by the countries of Africa and Asia, Australia. Over the past three years, a huge number of different glampings have opened in Europe. The highest level of development of this type of recreation on the European continent is noted in the UK. The UK's exit from the EU has had a positive impact on the growth of domestic tourism in the country. People increasingly began to choose a comfortable vacation in their native natural expanses by going abroad. In addition to the UK, where glamping is a popular form of recreation, there are also Spain, Italy, France, Finland, Portugal, Canada and Australia. It should also be noted that Slovenia is a country with a high rate of glamping development in the list of European leading countries. The leading countries in the development of glamping in the world should also include the United States, South Africa, Kenya, Tanzania, India, Chile, Thailand, Sri Lanka. Given the growing popularity of glamping around the world, some hoteliers decided to follow the modern trend and introduce it into their activities, which formed the basis for the emergence of such a term as "urban glamping". The largest resource that brings together a bunch of placements for glampers is [glamping.com](https://www.glamping.com/) (<https://www.glamping.com/>). You can find the perfect luxury tent here on any continent of our planet. Prices vary, for example, you can find from \$ 50 per day for a modest yurt near the Spanish city of Granada. Glamping spots on beaches and in national parks are particularly popular on the site. In general, that glamping is quite an expensive type of recreation. Of course, it all depends on the level of services provided: the more comfortable living conditions and better food, the more expensive. For example, in Slovenia, the cost of glamping varies from \$ 150 to \$ 300 per night. For example, a night in the famous Swiss open-air hotel NullStern will cost 335 euros. Glamping consists of just one room without walls and ceiling, where there is only a bed, two shelves and lamps, and is located at an altitude of about 2000 meters above sea level. In addition to accommodation, the price includes butler service and breakfast. Despite all these features of the accommodation and the high cost, it is booked for months in advance.

A study of foreign glampings was conducted, for comparison, and it was revealed: location, features, price for the services provided.

Table 1, foreign glampings.

| Name | Location | Features | Price |
|------------------------------------|---------------------------|---|-------|
| Clayoquot Wilderness Lodge | Canada, Vancouver Island | on the territory of the reserve "Clayoquot Sound" one of the last, where pristine tropical forests grow. | 48\$ |
| Loch Ness Glamping | Scotland, Loch Ness lake | Everyone can try to see the legendary miracle named Nessie on the shore of "her home" - Loch Ness in Scotland. And you are invited to live in the houses of hobbits or other dwellings of fairy-tale characters | 96\$ |
| Sun city camp | Jordan, Wadi Rum Desert | There are "Martian" domes on the territory. The rooms offer mountain views. | 107\$ |
| Maisons Bulles | France, Pont-Saint-Esprit | The rooms are decorated with transparent soap bubbles. These "rooms" contain telescopes with a star map | 183\$ |
| Kakslauttanen Arctic Resort | Finland | In Lapland, everyone can admire the northern lights through the transparent ceiling of their glass igloo. | 214\$ |

Based on the analysis of the features of glamping in these countries, we can conclude that for tourists of this unusual entertainment, comfort, a glamorous type of housing, and sometimes a spartan atmosphere, and of course the bosom of nature are important. If we talk about the development of glamping in the territory of the Republic of Kazakhstan, then this direction has received a course of development to date. In Kazakhstan - in almost every region of the country, you can find ethno-villages with yurts and all kinds of recreation

centers, perhaps they are far from all inclusive conditions, but you can be alone with nature and, in the end, feel like a nomad. For example, near Almaty, there are many protected and picturesque places where a yurt replaces a hotel. There you can not only spend the night, but even live for a while. And if you really want to, you can also go to Jailau with a family of shepherds to get a taste of real nomadic life. Conducting a survey among Kazakhstanis of different ages, the attitude to this type of recreation was revealed, as well as their expectations and readiness for a new direction of recreation.

Kazakhstan has already ready business models, as:

Table 2, Kazakh glampings.

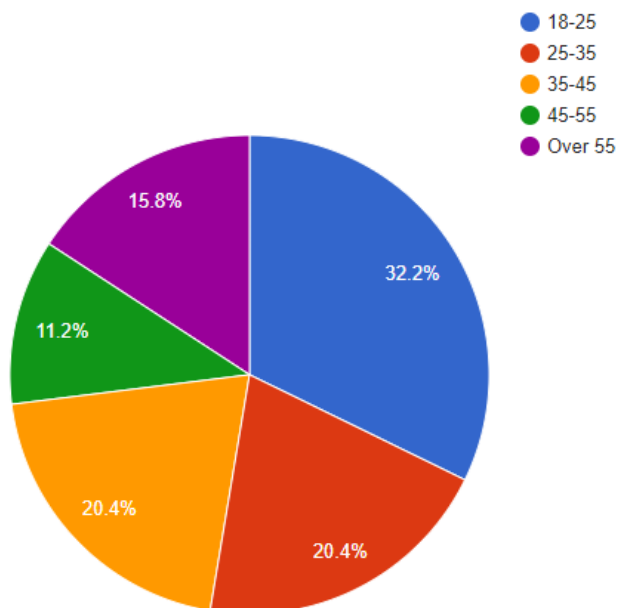
| Name | Location | Features | Price |
|----------------------|-------------------------|---|-----------------------|
| Scout glamp | Akkol, Kazakhstan | Propaganda of Scouting, at the glamping recreation center based on active activities in the wild. | 5000 – 35 000 tenge |
| Kolsay lakes village | Kolsay | On the shore of Lake Kolsai. | 28000 – 34 000 tenge |
| Bubble gum view | the village of Baybulak | The first panoramic glamping in Kazakhstan. | 30 000 – 55 000 tenge |
| Ihouse | Almaty | Romantic boho houses with panoramic views of the majestic mountains of Almaty. | 30 000- 40 000 tenge |

Based on the analysis of Glampings in Kazakhstan, was found out that there are not so many of them and that their prices are higher than democratic ones. Glampings are expensive for people with average earnings in Kazakhstan. Conducting a survey among Kazakhstanis of different ages, the attitude to this type of recreation was revealed, as well as their expectations and readiness for a new direction of recreation. 152 respondents took part in the survey. They shared their views and impressions on a new type of tourism. The survey results are presented as a percentage:

The majority of respondents, 32.2 %, were young people between the ages of 18 and 25. This is followed by the older generation of 20.4 %, people aged 25 to 35 years. 20.4 % of

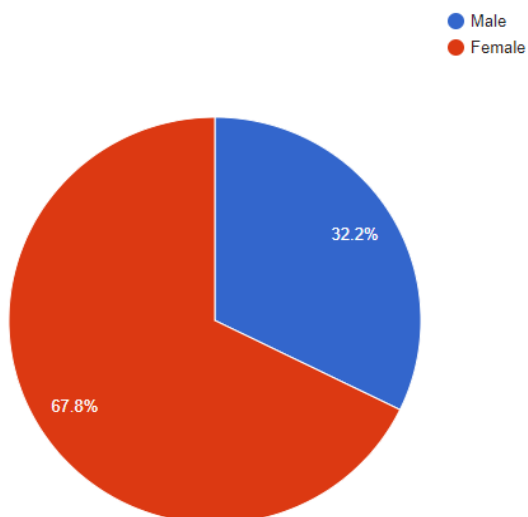
respondents were people aged 35 to 45 years. 11.2% were people aged 45 to 55 years, and 15.8 % were people over 55 years (figure 1).

How old are you?



67.8% were female, and 32.2 % were male (figure 2).

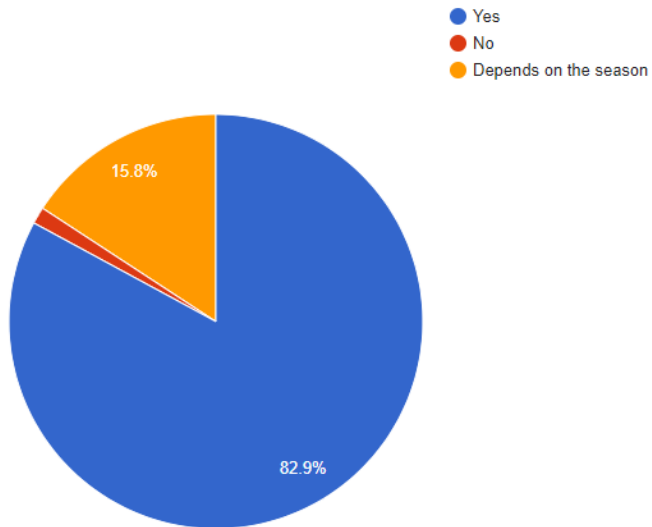
Your gender



Do you like outdoor recreation?

82,9 % of respondents liked this concept. 15,8 % of respondents care about the time of year when they can relax in nature (figure 3).

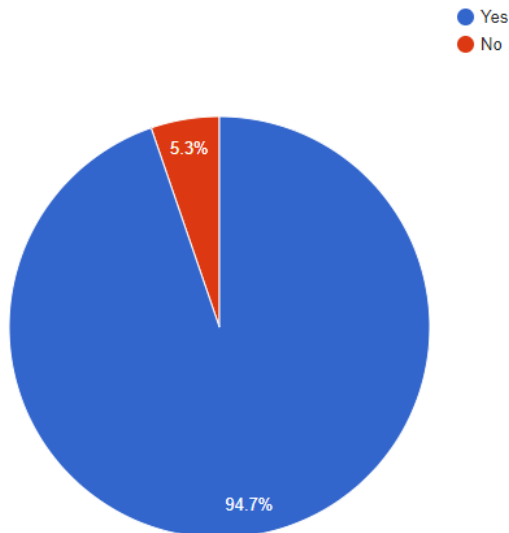
Do you like outdoor recreation?



Would you like to spend your vacation in Glamping?

94,7 % of respondents want to spend their holidays in glamping, as it is a new experience for them (figure 4).

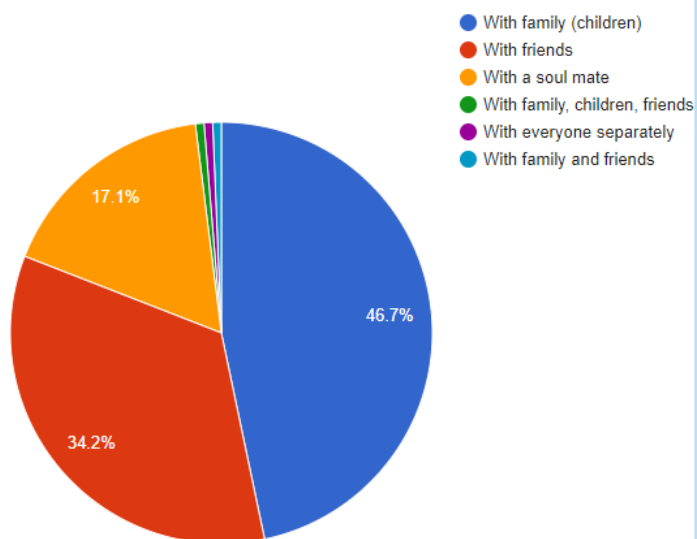
Would you like to spend your holiday in Glamping?



Who would you like to spend your holiday in Glamping with?

46,7 % of respondents want to spend their holidays in glamping with their family, while the other 34,2 % want to spend their holidays with friends. 17,1 % of respondents want to spend a holiday in glamping with their couple. 0,7 % of respondents expressed a desire to spend their holidays with family and friends, and 0,7 % with everyone separately (figure 5).

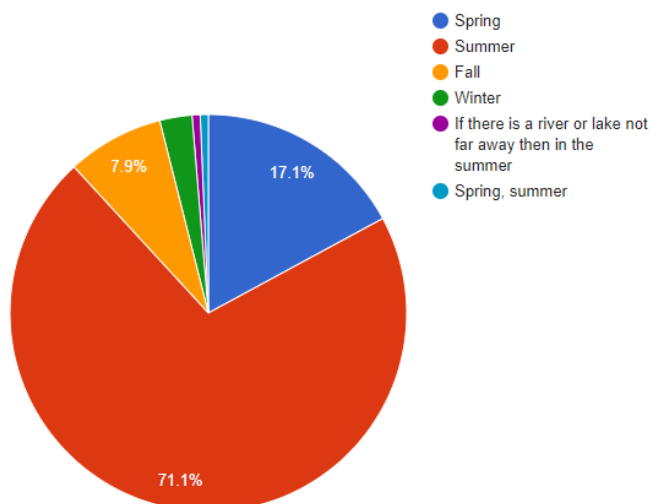
Who would you like to spend your vacation with in Glamping?



What time of year would you visit Glamping?

71,1 % of respondents want to relax in summer, 17,1 % in spring, 7,9 % in autumn and 2,6 % in winter (figure 6).

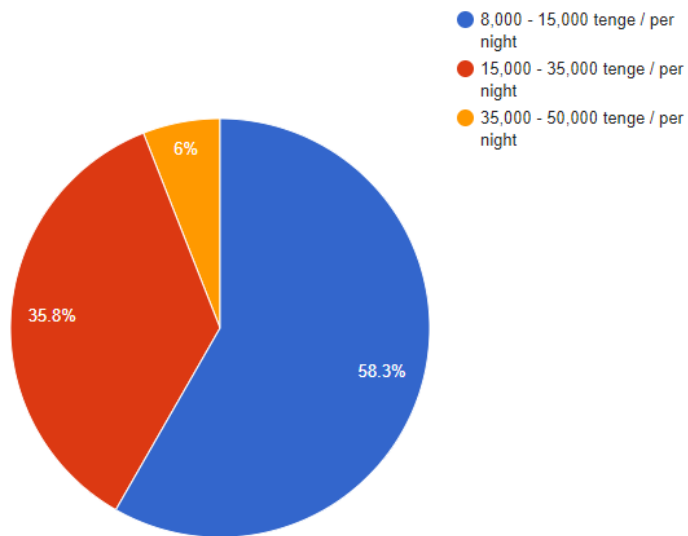
What time of year would you visit Glamping?



How much are you willing to pay for a holiday in Glamping?

58,3 % of people are willing to take a break for 8 000 - 15 000 tenge per night, 35,7 % per night 15 000 - 35 000 tenge per night and 6 % per night 35 000 - 50 000 tenge per night (figure 7).

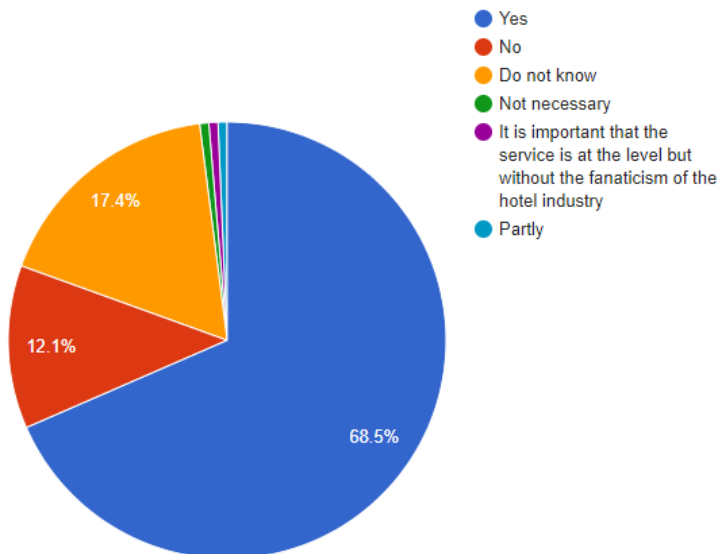
How much are you willing to pay for your Glamping holiday?



Is it important for you that the service meets the hotel standards?

68,5 % of respondents answered "yes", 17.4 % answered "I don't know" and 12.1 % answered "no (figure 8)".

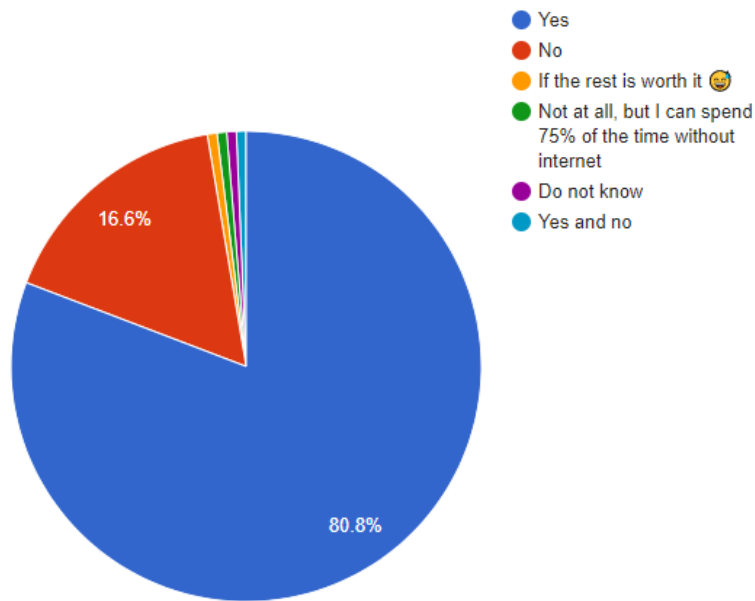
Is it important for you that the service meets the hotel standards?



Are you ready to give up the Internet during the holiday period?

80,8 % of respondents answered "yes", and 16,6 % answered "no" (figure 9).

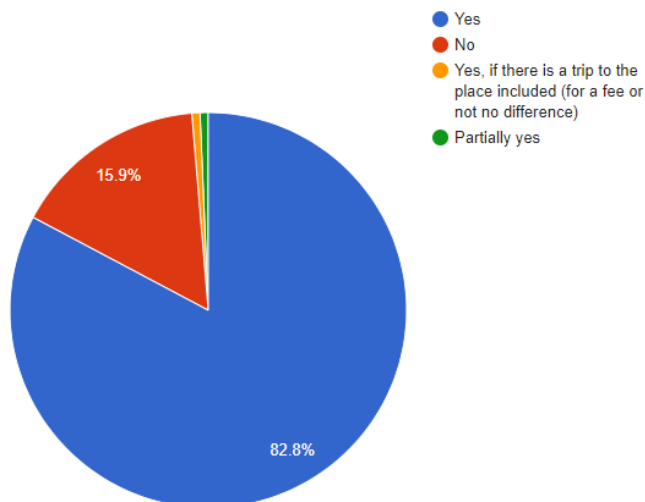
Are you ready to give up the Internet during the holiday period?



Would you travel off-road for a comfortable stay with a beautiful landscape?

82.8 % of respondents agreed to go off-road, but 15,9 % were not ready to go off-road (figure 10).

Would you go off-road for a comfortable stay with a beautiful landscape?



The quality of service is influenced by two variables: the expectation of guests and the standards of service. In this case, the respondents' expectations correspond to hotel standards, as well as outdoor recreation, emotional calm, privacy with nature and enjoying the beautiful landscape.

As for the implementation of glamping in Kazakhstan, almost all respondents supported this idea, as there are a large number of incredibly beautiful places in Kazakhstan where this direction can be implemented.

Discussion

What is the relevance of the development of glamping in Kazakhstan? For a clearer understanding of the situation, the found articles were studied and various Internet resources were used. The results were just ideas and recommendations for starting a business. Further research carried out by us showed that reserves, national parks, etc. can become a potential location for glamping in Kazakhstan. Engineering component and readiness of Kazakhstanis for a new type of recreation in the tourism industry are of great importance in the development of this type of recreation.

Based on the survey, we can conclude that people from 18 to 25 years old prefer to relax in glamping with friends, while people from 25 to 35 and 35 to 45 years old prefer to relax with their family. However, when comparing gender, the majority of females (57 out of 103) preferred to go glamping with their families, while the majority of males (25 out of 49) preferred to go out with friends. It follows that the main audience for glamping is families with children, friends and couples who want to relax in nature with comfortable conditions from the urban routine.

The majority of young respondents do not attach much importance to the glamping service meeting the hotel standards, but for the older respondents, the service must meet the hotel standard. It follows from this that the younger generation is not attached to comfort and the process of relaxation itself is important for them, and not comfortable living.

The motivation of tourists is influenced by two factors: push and pull. The push factor makes people leave their homes and habitats. The pull factor is the motives that influence the choice for a particular destination (Dann, 1981; Chul, Uysal and Weaver, 1995; Crompton, 1979). The need of a person to relax, take a break from the city routine, get emotional and physical rest and just get distracted from the usual environment. Based on the survey, the main motives for the respondents are: solitude with nature, finding harmony, a sense of comfort, outdoor recreation with the family, rest from the bustle of the city, acquaintance of children with nature, emotional peace, improving health, calmness, pacification, etc. It follows that the factors of pull are expressed as closeness to nature, luxury, high quality service and comfortable rest. Push factors are expressed as the need for rest, well-being, escape from reality, and connection with family.

Many respondents expect good service, comfortable outdoor recreation, recharging of energy, emotional calmness, improved health, beautiful landscapes, solitude with nature and

relaxation from the urban routine from glamping (table 3). It follows from this that one of the reasons for the popularity of glamping is the psychological factor: city dwellers are increasingly striving for privacy and tranquility, but they want to maintain a high level of comfort on vacation. Also, one of the main motivations is to get to know the environment, be healthy and engage in various interesting skills.

The survey participants supported the implementation of glamping in Kazakhstan. Although this direction is completely new for the country, the implementation of glamping will be domestic tourism. It follows from this that Kazakhstanis do not need to travel abroad to relax in a luxurious camping. Since this direction has already developed in foreign countries and is actively developing in Russia, it can be concluded that in Kazakhstan the glamping concept will not be ignored. To date, glampings are already being implemented in Kazakhstan (scout glamp, Kolsay lakes village, ihouse). Since this concept is just beginning to realize itself, there is no specific pricing policy in the country. It follows that foreigners may become interested in Kazakh glamping and become part of the target audience, since the country is very rich in beautiful natural landscapes and the cost of living for foreigners will seem very cheap.

If we consider the issue of pricing policy, then respondents aged 45 and over are willing to pay for glamping from 15,000 to 35,000 tenge per night, while the majority of respondents from 18 to 45 years old preferred to pay for vacations from 8,000 to 15,000 tenge per night. From which we can conclude two conclusions:

1. Most of the respondents belong to the middle class;
2. The respondents did not fully understand glamping, as this is a new direction for Kazakhstan.

If you pay attention to foreign glampings, the price of glamping ranges from \$ 30 to \$ 5,500 per night. This means that now Kazakhstan cannot offer luxurious glampings, the price of which will be from \$ 500 to \$ 3,000 per night, since this direction is just beginning to develop.

Glamping is a symbiosis of camping and the hotel industry. Since the new direction is only at the stages of development in Kazakhstan, and in general in the world, this direction does not have developed specific standards that would be followed by all future entrepreneurs when opening glamping. There are certain standards in the hotel industry. followed by hotels. which affect the quality of service which directly affects the profit. Quality service means trained staff and service delivery. In Kazakhstan, people have no idea that there is quality service outside the hotel. Glamping provides a high level of service and comfort that

Kazakhstanis should understand. Developed international standards for glamping do not yet exist in the world, but for that. so that people understand what they are going to pay for, it is necessary to develop standards that entrepreneurs will follow when opening glamping sites.

This work presents a developed small example:

Glamping Standards:

G - Greet the guests

L - Listen to the guest carefully

A - Accomplish all guest requests

M - Meet guest with sincere smile

P - Provide the best service

I - Impress the guest

N - notice the needs of the guest

G - Give the guest an unforgettable experience

Behavior:

- Maintain eye contact with the guest
- Hospitable guest greeting
- Do not conflict with the guest
- When complaints appear, be patient and take into account all complaints to improve the quality of service
- Respond to all questions and requests of the guest
- Assistance in orientation on the terrain
- Politeness and friendliness

Appearance:

- Clean and smoothed shape
- Comfortable shoes
- Wear badges and badges
- Hair for women and men is collected
- Do not grow a beard
- Food staff should wear hats and do not use perfumes or colognes.
- Front office employees are allowed to use light perfume and cologne without strong odors.
- Do not wear accessories and jewelry, except for wedding rings
- Nails trimmed.

- Always look neat and presentable.
- **Fast service:**
- Instant solution of problems and requests of guests
- Serve the guest on time

Based on the research done, it can be assumed that the inclinations and opportunities for the development of glamping in Kazakhstan are very promising and great. However, in Kazakhstan there are a number of problems in the implementation of this type of activity, which are closely related to the modern approach to the level of service, marketing, infrastructure development. In this research was found about the study of this problem within the framework of certain territories (reserves, wildlife sanctuaries, national parks, etc.). The use of active approaches to the development of glamping can include the formulation and solution of a number of tasks necessary to popularize domestic tourism in the territory of the Republic of Kazakhstan, as well as attracting foreign tourists.

Based on the research and analysis of foreign countries, a list of recommended tasks for the development of glamping in Kazakhstan is provided.

- Study of the physical and geographical individualities of the territory for the most accurate consideration of local conditions;
- Development of a marketing component for domestic tourist zones, national parks, reserves, etc., as well as for the distribution of targeted advertising in foreign travel agencies;
- Researching the preferences of the likely tourist
- Development of our own brand and glamping catalog in Kazakhstan;
- Development of a well-thought-out and democratic pricing policy based on modern business plans;
- Training of service personnel to work at similar tourist sites.
- Study and improvement of the service delivery process

Since glamping is a relatively new type of recreation, the following reasons for the relevance of the development of glamps on the territory of Kazakhstan can be distinguished.

- The presence of unique natural places, untapped for mass tourism
- Slight market saturation
- Possibility of starting a business, availability of small resources - purchase, arrangement and availability of suitable territory
- Fast payback

- Absence of serious restrictions in the organization and work, and take into account only environmental legislation and not violate the ecology of the territory

A little competition in our country will help to quickly develop a business. There are many regions in which there is still no such kind of businesses that would offer these services, so there is a potential for the development of this type of recreation.

Research limitation

Many factors influenced the limit of our study. The first is the lack of information and articles on Glamping. Since this is a new direction, research on this work has practically not been carried out, as a result of which there is a lack of information.

The second factor that influenced the limit is the pandemic. Due to the pandemic, it was not possible to fully expand the survey participants. I had to find respondents online through social networks. Many users were skeptical about the surveys as it was an online survey. As a result, there was a leak of potential survey participants.

The third factor that influenced the limit is the low awareness of people about the topic of "glamping". Many people do not know what glamping is and sometimes equate this type of tourism with camping. Due to the lack of awareness, many people answered the survey with no understanding of the topic.

General conclusion

Nowadays, given the global pandemic and the development of digital technology, people increasingly want to relax and go out into nature. Thus, in recent years, ecological tourism has been actively developing all over the world, and people are increasingly beginning to value and try to preserve the environment and their health. Glamping is an ideal form of recreation for people who are accustomed to living with convenience and comfort. This type of recreation is democratic and suitable for a person with an average income. That allows this type of business to be relevant and develop in all countries of the world.

Glamping is interesting for those people who crave new discoveries and unforgettable adventures thus we would like to consolidate all the basis and information provided in our work about glamping. The concept of glamorous camping started with comfortable tents or tents where people can enjoy comfortable conditions. Since this is a new way of organizing a comfortable stay in the wild with the conditions of hotels. Equipped tent, domes, tents, modules and much more, all these give a person only positive emotions and impressions. Luxurious and comfortable beds, designer furniture, even air conditioning in some hot places, private toilet and bathroom / shower - all this is about glamping. This type of business is not for those who prefer to live in the wild with a heavy backpack, but you can create conditions for complete solitude with nature. Every resident of a large metropolis wants to take a break from the fast pace of city life and feel the tranquility away from the city.

This type of tourism has great potential. Since people are accustomed to living in comfort, and will never give up on convenience, the Internet and delicious food. Glamping breaks the rules of camping and brings luxury to nature. Guests do not have to sacrifice comfort in order to relax and unwind in nature. This type of tourism caters to all guests' requests.

In the conclusion of this study, the relevance was determined and recommendations were proposed for the development of glamping in Kazakhstan. The results of the survey showed that Kazakhstanis have a positive attitude in this type of recreation, therefore, the development of this business is relevant and will positively affect both business and tourists. After all, this is a new development and new experience for our citizens. Having studied the relevance in the current realities, glamping is one of the growing businesses in the tourism industry and which pays off in a short time and brings profit and benefit to people.

In our opinion, the development of glamping in Kazakhstan is beneficial and promising from an environmental point of view. There are huge development prospects as in Kazakhstan, this type of tourism is not presented to the audience on a full scale. Adding a

little glamor to camping places it right at the center of today's consumer desires. Staying in a large tent in the middle of nature with lots of seating and real furniture, eating delicious food and chatting with friends and family is a modern luxury!

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Appendix

Table 3, answers from open-ended questions.

| What are your expectations for a Glamping holiday? | How do you feel about the implementation of Glamping in our country? |
|---|--|
| Combining relaxation and comfort away from the metropolis and the Internet will be a useful and environmentally friendly vacation for everyone! | Positively. |
| Take a break from the bustle of the city. | Neutral. |
| Comfortable outdoor recreation. | I fully support. |
| Rest from the bustle of the city, acquaintance of children with nature, emotional peace, and improved health. | Positively, as there are a large number of incredibly beautiful places in Kazakhstan. |
| Take a break from city life. | I would like to try. |
| Silence, tranquility and sounds of nature. | Excellent. |
| Pleasant and relaxing time with family and friends, no mosquitoes and warm weather). | I am for; I think this pleasant outdoor recreation will have a very good effect on people's health. |
| Expectation of complete zeroing, complete relaxation from the hustle and bustle and peace of mind. | This is quite realistic for KZ. We have everything to implement Glamping. Our society will gladly visit such places. |
| Comfortable outdoor recreation for the whole family. | Excellent! It is time to develop different types of outdoor recreation. |
| Unobtrusive service, comfort, nature, without clearly expressed urban features. | A very good idea, the main thing is to maintain cleanliness in the places where it will be. |
| Beautiful sunset, great relaxation, clean air. | Positively, I think this is what we need. |
| Many different entertainments: horseback riding, quads, pond, etc. | Good attitude but if it does not have a negative impact on wildlife. |
| A fascinating vacation with beautiful | Positively, I would like to try this kind |

| | |
|--|--------------------------|
| nature without sacrificing all the amenities and comfort. | of rest a great. |
| Get away from the bustling city and immerse yourself in absolute relaxation. | Overwhelmingly positive. |
| Camping with all the comforts should be great. | Totally agree. |

Regarding Katenov Ildar Zagedereyevich, Secretary General of the NGO "Scouts of the Great Steppe".

The process of rendering services in glamping.

A potential guest makes a reservation for a glamping site on the website. Fills in the required fields. If a potential guest has questions, he can write to the mail, where he will instantly be given an answer to all questions of interest.

Upon arrival at the glamping, the administrator greets the guest with a smile and cordiality, helps him to register and choose a room. The employee requests the guest's ID or passport and scans his details. Then the guest registers and pays for the room. The guest fills out and signs the contract. The guest is given the keys to the room. The administrator shows the guest the way to the room and helps with the suitcases. Along the way, the administrator tells how glamping works, where what is located and where you can find out detailed information about entertainment, program, hiking, etc. Upon check-in, the administration shows the number.

On the guest's table, there must be a glamping map with directions of places that are placed throughout the territory, so that the guest does not get lost when leaving the room. In order to learn about hikes outside the glamping area, the guest needs to go to the guide. The guide will explain in detail about the hikes outside the glamping area, as well as the cost. To make payment, the guide will accompany the guest to the front desk. Further, the front office employee specifies which event the guest wants to attend and makes the payment. Before leaving the glamping area, the guide collects guests and instructs on the rules of the hike and tells what to do if the guest gets lost or falls behind the group. Before leaving, the guide checks the composition of the group. Also checks for the presence of a first aid kit and a mouthpiece (if necessary). If the group goes on a hike in winter, then they will be accompanied by 2 guides or an assistant guide to ensure safety. The main guide will walk in front of the group, and the second guide will walk behind so that no one is left behind or lost.

When the guest gets hungry, he can visit the restaurant. The kitchen worker greets the guest and points out the empty seats. Then he serves the menu to the guest and accepts the order. After receiving the order, the employee transfers the order to the kitchen. The chefs look at the order and begin to prepare the dish, observing all standards and sanitation. When the dish is ready, the kitchen worker picks up and serves the dish to the guest. At the end of the meal, he accepts payment. When a guest leaves, the employee asks if they liked the food and thanks the guest for their feedback. If the review was negative, then the kitchen worker

sends the review to the kitchen to further improve the service. After that, the employee cleans up the table at which the guest was sitting.

Before cleaning the occupied rooms, the maid should knock 3 times on the door and say: "cleaning the rooms" so that the guest knows who is bothering him. If the guest is in the room, then the maid must ask the guest if he is against cleaning. Before cleaning, the maid opens the door and puts a trolley with various products and new linen in front of the door. Then she gets the necessary cleaning supplies and starts cleaning the room. Cleaning includes airing, dusting, changing bed linen, changing towels and bath accessories, washing the bathroom, washing floors, replenishing and checking the condition of equipment. If there is a "do not disturb" sign on the door, then the maid should not knock and fulfill the guest's request: do not disturb. During rainy weather, maids will wear a poncho to avoid getting wet on the way to the guest's room. In winter, cleaners will clear the road from snow to get to the guest's room.

In order to find out what activities and entertainment take place inside the glamping, the guest can familiarize themselves with all the activities and entertainment in the brochure, which will be given to each guest at the reception during check-in. For additional information or help, guests can go to the reception, where the employee is obliged to fully inform the guest. For example, outdoor yoga classes every morning in the summer season, a gastronomy evening where guests will be offered juicy meat dishes cooked over an open fire with a glass of wine, a bike ride, a darts tournament (for children) and a knife and ax throwing tournament. (for adults), an evening of live music, etc. Where daily activities such as yoga, darts, biking, playgrounds take place will be indicated on a glamping map that guests can see in their room. If the event is of a thematic nature, then information can be obtained by taking a special brochure at the registration desk.

When a guest returns after a hike outside the glamping area and wants to hand over their belongings for washing, the guest will have a laundry receipt in their room. The receipt will need to be filled in: name, room number, date and choose the washing method. Then the guest calls the reception and says that he wants to use the laundry service. The employee asks the number of things by phone and reports the cost of the service and the approximate waiting time for things. After the guest approves everything, the employee informs the guest that within 15 minutes a maid will come to the room and pick up the things that need to be washed. If there is no one in the room, and the guest reported this, then the maid can use the key to open the door and pick up things for washing. After the maid has taken the things, she takes them to the laundry. In the laundry room, employees take their uniforms and begin to

wash and iron them. After laundry, things will be brought to the guest's room. Payment for laundry is made at the reception.

When the guest leaves, the front office employee asks how the stay went. The guest shares his emotions and impressions. The employee listens carefully and notes what shortcomings were during the guest's stay and at the same time checks the guest's debts. If the guest has not paid for some service, then the employee informs him about it. The guest gives the room key. The staff says: "goodbye" to the guest.