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GLAMPING AS A TOOL FOR SUSTAINABLE TOURISM DEVELOPMENT OF PROTECTED AREAS: UKRAINE'S EXPERIENCE

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Glamping jako narzędzie zrównoważonego rozwoju turystyki naturalnych obszarów chronionych: doświadczenie Ukrainy

Streszczenie

Artykuł poświęcony jest poszukiwaniu rozwiązań zwiększających efektywność wykorzystania potencjału turystycznego obszarów chronionych przy zachowaniu zasad racjonalnego zarządzania przyrodą, zrównoważonego rozwoju i bezpieczeństwa ekologicznego. Z rozważań autorów wynika, że jednym ze sposobów zwiększenia liczby przeptywów turystycznych, przyciągnięcia człowieka do rekreacji w środowisku naturalnym, a jednocześnie zachowania różnorodności biologicznej jest rozwój usług glampingu. Światowe doświadczenie pokazuje, że najskuteczniejszym kierunkiem wykorzystania glampingu jest tworzenie ich sieci na terenach parków i rezerwatów przyrody. Ukraina ma znaczny potencjał obszarów przyrodniczo-rekreacyjnych, jednak poziom jego wykorzystania w celach turystycznych jest niewystarczający, a liczba turystów odwiedzających parki przyrodnicze i rezerваты jest mniejsza w porównaniu z podobnymi obiektami w innych krajach. Autorzy przedstawili schemat organizacji terytorialnej kluczowych parków i rezerwatów, a także usystematyzowali hierarchiczną strukturę podporządkowania instytucji Funduszu Ochrony Przyrody Ukrainy o znaczeniu krajowym różnym jednostkom instytucjonalnym. Uwzględniono istniejące na Ukrainie doświadczenia w korzystaniu z glampingu na terenach narodowych parków przyrody w celu rozwoju turystyki ekologicznej. Przeprowadzono analizę krajowych firm produkują-

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cych sprzęt glampingowy i podkreślono ich przewagę konkurencyjną. Badanie wykazało, że Ukraina ma wszystkie warunki wstępne dla rozwoju turystyki ekologicznej na obszarach chronionych za pomocą usług glampingu. Badanie przeprowadzono na podstawie analizy raportów statystycznych, danych UNWTO i informacji z instytucji państwowych Ukrainy. Metodologiczny zestaw narzędzi badawczych obejmuje analityczne, statystyczne oraz porównawczo-geograficzne metody matematyczne, a także metody uogólniania i systematyzacji.

Słowa kluczowe: glamping, turystyka zrównoważona, turystyka ekologiczna, fundusz rezerwów przyrody.

Abstract

The article is devoted to finding solutions to increase the efficiency of using the tourist potential of protected areas in compliance with the principles of rational nature management, sustainable development and environmental safety. Thus, the authors see the development of glamping services as one of the ways to increase the number of tourist flows, attract people to recreation in the natural environment and, at the same time, preserve biodiversity. Ukraine has a significant potential of natural and recreational areas, but the level of its use for tourist purposes is insufficient, and the number of visitors to natural parks and reserves is lower than in similar facilities in foreign countries. The authors present a scheme of territorial organization of key parks and reserves, and systematize the hierarchical structure of subordinating the institution of the Nature Reserve Fund of Ukraine of national importance to various institutional units. The existing experience of using glamping in the territories of national nature parks in Ukraine for the development of ecological tourism is considered. The analysis of domestic glamping companies is carried out and their competitive advantages are highlighted. The study shows that Ukraine has all the prerequisites for the development of ecological tourism in protected areas with the use of glamping services. The study was conducted based on the analysis of statistical reports, UNWTO data, and information from Ukrainian government agencies. The methodological tools of the study include analytical, statistical, comparative geographical, mathematical methods, as well as methods of generalization and systematization.

Keywords: glamping, sustainable tourism, ecological tourism, nature reserve fund.

Introduction

In today's environment, the hospitality industry is constantly searching for innovative solutions that allow to ensure a high level of service, quality and safety of services. Most often, innovations relate to the automation of hotel complexes in order to provide comfortable living conditions, create a unique hotel product, etc. Experts in the hospitality sector emphasize the need to find innovative and creative solutions for organizing tourist accommodation, which, along with economic aspects, will be aimed at preserving natural conditions and environmental potential of the environment in which they are located. These conditions not only help to mitigate the impact of seasonality on business, maintain competitiveness, but also comply with the principles of sustainable development in the hospitality sector. At the same time, the portrait of the modern

consumer of hotel services is changing, in particular, in terms of finding new "formats" of accommodation. In our opinion, glamping is the most acceptable direction for organizing tourist accommodation that meets the above principles. As a tool for the formation of ecological spaces, it best meets the needs of tourists for a comfortable stay in the natural environment. This is a relatively new vacation destination aimed at consumers who want to stay closer to natural living conditions but still receive hotel-level comfort. Glamping has become especially relevant after the Covid-19 pandemic, as it minimizes crowds in one place, ensures that visitors stay outdoors while maintaining the level of comfort of hotel services. Analyzing the dynamics of the glamping market in the world, as well as its impact on the development of ecotourism, and the formation of prerequisites for the sustainable development of tourist areas are important studies of today. On the other hand, glamping serves as a tool to intensify the use of protected areas for the development of ecotourism, which is a trend in the modern world. This approach is not sufficiently actualized in Ukraine and requires a separate set of studies.

Literature review

In the scientific space, a number of works by Ukrainian scientists, including: (Davydenko, 2017), (Oliyynyk, Mostenska, Tarasiuk & Chahaŷda, 2020), (Matviichuk, Lepkyi, Dashchuk, Sydoruk & Mezentseva, 2022), (Pokolodna, Polchani-nova & Riabiev, 2021) is devoted to the issue of glamping development as a promising area of hotel services, a tool for actualizing ecological tourism in the region, a new form of recreation, innovative business for the economic development of territorial communities, and a green economy.

Along with this, among foreign authors, we should highlight the works of (Brochado & Pereirab, 2017), who study the features of the services provided by glamping facilities in the context of the Portuguese market. (Craig & Karabas, 2021) conducted a large-scale study of the development of glamping after the coronavirus pandemic. (Lyu, Kim & Bae, 2020) focus on the nature of the use of glamping for a specific segment of consumers of travel services, in particular families. (Sun & Huang, 2023) conducted research of glamping tourism based on the aesthetics of atmosphere.

Glamping plays an important role in enhancing human well-being as a spatial vehicle linking natural landscapes and human economies and societies (Wang, Chang, Fan & Shi, 2022). The term "glamping" is used in the existing literature to refer to outdoor tourism activities or outdoor hotels (Lu, Wang, Dai, Chen & Feng, 2021); studies have focused on customers' motivations for choosing luxury camping hotels (Lee, Lee & Moon, 2019).

At the same time, scientific research on the development of glamping as a new form of ecotourism activity in the territories of the Nature Reserve Fund of Ukraine is still poorly understood. The relevance of the study is also due to the need to find solutions to improve the tourist infrastructure of protected areas in compliance with the principles of rational environmental management, the need to increase the profitability of environmental institutions, to increase the number of tourists and ensure sustainable development of the territories.

Methods

In the course of organizing and conducting the study, general scientific and special methods, such as analysis, synthesis, comparison, were used to determine the forecast indicators of the glamping market development in the world. Using the structural-logical method, the authors present a vision of a number of competitive advantages of glamping development with a view to increasing the efficiency of using the tourist potential of protected areas in compliance with the principles of rational nature management, sustainable development and environmental safety.

Results

Despite the pandemic challenges of the previous years, the hospitality sector continues to be one of the most dynamic businesses in the global economy. At the same time, competition between industry representatives, both internationally and domestically, is becoming increasingly fierce. The struggle to gain competitive advantages is becoming the key to success for individual market players, cities, regions, countries and even continents.

The need to strengthen the role of cooperation between companies and national economies in the hospitality sector to develop joint policies to overcome emergencies has become especially acute during the coronavirus pandemic (COVID-19), when the industry's profitability fell worldwide (Dashchuk, Matviichuk, Lepky & Sidoruk, 2021).

The unprecedented closure of borders between countries, reduction of transport links, and restrictions on people's presence in public spaces have had devastating consequences for the tourism industry. Experts say that such a crisis in tourism has not been seen since World War II. The change in the total contribution of travel and tourism to the world gross domestic product is shown in Figure 1.

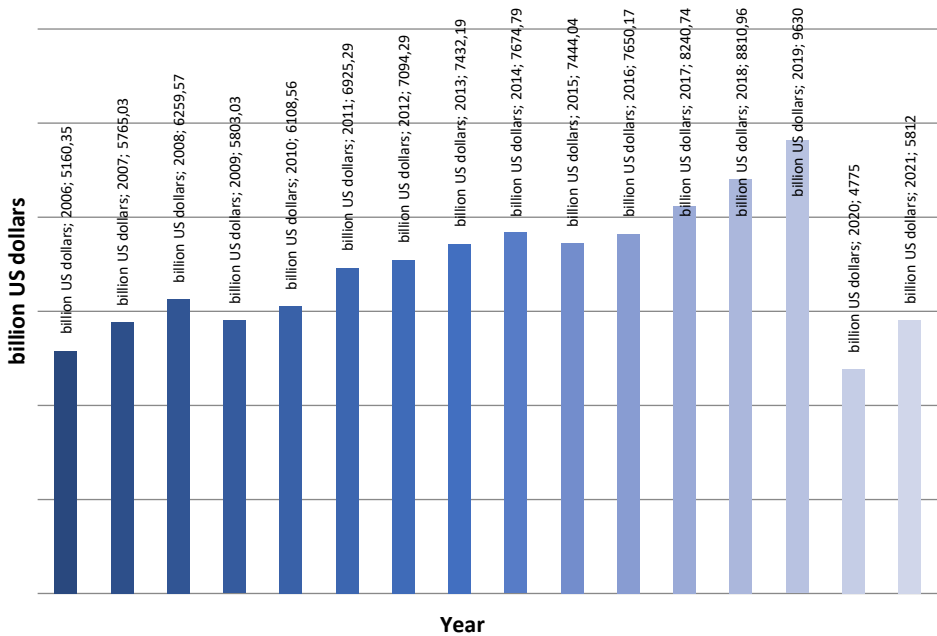


Fig. 1

Total contribution of the tourism industry to the world's gross domestic product, billion US dollars

Source: Official site of the statista, 2022.

In 2021, the total contribution of the tourism industry to global GDP increased by 21.7% compared to 2020. In total, the contribution of travel and tourism to global GDP in 2021 amounted to USD 5.81 trillion, an increase of about one trillion USD compared to 2020, but still lower than before the pandemic. At the same time, recent studies of the hospitality sector point to the need for sustainable tourism development, as well as the need to draw the attention of all stakeholders to the preparation of development strategies (local, regional and international) aimed at mitigating the impact of the pandemic and addressing future challenges and risks. In this context, we are talking about the challenges associated with the growth of tourism development. Thus, the imbalance of tourist load on the territory, inefficient distribution of economic benefits from tourism and travel ultimately reduce the convenience of life for local residents, damage the natural and cultural assets of the territory, and create a negative reaction at the local level to the development of the hospitality sector. Therefore, the search for solutions that, on the one hand, can provide access to the natural and cultural environment for potential tourists, but, on the other hand, will help minimize the destructive impact on this environment, is at the forefront of scientific discussions today. In our opinion, one of the solutions that can en-

sure the sustainability of tourist flows and take into account the aspects of sustainable development of tourist destinations is the intensification of glamping services in the territories of the nature reserve fund, especially in Ukraine.

According to the glamping market research prepared by the Data Bridge team, the revenue in this area has been growing by double digits over the past five years, and experts estimate that such rates will continue in the coming periods. In 2021, the global glamping market was estimated at USD 2.77 billion, and by 2029 it is expected to reach USD 8.041 billion, with a CAGR of 12.80% during 2022–2029, Figure 2.



Fig. 2

Forecast indicators of glamping market development in the world in 2022–2029

Source: Official site of the Data Bridge Market Research, 2022.

According to the North American Glamping Report (North American Glamping Report, 2022), which details the consumer behavior and preferences of glampers in North America, there has been a sharp boom in the popularity of glamping. In 2021, almost 17 million households visited a glamping site, which is 155% more than in 2019. Over the past 10 years, the number of short-term glamping rentals has grown by 310%, and glamping brands by 290%. Thus, 77% of glampers and 20% of tourists plan to book glamping in the next two years, which indicates that the growth model will continue. Similar trends are observed in other countries. Europe dominates the glamping market with a market share of 35% in 2021. Among European countries, France ranks first in terms of the number of glamping facilities, which is 8000 units. When it comes to accommodation type, cottages remain the preferred choice (72%), followed by small

houses (58%) and treehouses (55%). As glamping becomes more widespread, other accommodation options such as covered vans, tarpaulin tents or yurts have also seen an increase in interest compared to the previous year.

Glamping is defined as comfortable camping with amenities such as Wi-Fi, bars, electricity, beds, bathrooms, etc. These accommodation types allow you to get closer to nature through accommodation by the sea, in the desert, forests, mountains, on the beach and create an environmentally friendly space for relaxation. This alternative form of camping attracts millennials and Generation X, in particular, people aged 18-32, who are currently the largest age group in this market.

The development of this accommodation sector is associated with certain factors, including the following (Official site of the Booking, 2021):

- Growing influence of social networks among consumers. Millennials and Generation X are closely connected to the world of digital technologies and are becoming the main segment with high purchasing power, which is boosting the glamping market.
- Rising global incomes and the expansion of outdoor recreation services are accelerating market growth. There is an increasing demand for innovative housing, including glamping, villas, tree houses, tents, cottages, etc.
- Individual and eco-tourism are becoming a trend in travel services. Consumers are looking for individualized services, even in campsites, which contributes to market growth. In addition, the conscious desire of tourists to reduce their environmental impact and the growing popularity of eco-tourism have a positive impact on the glamping market.

Today, the global ecotourism product is changing and becoming more complex. In the past, outdoor recreation in protected areas was usually carried out at campsites, which were tent camps with very limited services. Such recreation was often associated with lack of sanitary facilities. However, in the first decade of the twenty-first century, the rapid development of campsites became a leading trend in the global tourism industry. Some scholars call this trend a megatrend that marks a paradigm shift in tourism: a change from passive consumption of tourist products formed by tour operators for recreationalists to active organization of travel and recreation by recreationalists themselves (independent tourism).

It is worth noting that after COVID, there is a clear trend of increasing interest in ecotourism among visitors. The key element in this case is the idea of “connection”. For people, especially those who live in urban areas, it gives them a chance to connect with nature, just focus on themselves and have a completely different experience from what they have on a daily basis. A recent survey on ecotourism conducted by Booking.com (Official site of the Booking, 2021) showed that 61% of travelers surveyed would like to travel more environmen-

tally friendly in the future. The same report states that 83% of travelers worldwide consider eco-travel to be vital, and 72% believe that people must act now to preserve the planet for future generations.

Nowadays, ecotourism is understood as a type of active recreation within intact protected areas, where, along with scientific, educational, cultural, sports and recreational functions, attention is focused on the links between the natural and social environment, the effects of anthropogenic pressure, and the acquisition of skills for harmonious relations between nature and humans. Attention is focused not only on the type of recreational activity, but also on the nature of tourism's impact on the environment and the degree of responsibility of both tourists and organizers for preserving the natural environment.

Thus, the development of tourism based on the creation of ecological spaces that, on the one hand, meet human needs for recreation and health, and on the other hand, form the basis for socio-economic development of communities, requires the development of new models of planning and management of territories, the formation of creative environmental solutions and ideas that will serve as the basis for sustainable development of the region.

In modern conditions, territorial communities that have numerous natural resources are looking for methods and ways to effectively use territories for tourism purposes on the basis of sustainable development. For example, in some places, numerous potential tourist destinations in Ukraine and around the world are not suitable for the development of large-scale resorts or settlements. This is due to problems that may relate to terrain, accessibility, seasonality, zoning, risk of flooding, marshland, etc. Quite often, we are talking about the territories of national parks, nature reserves, and other natural areas where the development of large-scale infrastructure, such as hotels and resorts, is prohibited by law or would be harmful to the environment.

From this point of view, projects related to the development of glamping as an ecological space that serves as a prerequisite for the development of sustainable tourism should be applied to territories of this class. Ukraine has great potential and prospects in the field of glamping, primarily due to the expanded network of national parks and nature reserves. The development of a system of protected areas is an important prerequisite for ensuring the country's sustainable development. Thus, in Ukraine, the nature reserve fund is protected as a national treasure with a special regime of protection, reproduction and use and is considered as an integral part of the global system of natural areas.

The State Strategy for Regional Development for 2021–2027, in Ukraine envisages expanding the area of the nature reserve fund to 15% of the country's total territory in 2027. This indicator is a very important environmental and social indicator, whose increase helps to maintain the ecological balance of ecosystems and environmental sustainability of territories.

For example, the Convention on Biological Diversity, to which 196 countries, including Ukraine, are parties, sets the task of creating a system of protected areas covering 17% of the land and 10% of the sea. The Law of Ukraine "On the Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the Period up to 2030" provides for the increase and expansion of the territories of the nature reserve fund (including protected areas in national nature parks and regional landscape parks), creation of protected areas on land and in the waters of the Black and Azov Seas, and ensuring the preservation and functioning of a representative and effectively managed system of territories and objects of the nature reserve fund.

The strategic vector of expanding the territories of the nature reserve fund necessitates the search for effective tools for using these territories, including ecotourism, through the development of glamping services.

According to the results of the accounting of territories and objects of the nature reserve fund, as of January 01, 2021, the nature reserve fund of Ukraine includes 8633 territories and objects with an actual area of 4105522.247 hectares and 402500.0 hectares within the Black Sea. The ratio of the actual area of the nature reserve fund to the area of the state ("reserve indicator") is 6.8%. The structure of Ukraine's nature reserve fund by area is shown in Figure 3 (Official site of the Ministry of Environmental Protection and Natural Resources of Ukraine, 2021).

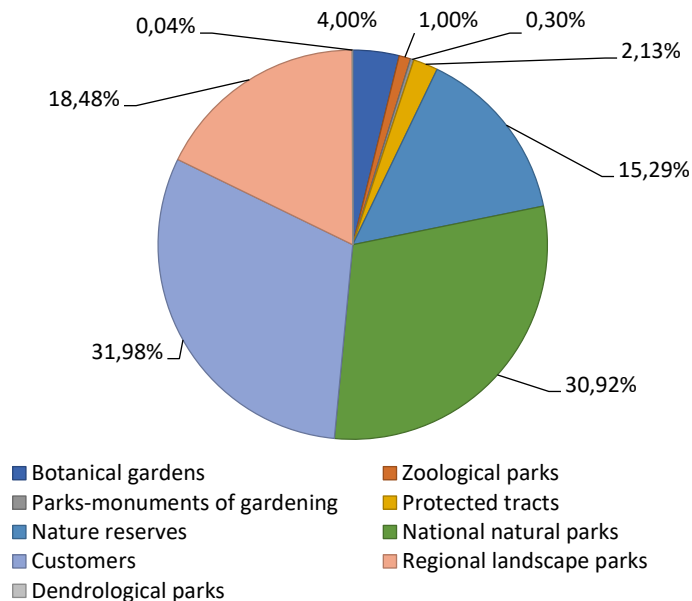


Fig. 3

Structure of the nature reserve fund of Ukraine (by area) in 2021, %

Source: developed by the authors on the basis of Official site of the Ministry of Environmental Protection and Natural Resources of Ukraine, 2021.

More than half (62.7%) of the area of the nature reserve fund of Ukraine is occupied by territories and objects of national importance. Among them are 19 nature reserves and 5 biosphere reserves, 53 national nature parks, 328 nature reserves, 136 natural monuments, 18 botanical gardens, 20 dendrological and 7 zoological parks, and 90 parks-monuments of landscape art. The total area of the nature reserve fund of national significance is 2977006.19 hectares, and of local significance is 1910517.58 hectares.

The largest percentage of protected areas among administrative units is in Sevastopol, Kyiv, Ivano-Frankivsk, Khmelnytsky, and Zakarpattia regions. The lowest percentage is in Vinnytsia, Kharkiv, Cherkasy, Dnipro, and Mykolaiv regions.

To analyze the potential of using the territories of the nature reserve fund of Ukraine for the development of ecotourism, in particular, the expansion of glamping services, it is advisable to rank administrative units by the size of the territories of the nature reserve fund as a percentage of their total area, as well as to compare the areas of objects of national and local importance as a percentage of the total area of administrative units. The results of the analysis are presented in Table 1.

Table 1

Ranking of administrative-territorial units by the size of the territories of the nature reserve fund as a percentage of their total area in 2021

Name of the administrative-territorial unit	Area, ha	Size of protected areas of national importance, %	Size of local protected areas, %	Actual size of protected areas, ha	%	Rating
Vinnytsia region	2 649 290	1.30	1.22	60 189.4437	2.27	27
Volyn region	2 014 470	6.58	5.10	220 231.5	10.93	8
Dnipropetrovska oblast	3 192 300	1.15	1.99	99 757.0931	3.12	24
Donetsk region	2 651 700	2.62	1.79	100 359.8316	3.78	21
Zhytomyr region	2 982 700	1.94	2.69	138 258.1304	4.64	18
Transcarpathian region	1 275 300	13.38	2.14	193 319.1769	15.16	5
Zaporizhzhya region	2 718 300	5.43	0.69	138 183.4433	5.08	16
Ivano-Frankivsk region	1 392 700	9.46	9.86	222 382.5145	15.97	3
Kyiv region	2 812 100	10.97	1.28	292 439.6739	10.40	9
Kirovograd region	2 458 800	0.24	3.88	100 318.8426	4.08	20
Crimea	2 608 100	5.77	2.66	219 319.36	8.41	12
Luhansk region	2 668 300	0.54	3.00	93 219.2911	3.49	22
Lviv region	2 183 100	3.93	4.32	177 944.2027	8.15	13
Mykolaiv region	2 458 500	2.00	2.27	77 238.17	3.14	23

Table 1
 Ranking of administrative-territorial units... (cont.)

Name of the administrative-territorial unit	Area, ha	Size of protected areas of national importance, %	Size of local protected areas, %	Actual size of protected areas, ha	%	Rating
Vynnytsia region	2 649 290	1.30	1.22	60 189.4437	2.27	27
Odesa region	3 331 300	3.49	1.42	154 389.7469	4.63	19
Poltava region	2 875 000	2.25	3.50	142 789.7547	4.97	17
Rivne region	2 005 100	4.74	5.65	199 545.0296	9.95	10
Sumy region	2 383 200	2.46	5.51	178 589.3562	7.49	15
Ternopil region	1 382 400	2.94	6.87	123 349.0732	8.92	11
Kharkiv region	3 141 800	0.76	1.95	74 843.5995	2.38	26
Kherson region	2 846 100	11.99	1.08	319 315.9841	11.22	7
Khmelnysky region	2 062 900	13.58	2.35	313 084.3963	15.18	4
Cherkasy region	2 091 600	1.73	1.90	64 746.0785	3.10	25
Chernivtsi region	809 600	3.61	10.04	103 598.45	12.80	6
Chernihiv region	3 190 300	1.66	6.56	250 720.2944	7.86	14
m. Kyiv	83600	17.12	13.44	21 148.79	25.30	2
m. Sevastopol	86400	29.73	0.64	26 241.02	30.37	1
Together	60 354 960	100	100	4 105 522.247	6.80	

Source: developed by the authors on the basis of Official site of the Ministry of Environmental Protection and Natural Resources of Ukraine, 2021.

The largest percentage of territories of the nature reserve fund of national importance is in Sevastopol (29.73% – 25689.9 hectares), Kyiv (17.06% – 14311.77 hectares), Khmelnytskyi (13.57% – 280134.65), Zakarpattia (13.36% – 170672.71) and Kherson (11.99% – 341288.44 hectares) regions. The smallest area is located in Kirovohrad (0.24% – 5909.8 hectares), Luhansk (0.54% – 14389.72). Kharkiv (0.76% – 23984.6), Dnipropetrovs'k (1.15% – 36641.98) and Vynnytsia (1.30% – 34490.1 hectares) regions.

The largest percentage of territories of the nature reserve fund of local importance is in Kyiv (13.44% – 11232.12 hectares), Chernivtsi (10.04% – 81312.75), Ivano-Frankivsk (9.86% – 137292.43), Ternopil (6.86% – 94917.27) and Chernihiv (6.56% – 209212.30) regions. The smallest one is in Sevastopol (0.64% – 551.12 hectares), Zaporizhzhia (0.69% – 18824.42), Kherson (1.08% – 30651.84), Vynnytsia (1.22% – 32234.54) and Kyiv (1.28% – 35872.69 hectares) regions.

The territories and objects of the nature reserve fund of Ukraine are classified into eleven categories:

- a) seven of natural origin – nature reserves, biosphere reserves, national nature parks, regional landscape parks, nature reserves, natural monuments and protected tracts,
- b) four man-made (of artificial origin) – botanical gardens, zoological parks, dendrological parks, and parks-monuments of landscape art.

On the other hand, there is a differentiation between protected areas and objects of “national” or “local” significance, which determines the level of decision-making on their creation, management and financing of conservation and development measures. The scheme of the territorial location of the objects of the nature reserve fund of national importance in Ukraine is presented in Figure 4.

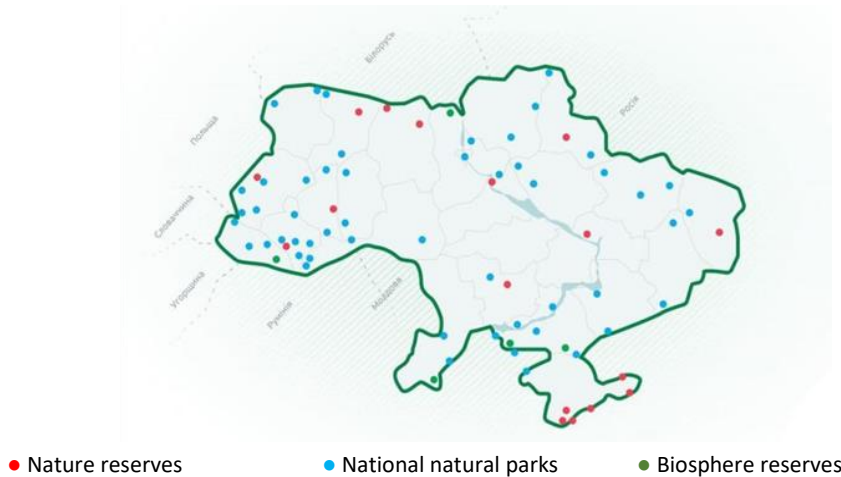


Fig. 4

Scheme of the territorial location of the objects of the nature reserve fund of national importance in Ukraine in 2021

Source: developed by the authors on the basis of Official site of the Ministry of Environmental Protection and Natural Resources of Ukraine, 2021.

It is worth noting that an important prerequisite for the development of ecotourism and the provision of glamping services at the sites of the nature reserve fund is the institutional subordination of such sites. It should be noted that in Ukraine, there is a distribution of nature and biosphere reserves and national parks belonging to different state institutions and structures, which sometimes determines the nature of the effectiveness of the management of nature reserve sites in the development of ecotourism. Table 2 shows the structure of subordination of institutions of nature and biosphere reserves and national nature parks of national importance in Ukraine to various state institutions.

Table 2

Subordination of institutions of the nature reserve fund of Ukraine of national importance (natural and biosphere reserves, national nature parks) in 2021

Name of the institution	Nature re-serve	Biosphere reserve	National na-ture park	Total
Ministry of Environmental Protection and Nat-ural Resources of Ukraine	11	1	42	54
State Agency of Forest Resources of Ukraine	—	—	7	7
National Academy of Sciences of Ukraine	4	2	—	6
National Academy of Agrarian Sciences of Ukraine	1	1	—	2
State administration of affairs	1	—	4	5
Ministry of Education and Science of Ukraine	2	—	—	2
State Agency of Ukraine on Exclusion Zone Management	—	1	—	1
Total	19	5	53	

Source: developed by the authors on the basis (Official site of the Ministry of Environmental Protection and Natural Resources of Ukraine, 2021).

The following should be noted regarding the legal framework for the development of the glamping industry in Ukraine. Thus, the Law of Ukraine “On the Nature Reserve Fund of Ukraine” defines opportunities and restrictions on the organisation of recreation and tourism depending on the categories of territories and objects of the nature reserve fund (hereinafter referred to as the NRF) (The Law of Ukraine “On the Nature Reserve Fund of Ukraine”, 2022). For example, tourism is prohibited in nature reserves and protected areas of national nature reserves, biosphere reserves and regional landscape parks. The Law of Ukraine “On Tourism” defines the principles of organising tourism as a socio-economic activity, and sets out the specifics of interaction with tourists and the tourism business (The Law of Ukraine “On Tourism”, 2022). At the same time, a number of bylaws have been adopted in the Ukrainian legislative field to facilitate the proper organisation of recreation and tourism within protected areas. One of them is the Regulation on Recreational Activities within the Territories and Objects of the Nature Reserve Fund of Ukraine (The Regulation on recreational activities within the territories and objects of the nature reserve fund of Ukraine, 2022). The Regulation defines the main directions and types of recreational activities, the procedures for organising recreational activities and interaction between NRF institutions and other land users with recreational entities. In other words, recreational and tourist use of NRF territories and objects is possible subject to the development of an appropriate system of management and economic measures, taking into account the regime of protection and use established for these territories and objects.

Clause 1 of this Regulation defines the concept of a campsite as a specially designated and equipped place within the territory or object of a protected area intended for temporary accommodation (overnight stay) of car, motorcycle, and bicycle tourists with tents, motorhomes (trailers). It also states that “glamping is a type of camping with a level of service typical of a hotel”. Thus, according to the legislation of Ukraine, the main objectives pertaining to recreational and tourist activities within the territories and objects of the NRF are:

- creating conditions for these activities in compliance with the regime of protected areas and objects;
- organising and developing information and tourist centres, eco-educational trails, tourist routes, observation decks, recreational areas, campsites, and holiday camps;
- disseminating advertising and factual information (publication of information about recreational resources and services, as well as about recreational entities within and/or adjacent to NRFs in the media and on web pages);
- studying, generalising and implementing the best national and foreign experience and practice in organising recreational and tourism activities;
- fostering a culture of health improvement, recreation and outdoor tourism among recreationalists and local residents, as well as a careful and humane attitude to natural and cultural heritage.

Recreational activities within the territories and objects of protected areas may be carried out within the framework of joint projects, including investment projects, programmes and plans of activities of enterprises, institutions and organisations of all forms of ownership with executive authorities and local governments, public and international organisations.

It is important that the process of developing Ukraine’s protected areas in the direction of providing glamping services has somewhat intensified recently. For example, the Ministry of Environmental Protection and Natural Resources of Ukraine, together with the Association of Local Governments “Euroregion Carpathians – Ukraine” and national nature parks, prepared the project “Glamping – Creating an Exclusive Tourist Product in Protected Areas”. The project aims to increase the efficiency of using the tourist potential of protected areas and create an exclusive product for tourism, i.e. the arrangement of glamping locations. The development of such locations in nature reserves is aimed at increasing the tourism potential of the reserves themselves, in particular by creating an exclusive product.

Based on the results of the competition, 4 pilot regions and environmental institutions of different levels were selected to implement glamping tourism in Ukraine: Donetsk region – Kramatorskyi Regional Landscape Park, Zakarpattia region – Synevyr National Nature Park, Ivano-Frankivsk region – Dniester Re-

gional Landscape Park, and Lviv region – Skole Beskydy National Nature Park. The project's peculiarity is due to the development of tourism in the territories of the nature reserve fund, which shall not have a negative impact on the natural ecosystem. And glamping will be a combination of traditional campsites with comfortable hotel-type conditions for tourists. A broad information campaign is also planned to present the tourist potential of protected areas and exchange tourist experience between Ukrainian and foreign parks.

The projects are to be implemented under the Sectoral Policy Support Programme for Regional Development "Tourism Development" implemented by the Ministry of Communities and Territories Development of Ukraine. The projects selected as winners will be implemented at the expense of the state budget funds received from the EU.

Another example of the glamping market in Ukraine is the Sun Space company. It is a young team of eco-intuitionists with a big, common goal - to develop eco-tourism in Ukraine and improve its level to international standards. They are creating an international network of glamping hotels, with the ability to quickly launch anywhere in the world, without capital construction. The company selects picturesque and unique locations for people who love nature as much as they do and prefer quality service, comfort, and modern technology. Bakota was chosen for their first location, where the Bakotaeco resort project is already actively developing (Official site of the Sun Space, 2022).

The development and prospects of this area are evidenced by the presence of 4 glamping companies in Ukraine. The analysis and features of glamping offers from Ukrainian manufacturers are presented in Table 3.

Table 3
Characteristics of glamping manufacturers in Ukraine

Company name	Types of glamps offered	Implemented projects in Ukraine and their features
Glamping.ua	The catalog contains 3 types of glamps: family, safari, and texas.	Built 19 glamping campsites. such as Royal Camping, Shishkinn, Goats and Sailors, and Glamp Camp. Uses innovative virtual reality technologies to present glamping sites and an online store to book them.
Ekopod	The catalog contains 6 glamp options – Private Geodome (for residential use), Public Geodome (for use in public and commercial projects), Event Geodome (for large events), Premium Geodome (geodesic domes with autonomous internal microclimate), Flower Dome and Oracle (for private use).	81 projects were implemented and 350 geo-domes were built. Their glamps are used in such glamping towns as Mandra-Hill, MNMLST Glamping, SkyPod, GM EcoBubbleHotel and others. The company was first in the Ukrainian market to create a full-cycle mono-production facility specializing in geodesic structures and components.

Table 3
Characteristics of glamping manufacturers in Ukraine (cont.)

Company name	Types of glamps offered	Implemented projects in Ukraine and their features
Luxtent	The company offers the following models of glamping structures – EcoDome (a spherical frame made of glued timber), GeoDome (aluminum frame), Eco-Chalet (a quadrangular structure made of glued timber, suitable for organizing a catering and administration area).	Their business includes not only the sale and production of tents, but also the provision of tent rental services for a variety of purposes: from organizing wedding, corporate events and graduations to holding competitions in various sports.
Onuka Glamp	The company offers one type of glamp of different sizes – the Onuka dome.	Geo-domes are made of wood, twice as long as the frame; comfortable for use in the winter as they can withstand temperatures up to -30°C .

Source: developer by the authors on the basis of Official site of the Sun Space, 2022, Official site of the Glamping.ua., 2022, Official site of the Ekopod, 2022, Official site of the Luxtent, 2022 and Official site of the Onuka Tent, 2022).

Despite the challenging military situation, the hospitality market in Ukraine continues to fight valiantly for survival. As of 23.02.2022, Glamping UA, one of the largest glamping manufacturers in Ukraine, has signed five contracts for the production of about 200 tents throughout Ukraine. Since the outbreak of the war, Glamping UA has shifted its focus to exports. Among its new customers there is a Polish distributor that buys Safari tents from Ukrainians and sells them on to Europe. Glamping UA has signed a contract with a French corporate client working in the hospitality industry to supply 200 tent structures and finishes over several years. Despite the military situation, a network of glamping sites under the MANDRA brand from the founders of Ribas Hotels is developing in Ukraine. It is worth noting that after Ukraine's victory, we should expect an extraordinary demand for tourism. Inbound tourism will be driven by business travel and the involvement of European countries in the reconstruction process. It will take place in the de-occupied regions and areas that have long been front-line and have suffered the most, and the development of glamping infrastructure as temporary places of stay will be relevant. On the other hand, after the occupiers are driven out, millions of Ukrainians will need rest, rehabilitation and rebooting, and the use of nature reserves will be necessary for this purpose. Another problem is the readiness of nature reserves and parks to receive tourists, as almost a third of Ukraine's forest fund has been affected by the full-scale Russian invasion. 8 nature reserves and 12 national nature parks have been occupied. and thousands of hectares of land need to be demined. Despite the difficulties, all Ukrainian institutions are looking for different options to develop

business, preserve human capital, and rebuild the country. A few years ago, glamping was a novelty for Ukraine, but now the glamping market is represented by a number of projects across the country, varying in size and format, which indicates that people are interested in this type of vacation and, accordingly, there is a wide demand for it.

Conclusion

In Ukraine, the demand for ecological recreation using glamping is obviously growing, but the pace of forming a quality offer for tourists is insufficient and the potential of protected areas is very relevant in this context. It should be noted that the use of glamping as a tool for ensuring the sustainable development of tourism in natural parks and reserves will contribute to the development of nature reserves in the following ways:

- Increasing the number of tourists in protected areas;
- Increasing revenues of environmental protection institutions and increasing in the profitability of their activities;
- Increasing the employment rate of the local population by creating new jobs;
- Increasing revenues of local budgets by growing tourist traffic and, consequently, tourist fees;
- Improving rural development in the areas adjacent to protected areas by attracting investment or grant funds.

Thus, the formation of ecological spaces using glamping in Ukraine will contribute to the development of the tourist infrastructure of protected areas in compliance with the principles of rational nature management. What is more, it shall increase the human resources of environmental institutions, the efficiency of their activities in the field of recreation and tourism, as well as the popularization of protected areas as ecological tourist destinations.

STATEMENT OF ETHICS

This study was conducted in accordance with the World Medical Association Declaration of Helsinki. The research protocol was reviewed and approved by the Scientific and Technical Council of the Lutsk National Technical University (February 15, 2023, Lutsk, Ukraine). All participants provided written informed consent to participate in this study

DECLARATION OF CONFLICTING INTERESTS

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