

Glamping – understanding a new tourism trend in Maharashtra

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Abstract

Glamping basically means luxury or glamorous camping having all comforts like home away from home. (Horáková & Boscoboinik, 2012). According to the oxford english dictionary, glamping is “a form of camping that involves accommodation and facilities more luxurious than those associated with traditional camping” (oxford online, 2022). Glamping in the twenty-first century is strongly marked by new trends in the expansion of accommodation in campsites, led by new demand that combines wishing to stay in the outdoors and wanting all the luxuries of home. Maharashtra is a state in western part of India having one of the largest coastline and various mountain ranges which attracts huge tourist across the globe. The article is aimed to study and understand a new trend in tourism – Glamping and its types found in Maharashtra which is being popular in young generation these days. The article is based on secondary data taken from books, various websites and online articles.

Key word – Tourism, Maharashtra, Camping, Glamping

Introduction

Maharashtra state is in the western and central part of the India which covers most of the part of deccan plateau and also consists of long coastline. It is second most populated state in the country and third largest in area. The State has a long history and culture which is still seen in various parts of the cities including the UNESCO world heritage sties. The state has natural attractions ranging from hills, mountains, valley, seashores, huge landscapes, forests, forts and many more. Cuisine of Maharashtra is very distinct and has mild to very spicy flavours. People enjoy vegetarian and non-vegetarian specialties. The state is rich in culture and thus lot of fairs and festivals are celebrated throughout the year which attracts many tourists across the country. Thus, one of the major sources for managing economy in Maharashtra is tourism. According to an article by rediff.com Maharashtra was the top state to attract foreign tourist in 2010. Tourist coming to the state can find various tourist attractions right from adventure, beaches, hills, forests, water bodies, museums, pilgrimage to experiential tourism like MICE, agro-tourism, eco tourism, wellness tourism and many more. One of the popular and trending tourism in Maharashtra is Glamping.

Though the term glamping is getting popular now and is in notice since 2007 the evidences of this luxury and glamorous camping are found from more than thousands of years (glamping hub, 2019). As per the article unique family vacations: treehouses for glamping with kids in 2022, kids and adults both enjoy sleeping under the sky in the treehouses and make their experience unique and memorable having luxurious amenities with nature. According to the website glampinghub.com “Glamping accommodations, in most cases, take advantage of the surrounding elements, creating the best space for eco - friendly travel and sustainable tourism.”(glampinghub.com). Glamping being the tourism for eco-friendly tourist, it has been popular in most of the young adults and thus has to reach to the masses.

The popularity of glamping, particularly among the younger generations, is driving the overall change of traditional camping into glamping, with various inferences for the general competitiveness of the sector.

Glamping eliminates the discomforts caused by the camping but also helps one to spend time with the nature having luxuries of private and safe premises and services like bonfire, private setup, personalized cooking inductions and utensils giving resort like feeling around the nature. (Jha & Biswas, 2021)

There has been a growth in the experiential tourism which gave boost to glamping which is close to the nature having no compromises on exotic locations and luxuries like private pool, furniture, good food mini-bar, barbeque setup, indoor and outdoor games many more. Many tourists from Maharashtra are opting for short weekend trips to nearest and popular destinations for glamping such as Lonavala, Mahabaleshwar, Mumbai outskirts, Karjat, Kokan to name a few. (Desai, 2019)

According to booking.com popular destinations to visit in Maharashtra for glamping are Mahabaleshwar, Lonavala, Malvan, Panchgani, Alibaug, Matheran, Khopoli, Malshej Ghat, Pavana Lake, Mulshi, Kolhapur, Bhandardara, Karjat and Nashik. They give an unique experience to the tourists and can be visited on a short trip with family and friends for a short escape in the lap of mother nature with luxury and safety.

For more than a decade, glamping, a sub-form of camping, has been a subject of interest for new generations of campers and a symbol of the drastic reform of the overall camping sector. The glamping has become identical to overall campsite accommodation that, as a rule, is not the property of campers but campsites. Glamping, an inclination of utmost comfort, argues strongly in favour of putting camping back in the focus of tourism interests through a novel, luxurious form of camping; in the market, it is playing a major role in tourism trend which is designed for the new generation tourists being environment delicate. Glamping is a concept of staying in a mobile home and are quite innovative methods of accommodation.

Types of Glamping Tents

TENTS

Since ancient times tents are the favorite accommodation type during a war. It is like luxury and style on a traditional canvas. They make comfortable and luxurious houses. One type of tent glamping in a bell tent is the best-suited shelter for men for lodging, Transporting, or leisure that has been used for a long time. These tents are constructed on solitary support pole surrounded by pure cotton clothing. These look like very simple structures. These accommodations are very popular amongst the z generation nowadays.

They vary in size and they are good for people, who like more outdoor stays with a simple, traditional, comfortable accommodation with a hint of luxury. Glamping operators can provide bathtubs, showers, air conditioners, and heaters as well for the winter season inside the tents. The various sizes of bell tents can be matched to their usage or fondness and most have an airy interior, with luxurious bedrooms for several people.

The Safari Tents are also known as wall tents. It is a type of accommodation with four conventional upright walls which give sample headroom to traditional pyramid-shaped accommodation. Safari tents are made of heavy-duty canvas as the external layer and wood posts as the supporting frames. Safari tents are very much suited as the round-season tent. These Tents are durable and less weight than houses and other types of accommodation. They are very much easy to carry as well as install anywhere required.

Glamping accommodations are becoming very popular these days with the help of continuous enhancement and modernizations. Most of them provide variety and more than five styles of safari tents for small families to large groups. triangle shape basic tents to large specially designed wilderness luxurious style glamping tents.

Safari tents are in present for more than thousands of years. Royals, travelers, and hunters have used these tents for convenient lodging during travel. Safari tents vary from small to large sizes, are supported by a framework of poles, and often have attractive hard flooring. These tents are very durable with weather protection and waterproof facilities.

Glamping Dome Tent is one kind of geodesical dome tent designed only for glamping purposes; these tents have round and circular structure, look very elegant, and are very attractive. It is very easy to fully furnish with a variety of household facilities, appliances, kitchenware, and easily installed everywhere to provide a unique, comfortable, and good for stargazing active understanding. So that it is widely used for glamping and other similar parts of the sector. The exciting part about glamping dome tents is the many ways you can set them up. Large dome tents can be used for functions like reception, conferences and seminar halls, restaurants, yoga session halls or even event halls. Various glamping resorts provide various size glamping dome tents from 4m to 10m with sufficient accessories and options.

YURTS & DOMES

Yurts and Domes are types of old-style tents that are similar to the ancient types used throughout the historical era. They're usually open floors with a fire in the middle. Yurts are spherical walled accommodations that are built in many varieties of sizes. The design of these tents has been there for more than centuries. All yurts are spherical in design. These designs are self-supporting. The top of the wall of self-supporting yurts is prevented from spreading through a tension band that opposes the force of the roof ribs. Innovative glamping yurts can be built on permanent wooden platform; new material can be used to build yurts such as steam-bent wooden framing or metal framing, canvas or tarpaulin, plexiglass dome, wire rope, or radiant insulation.

Glamping Pods are simple wooden tents that can vary in sizes. On the low end, they have beds, tables, chairs, and other furnishings. On the higher end, they have electrical fittings and a well equipped kitchen. Best camping experience can be provided but with special amenities. These pods are well protected from serious wind and rain as compared to conventional camping sites.

The yurt is a convenient, spherical type of structure, made up of wooden materials and covered in cotton clothing. They are well insulated which can accommodate the entire group of people and can be set easily. Domes are made up of modern a structure which offers more comfort without having any negative impact on the surroundings. They are built in the shape of a dome and from a combination of wood, iron, and cotton canvas.

TREEHOUSE

Usually made up of wooden, these are luxurious camping above the ground level through the tree branches. The designs are from small huts to large buildings having different styles with distinct locations. Tree houses are one of the best glamping experiences. In the past, they were popular in ancient cultures. Treehouses are made of materials like snow, ice, wood, branches of trees, palm leaves etc. Glamping huts are built basically and are frequently used during the season as they do not offer comfort like resorts and they are better choices than conventional tents.

TEPEES

These are wide at the bottom with a peak at the top of the tent. Glamping tipis or tepees originated from American Native people who used them for their nomadic lifestyle which are easily set being warm and comfortable for people to socialize.

It is made of wooden poles tied together at the top of the structure with a durable canvas wrapped around the poles with a hole at the top to release the smoke, a small door, and a window. During winters a fireplace is used to create heat inside the tepees in winter season.

CAMPER VAN

Caravans can be hired or purchased from agencies, which provide utter comfort in the van; it has all the five star facilities and amenities in inside the van. Interiors can be customized according to the preferences.

ECO-PODS

These are pods with full glass from all the sides. They are in varied sizes and takes help of Mother Nature for energy and heat.

SAFARI LODGES

These tents are provided in the wild life sanctuaries, where visitors love to stay in natural accommodations. With the feeling of a Safari, the space is as huge as a luxurious Lodge, but the style follows the style of the tent with steel or aluminum frames, durable heavy fabric canvas, glass curtain, and wood veneer wall, and maybe a platform or hard flooring. All these facilities give people a more well-appointed, stunning, and relaxed living experience. Safari lodge tents are best suited for other functional facilities such as marriage halls, restaurants and coffee shops, indoor games, entertainment, events and many more.

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