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**SHAPING WELLBEING THROUGH SLOW
ADVENTURES: THE GLAMPING CASE OF LATVIA**

Master thesis

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This Master thesis has been compiled independently. All works by other authors used while compiling the thesis as well as principles and data from literary and other sources have been referred to.

A handwritten signature in blue ink, appearing to read 'Ilze', is shown on a light-colored background.

Ilze Dzirkale

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INTRODUCTION

When traveling around it is possible to meet new people and places that leaves memories sometimes longer, but sometimes not so long. People can choose to travel wherever they want, they can choose how to travel, to enjoy slowly vacation, or fast visit, to travel alone or with friends and family.

Traveling has been considered to be a new religion for people around the whole world. Eurostat statistics (Eurostat, 2020a) shows that by exploring new destinations and experiences people in Europe on 2018 did 390 million trips in spring time and 270 million trips during summer. This vast growth of tourism has been strongly supported and empowered by technological development and digitalization by giving easy access to different information, offers, services, entertainment and many more possibilities.

Simultaneously, rapid development of technology is forcing people to adapt and cope with significantly more information than ever before. Society has access to smart transportation, fast technologies and fast Wi-Fi with different kind of updates (Wajcman, 2008, p. 61). Digitalization and innovative technology are making our lives to run fast – fast gadgets, speedy facilities and even faster services, fast food and faster way of communication which let people discover more innovative ideas for life (McClarty, 2015, p. 3).

Bright side of “fast lane” is that fast transportation allows travelers to visit further and undiscovered destinations (Khan, 2015, p. 39). Travel agencies compiles and offers trips which most often fits for traveler wishes and needs (Venkatesh & Jabez, 2015, p. 402). While ago travelers were not even seeking for wilderness or going for different self-organized adventures, as it was not so much talked about on media and digital technologies were not so modern to explore information and possibilities (Sharma et al., 2020, p. 2).

On the other hand, “fast lane” tourists use all prepared travel package offers, there is no originality, they travel to resorts and five-star hotels, they take a tour with a bus through

city, they go to guided boat or bike tour, they go where every typical tourist goes (Venkatesh & Jabez, 2015, p. 402).

Global Covid-19 pandemic situation has hit tourism industry drastically. Moreover, tourism was one of the first sectors that got affected by pandemic, and predictions tell that it will be one of the last sectors to recover due to the restrictions and overall situation. People are not able to travel wherever they want, and the planning part for future long-distance vacations must be postponed or re-planned to domestic trips. Due to the restrictions almost all hotels, restaurants and airports are closed and international tourism has fallen around 80%. However, global pandemic situation in the world has given an opportunity for entrepreneurs and governments to rethink tourism strategies for the future. (OECD, 2020, p. 5)

Moreover, Covid-19 pandemic travel and movement restrictions have led governments and travel agencies to rebrand international tourism to domestic (OECD, 2020, p. 2), which means people will explore and get to know more their local destinations, different slow activities and will try different accommodations as social distancing is closely related to guest houses, tent, camping and glamping (Craig, 2020, p. 1). At the moment domestic tourism tries to give opportunities for their travelers to have benefits for both- travelers and entrepreneurs sides and to keep traveling alive. Local businesses are trying to stay creative and develop new tourism products (OECD, 2020, p. 5).

Author chooses to write about slow adventures and wellbeing, because the “fast lane” revolution and current situation in the world has affected tourism, accommodations, societies well-being and leisure time as well (Farkić et al., 2020, p. 2067). In some ways Covid-19 travel restrictions have affected domestic tourism and tourism entrepreneurs in a positive way by motivating them to think innovative and offer new slow adventure types for guests.

This master thesis raised a problem of: How to meet customers’ expectations and offer glamping customers services that support their wellbeing.

The goal of this thesis is to create recommendations for glamping entrepreneurs how to develop slow tourism in Latvia and promote tourist’s wellbeing through glamping’s.

In order to fulfill the aim of the work, the following research questions were asked:

- What are the travelers' expectations for slow adventures and glamping?
- How can glamping sites promote wellbeing?

To answer the research questions, the following research tasks have been set:

- present literature review about slow adventures interpretation as new traveling type;
- explore information about sustainability and slow concepts;
- conduct a survey of domestic travelers to understand their expectations and needs for traveling;
- interview representatives of existing glamping about new tendencies, latest innovations and their future vision related to slow adventures;
- analyze the results of the research and make proposals for glamping entrepreneurs.

The first part of the paper will be focused on the theoretical aspects: beginning of Slow movement and its development till nowadays, different Slow concepts such as Slow accommodation and Slow adventures. Slow tourism adventure connection to eco-tourism and sustainability. Next chapter will be dedicated to tourists' expectations and needs when experiencing Slow adventures.

The second part of the thesis will be research based. Interviews with glamping owners in Latvia who opened their businesses with in Covid-19 time. Interviews with those who are working for a while, their experience and future vision about how they can help domestic tourism to grow. Creating survey for travelers to understand their needs when experience Slow adventures, and how it helps their well-being.

As the result, author of this paper will make conclusions and suggestions from findings for entrepreneurs offering glamping services to develop their services in changing circumstances and to meet the customers' expectations for promoting their wellbeing.

1 SLOW TOURISM AS A NEW SUSTAINABLE TRAVEL STYLE

1.1 Approach to sustainability, slowness and wellbeing

Since the world is full of options, and industrial actions drastically influences people everyday life, people live in “fast mode”, they are “running” throughout the day with “on-the-go” lifestyle (Joseph& Singh, 2013, p. 862).

Fast lane - this term raised up ever since internet came popular and accessible. It has gained a lot of attention as it changed people way of thinking and their lifestyles from calm, relaxed and slow to fast and nervous. It created demand for business- everything easy, speedy and instant. This fast revolution also impacts leisure time and traveling as well as human’s wellbeing. Long distance traveling can be done more quickly than ever. People want to discover new and further possible destinations. In the present time living rules and regulations have put restrictions for society, leisure time and vacations are shorter than it was a while ago, traveling values and expectations when visiting new places has also changed. (Khan, 2015 p. 40)

While rushing on the fast lane, where minute, hour, week and month are flying, relaxation can be perceived only by stopping the time, by enjoying unforgettable experiences that changes every day routine- feelings, nice surroundings, improving health, balanced diets, unforgettable experiences that changes every day routine (Milohnić et al., 2019, p. 458).

Selling and promoting different products, tourism offers, destinations or any kind of ways to relax has led some places to mass tourism and over tourism. For protection these destinations need to be monitored and governments and tourism specialists need to come up with new offers for travelers, for example promote sustainable tourism. (Weber et at., 2019, p. 7)

Sustainable tourism has been defined as a tourism that “meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Also, as an activity “envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system”. (UNWTO, 1997, p. 30)

If sustainable tourism is being promoted and governments encourage travelers to be responsible for nature and environment due to reason of speed and over tourism, then travelers are seeking new ways to enjoy the destination. Many discussions have been made about using travel packages from agencies and their actual sustainability and footprints. Even though, travel packages offer client to choose destination and hotel as well as some activities, not all of offers are towards sustainability and slowness. There has been created clusters where travelers can get more experience not only by being in destination and using all travel package offers, but also by spending time in nature and getting together with local traditions outside of offers (Liu, 2003, p. 461).

While ago Krippendorf (1987, p. 35) referred that people are traveling to different directions to seek the balance between the work and relaxation in their everyday lives.

If to talk about nowadays, then people are traveling for:

- For relaxation and refreshment and mind and body leisure–due the urban environment, work pressure on everyday life;
- Health reasons–persons health is very important nowadays, lot of stress, bad food habits due the life rhythm;
- Curiosity and culture–new languages, festivals, historical interests, culinary heritage;
- Interpersonal reasons–meeting friends or family;
- Religious reasons–pilgrimage, to find peace of mind, meditation;
- Professional or business reasons–conferences, meetings, exhibition, expand business (Khare et al., 2021, p. 2).

Those people are consuming the climate, environment, everyone’s culture and the travel destination itself. Mass tourism travelers are not thinking towards sustainability, ecology

or saving, they are creating the tourism industry trends and demand. Their main aim is to visit places which their neighbor or some celebrity has visited, so that they can approve themselves in society. Later on, mass tourism travelers started to seek for modern tourism alternatives, large percentage have already visited most popular sightseeing places, and tourism industry had to change and transform. (Markwell et al., 2012, p. 228)

As alternative tourism has many types (see Table 1.) every traveler can find something to be interested in. In definition, alternative tourism is “the tourism type with the aim of giving priority to social and ecological harmony, the cooperation of domestic and foreign entrepreneurs and the use of domestic materials for improvement”. It means alternative tourism promote nature, slowness, sustainability and activities that are opposite mass tourism. (Ogan & Kivilcim, 2021, p, 432)

Due to the Covid-19 lockdowns and restriction, alternative tourism types are practiced more and more. Some activities are offered specially for tourists who are tired of crowds and who want to be more in nature, like ecotourism, rural tourism, camping and glamping or bird and wildlife watch. Similar to these there are also more active ways of exploring nature, for example river tourism, mountaineering and climbing in mountains, air tourism and bicycle tourism. (Ogan & Kivilcim, 2021, p, 432)

Table 1. Comparison of researcher’s classification for alternative tourism types

Nature Tourism-Based Activities	Adventure and Sport Tourism-Based Activities	Cultural Tourism – Based Activities	Other Activities
Ecotourism Rural Tourism Agrotourism Plateau Tourism Nature Photography Bird and Wildlife Watch Camping and Caravan Trekking Cave Tourism	River Tourism Mountaineering and Climbing Winter Tourism Safari Horseback hiking Air Sport Golf Tourism Bicycle Tourism	Congress and Fair Tourism Gastronomic Tourism Religious Tourism Festivals and Fiestas	Health and Thermal Tourism Youth Tourism Yacht and Cruise Tourism

Source: Ogan & Kivilcim, 2021, p, 433

Cultural tourism-based activities let travelers enjoy the values of place through food, religion, festivals and many more activities what includes social interactions. In category, other activities, are classified various tourism types starting from health and thermal tourism till yacht and cruise tourism. By Ogan & Kivilcim (2021, p. 433) there are more than 200 types mentioned, such as green tourism, event tourism, toy tourism and many more. (Ogan & Kivilcim, 2021, p, 433)

Digital technologies are giving opportunities to choose different new travel possibilities (Eurostat, 2020b, p, 5) which make possible to choose the slow traveling and slow tourism as alternative. There are some significant differences between these two tourism types (see Table 2.). Moira et al. (2017, p. 5) highlight the differences in transportation means and the time spent on experiencing tourism.

Table 2. Comparison of mass tourism and slow tourism

Mass Tourism	Slow Tourism
Quick Movement	Slow movement
The airplane is the dominant means of transport, mainly charter flights	Use of alternative means of transport, mainly train or bus
Transportation with high carbon dioxide emissions	Transportation with low carbon dioxide emission
Quantifying the visiting areas	Qualifying the tourist experience – maximizing the enjoyment of the destination
Accommodation in commercialized resorts or hotel complexes	Accommodation in small accommodation units

Source: Moira et al., 2017, p. 5

Opposite to usual ways of traveling-taking the fastest transportations, taking a fast glimpse at tourist most popular attractions, and staying in a destination for short periods, slow tourists do like to move from one place to another slowly by using bike or any other self-motored transport, staying in destination for long time, so that they can to discover its unique places, and give to themselves a local tradition burst (Oh et al., 2016, p. 212).

As Dickinson (2009, p, 3) claims, slow tourism consists of several vacations and longer stays. Instead of traveling with airplanes, travelers use environmentally friendly transportation, moreover it becomes as part of slowness and slow experience. Slowness

in this case is expressed as “being calm, tranquil, seeking easy and simple things”, lack of speed rather than slowness (Lumsdon & McGrath, 2011, p. 271).

Slow tourism, came up as an alternative for mainstream travelling, encourages travelers to do different activities in destinations, such as cycling, walking, hiking, travel between the destinations and visit unvisited sites (Yurtseven & Kaya, 2011, p. 91). Slow tourism is all about engaging all human senses and thinking towards sustainability and eco-tourism, it emphasizes the quality of traveling not the quantity (Conways & Timms, 2010, p. 333). The major essence of slow tourism is to let tourists achieve quality experiences and adventures, not quantitative, and maintain long-term quality environment what they can't get every day (Khan, 2015, p. 45).

According to statistics slow tourism is increasing because people want to escape from crowded places, want to get joy just by being with themselves in nature, to be cut out for a while from the continuous stream of information. From year 2015 to 2017, this tourism segment has been growing by 6, 5% annually, the highest growth rate of tourism market. (UNWTO, 2017, p. 11)

Slow tourism is closely related to slow movement fundament concept “Slow food”, which started in Italy, in 1986, and was initiated by Italian food writer and journalist Carlo Petrini in protest against McDonalds` fast food restaurant opening in significant restaurant area in Rome (Khan, 2015, p. 40). The main idea was opposite to Mc Donald's fast-food industry—fresh, local grown natural food. Slow food movement was dedicated to food with a taste of history, recipes given from generation to generation, ingredients which were grown in good and clean environment (Yurtseven & Kaya, 2011, p. 91). Slow food represents quality farming, seasonal products, and gathering family and friends (Mayer & Knox, 2010, p. 1552). Philosophy of this movement is to stay calm, reevaluate quality time, leisure time and minimize environmental footprint (Yurtseven & Kaya, 2011, p. 91).

The movements' goal is to protect humans' rights to taste food, and take a break time. Embracing more than 80000 members from 100 countries, different wine tasting events, food festivals and cooking masterclasses, the slow food movement creates huge network where local businesses work closely together with tourism organizations to attract more

people. 13 years after the slow food movement started, one of Italy small town mayor Paolo Saturini gathered other towns mayors to discuss the term – Cittasslow – with a purpose to add it to Slow food movement. (Mayer & Knox, 2010, p.1554)

The Cittasslow or slow city ideology is about slowing down movements in cities, working towards less pollution in environment, produce local goods, people are invited to enjoy day in town slowly by having dinner or lunch in city. Main aim is to develop local places, encourage local citizens to think more about vitality, good and qualitative food, healthier environment and sustainable economic situation. (Knox, 2005, p. 3)

By April 2015 there are 195 cities from 30 countries in Slow city movement (Bumin Doyduk & Okan, 2017, p. 164). Time after time “slow” meaning changed into lifestyle, “right tempo”, “natural life rhythm” of local people and tourists started to see slow movement features, it allowed to experience meaningful quality time (Khan, 2015 p. 40).

There is no statement about the exact date when tourism and traveling in world recognized the word “slower”, but Băc and Aksoz (2013, p. 69) have announced millennium year as the time when starts Slow Travel Manifesto, which claims Slow tourism to be the motivator to calm tourists down and let the enjoy the trip.

Slow tourism is considered also to be a low impact tourism as slowing down and enjoying things slowly can minimize the huge impact on environment, culture and society. The visualized image for slow traveler is that he travels alone or with friend or family, takes long overnight stays, and visits in between destinations to fulfill the trip, most commonly takes hikes in market trails and tries local food instead of fast food or fancy restaurants. (Khan, 2015, p. 46)

Meanwhile, some other researches argue that slow tourism changes ideology of holidaymaking into holistic experience due the travelling way (Lumsdon & McGrath, 2011, p. 268). Reason of this argue is connecting slow tourism with pilgrimage, by saying that these two components together characterize simplicity, mindfulness and desire. Both these style travelers deeply connect with the location and the local traditions during the long walk and overnight stays (Howard, 2012, p. 17).

Tourism specialists encourages visitors to stay in one place longer. It would move the tourism flow more away from urban cities into the countryside and rural tourism areas. The reason could be that overnight stays in rural areas cost more for travelers than in urban areas due to longer stays, exploring new places and experiencing adventures, effective use of accommodation and purchases of more local products and services, during rural experience (Serdane, 2017, p. 9). Longer overnight stays in destination are more economically sustainable and also environmentally friendlier (Gössling et al., 2005, p. 419).

Not only slow tourism draws suggestions to stay longer in a place, but it created changes in travelers' choices about the trip, goods that they will buy during the trip and service consumption during the stay. Researchers have suggested to look at it not as a temporary movement, but already as a lifestyle and worldwide social movement (De Salvo et al., 2019, p. 315). Many options are created, if to talk about accommodations choice during the stay: home staying, couchsurfing, eco-lodges, farm stays and many more slow accommodations were developed since Slow Movement started, just to allow tourists to feel the authenticity of place and learn culture and traditions (Khan, 2015 p. 44).

Researches are conflicting whether the slow tourism must be categorized under wellness tourism as it brings to slow traveler peace, relaxation, keeps traveler in good physical shape and in the move. At the same time, it can be characterized by local culture, healthy diet, simple accommodation, peaceful leisure time and respecting natural environment. (Matos, 2004, p. 95)

Referring to Dickinson (2011, p. 289) slow tourism and adventures are considered to be a niche market that is functioning together with many other travel types, for example green travel. Green travel is described as responsible travel to natural areas, but, although green travel focuses on ecological infrastructure, and slow tourism on all experience together, green travel can be a synonym of slow adventure tourism (Yuan et al., 2020, p. 1).

There are more different connections to slow adventures. Many of them are related to mobility. Fast line travelers choose destination spontaneously, by searching on internet cheapest and most sufficient offers, and then find out the way how to get there, more

likely, by airplane. Slow travelers think first about transportation and time, and then about destination and possibilities there (Dickinson & Lumsdon, 2010, p. 79).

Discussions have been made about slow tourism moving possibilities, and how it affects wellbeing and environment (see Table 3). Using airplanes, train or bus created travel corridor, where traveler can see the entrance of beginning point and the exit of destination point. It means that everything what was in between these two stop points was not explored. For this movement speed is important. On the other side, unhurried traveling tempo lets travelers enjoy the landscape and culture. Walking or cycling is saving environment.

Researchers have selected three of main mobility possibilities:

- self- propelled, which includes walking, running, hiking and swimming.
- related to body effort, like rowing, cycling, skiing, third involves natural sources- sailing, windsurfing, paragliding.
- And motorized types- car, bus, train, airplane (Knowles, et al., 2008, p. 149).

Table 3. Slow travel comparison with modifications

Moving possibilities	Slowness tempo	Travel experience	Environmental cause	Sense of place
Walking or cycling	Medium, / unhurried	Traveling throughout the landscape	Low consumption of carbon and fuels	Cultural exchange, sense of authenticity
Airline or train, bus	Speedy, / hurried	Travel corridor	High consumption of carbon and fuels	Minimal contact

Source: Lumsdon & McGrath, 2011, p. 276.

Most common mobility option what slow travelers prefer is walking, hiking and cycling. For this reason, in Europe have been created Eurovelo cycling route which goes through all Europe in different kind of ways. It is called as one of the first slow travel tourism network. Cycling allows to stop in any moment. Possible to take off-rounds and discover new ones (Dickinson & Lumsdon, 2010, p. 144).

Around year 2010 10 % of Europe’s travel market consisted of slow travelers (Lumsdon, McGrath, 2011, p. 266). Slow travelers are characterized more as middle-aged married male, less than females. Females enjoy slow tourism being single, they are seeking for peace and self-satisfaction. (Yurtseven & Kaya, 2011, p. 93)

The difference between the average traveler and slow traveler can be seen in Table 4. According to Med Pearls (2020, p. 14) average traveler get inspiration for traveling from internet sources and from other experience written in travel blogs, video reviews, but slow tourists from readings in books, different movies, music lyrics also on internet sources. Med Pearls (2020, p. 14) also points out that tendency for slow tourist is to enjoy experience, use self-knowledge compared to average traveler who uses tour operator offers and guides. Additionally, to these differences, Yurtseven and Kaya (2011, p. 93) detected that more than half of slow travelers have 500–1500 EURO monthly income. 22,3% of them are owners, managers or executives, 21% are teachers, engineers and doctors, others are staffs or working straight with clients. Typical slow traveler behavior is that they travel in group or with friends, 44,5% travels with family to have quality time. This certain research talks about specific place, and travelers agreed that they more likely visits his place 2–3 times. Largest number of travelers–57, 6% were traveling more than 500 km. 39,4% prefers to stay the night in bed and breakfast, pension type, 41,2% prefers different accommodation type. (Yurtseven & Kaya, 2011, p. 93)

Table 4. Comparison of average traveler and slow traveler

Average traveler	Slow traveler
Gets inspiration from internet and travel blogs	Gets inspirations from books, movies, music and internet
Books places via reservation webpages, rarely via internet	Books places by phone and e-mail, rarely via internet
Uses tour - operator	Tries not to use tour – operators or guides if it is possible
Takes pictures with smartphone or professional camera	Takes pictures with camera or tries to enjoy the long-lasting view
Posts pictures on social media as soon as he can	Posts pictures on social media as soon as he can

Source: Med Pearls (2020, p. 14)

Yurtseven and Kaya (2011, p. 94) argue that typical slow traveler:

- are open to slow experiences and discover different cultures and identities,
- are clever, and have a good cultural knowledge and slow philosophy,
- are independent travelers,
- have high expectation with regard to the place they are visiting,
- enjoy eco-gastronomy.

Previous mentioned, “fast lane “changes people’s way of thinking and lifestyles from calm and relaxed to fast and nervous, everyone, in end of the day, are willing to be happy. Understanding of happiness varies, depending on age, status of life and experience, one seeks for good health, peace of mind, getting away from every day in nature, other seeks for wealth and fame and positive change in community (Liu, 2013, p. 68).

The happiness and wellbeing have two types: subjective wellbeing (hedonia) and psychological wellbeing (eudaimonia), where hedonia manages people’s happiness, but eudaimonia manages people’s potential. (Liu, 2013, p. 67). Wellbeing is being understood as correlation between five measurable elements-positive emotion, engagement, relationship, meaning, accomplishment (see Figure 1).

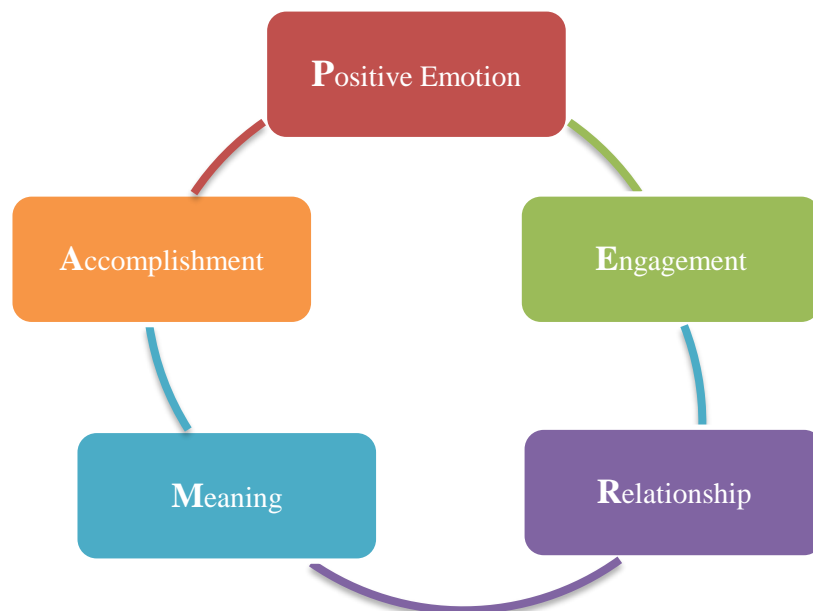


Figure 1. Wellbeing theory, PERMA model. Source: Seligman, 2011, p. 16

According to Seligman Wellbeing theory named also as PERMA model (2011, p. 16) “positive emotion “stands for pleasant life, good things that people are feeling and experiencing: happiness, curiosity, gratitude, joy, hope. Experiencing positivity is the main goal for people as it increases intellectual, psychological and overall wellbeing (Coffey et al., 2016, p. 4).

Secondly, engagement, stands for persons emotions, being interested, and focused of an activity. Experiencing satisfaction of an activity gives positive emotions and leads to life satisfaction, increases work results. For example, while enjoying vacation, person lose track of time and space, most likely one will be satisfied and work results, social life and self- esteem after vacation will rise. (Khaw & Kern, 2015, p. 5)

Feeling valued and having close friendships and being a part of social group, need for belongingness is another element for wellbeing. To keep and create new social connections have become as one of the main aims for people, especially nowadays, when digitalization has taken over our social lives in Covid -19 (Eurostat, 2020b, p. 5). To build relationship in high level, one can book a guided tour, which means in this group will be similar thinking people, or learn a new hobby. (Khaw & Kern, 2015, p. 5)

As fourth element of wellbeing is “meaning” what Seligman (2011, p. 16) explains as purpose of life, need to have sense of value and worth, belonging. Everyone has their own purpose in life, for some it can be personal values, for other carrier driven aims or to visit as much places as it can be possible (Khaw & Kern, 2015, p. 5) For example, as it is mentioned in previous, for some slow travelers meaning of life could be visiting places what one has read in books or saw in movies. As last element of wellbeing is mentioned “accomplishments or achievements”. This element is result driven, people are seeking results from activities, either they are work results from projects, personal results by gaining new skills where one has put much effort (Coffey et al., 2016, p. 4). Researches have shown that correlation between all previous mentioned five elements rises people physical health, vitality, work results, and overall life satisfaction (Liu, 2013, p. 68).

As Filep and Deery (2010, p. 402) state, happiness and wellbeing often is a result of traveler actions, it “is a state when a tourist experiences positive emotion (such as love, interest, joy, contentment), a sense of engagement in an activity (like flow or mindfulness)

and derives meaning from tourist activities (or a sense of greater purpose)” (Filep & Deery 2010, p. 402). Researcher led to belief that tourism influences traveler’s quality of life, social life, work, leisure, spiritual aspects (Uysal et al., 2015, p. 249). Varley and Semple (2015, p. 75) explain that slow adventure activities can be felt as a deep sense of creative accomplishment, but at the same time activities are recognized are described by hedonic wellbeing. Moreover, slow adventure activities challenges people to step out of their comfort zone. There is also a proof that spending longer time in nature, combined with relaxation, boosts positivity for people. In Filep et al., (2013, p. 193) research using a positive psychology perspective, examined how tourists describe their outdoor holiday experiences-positive emotions, joy, curiosity were most popular answers to experiences that involved discovering natural environment.

Results of Farkić et al., (2020, p. 2075) research about shaping tourists wellbeing through guided slow adventures shows that slow adventure experience can make meaningful changes in people wellbeing, especially now in Covid-19 time. Experiencing slow adventures creates positive emotions, that travelers cannot get in everyday lives, they lose time and space feeling, and are fully in re-connection with nature (Farkić et al., 2020, p. 2067). More about slow adventures can be seen in next chapter.

In conclusion, it can be said that sustainability, slowness and wellbeing are closely related terms. Fast lane has changed people way of thinking. It affects every day life, traveling, and living. Slow tourism is an alternative and almost opposite the mass tourism as it focuses more on locals, culture and authenticity. Slow travelers think more about sustainability and cares about environment where they spend the time. Wellbeing is closely connected to slow adventures which can give: positive emotions, engagement to activity, relationship and being a part of social community, meaning and purpose for live and achievements of done activities either physical or psychological.

1.2 Nature based slow adventure experiences

Slow tourism and slow adventures are categorized in tree main principles: taking time for yourself, having quality time and being attached to a particular place. The environment and natural surroundings need to be enjoyed and accepted with all the five human senses

so that a personal deeper relation can be created with the locals, experience the area, to understand the local community, the history and cultural, historical values (Yurtseven & Kaya, 2011, p. 93). Outdoor tourism and nature-based tourism, green tourism are most common examples for slow adventures (Dwyer & Edwards, 2000, p. 269). It includes landscaping, fishing, cycling, camping, trekking, forest bathing, star gazing and many more activities (Brooker & Joppe, 2014, p. 340).

Despite the known adventures there is growing demand for innovations. Moreover, because of Covid-19 pandemic waves, researchers have suggested innovation and sustainability as top priorities for tourism recovery, where one of the points are innovations and sustainability. (UNWTO, 2020, p. 6)

Slow adventure concept can be constructed through four components:

- Time, which is important experiential component enjoying adventures in slow tempo. Moreover, time, for slow travelers, do not pass, it can be felt in bodily rhythm of being tired. Traveler recognizes how the day changes to night;
- The “being in nature” matters for slow travelers. Nature release stress and creates pleasant feeling. Travelers want to connect and engage with natural environment, creating their own wilderness spaces through activities;
- Passage, refers not only to journey and mobility options, but as well as the navigation of self-transformation through time and space;
- Comfort, it has several meanings in context of slow adventures. Firstly, the process of being in comfort and secondly, the creating comfortable journey and experience. (Varley et al., 2020, p. 4)

Main differences between the slow adventures and fast adventures are that slow adventures are more focused on activities and management, landscapes, traditions, culture. Slow adventures can be related to staying the night under the stars, sleeping close to the ground, waking up with sunrise, engaging all the human senses and imagination. While fast adventures are more about mobility and speed, qualitative sleep and food, modern facilities. Slow adventures are about the journey to destination not about the destination itself (Varley et al., 2020, p. 4). As it can be seen in Figure 2. there are four sectors and four ways how slow adventures can be segmented. The map helps destinations to position themselves based on health driven components, which means slow adventurers

can easily choose the adventure based on the benefit. There is escapism sector where mostly all travelers have been. An easy nature enjoying method-camping/ glamping, fishing and walking or running. All these processes allow to clear the mind and escape from every day. Warrior sector which is related to urban environment, natural sector which welcomes travelers to enjoy nature through activities and adrenalin sector which involves extreme adventures. (Azevedo, 2020, p. 36)

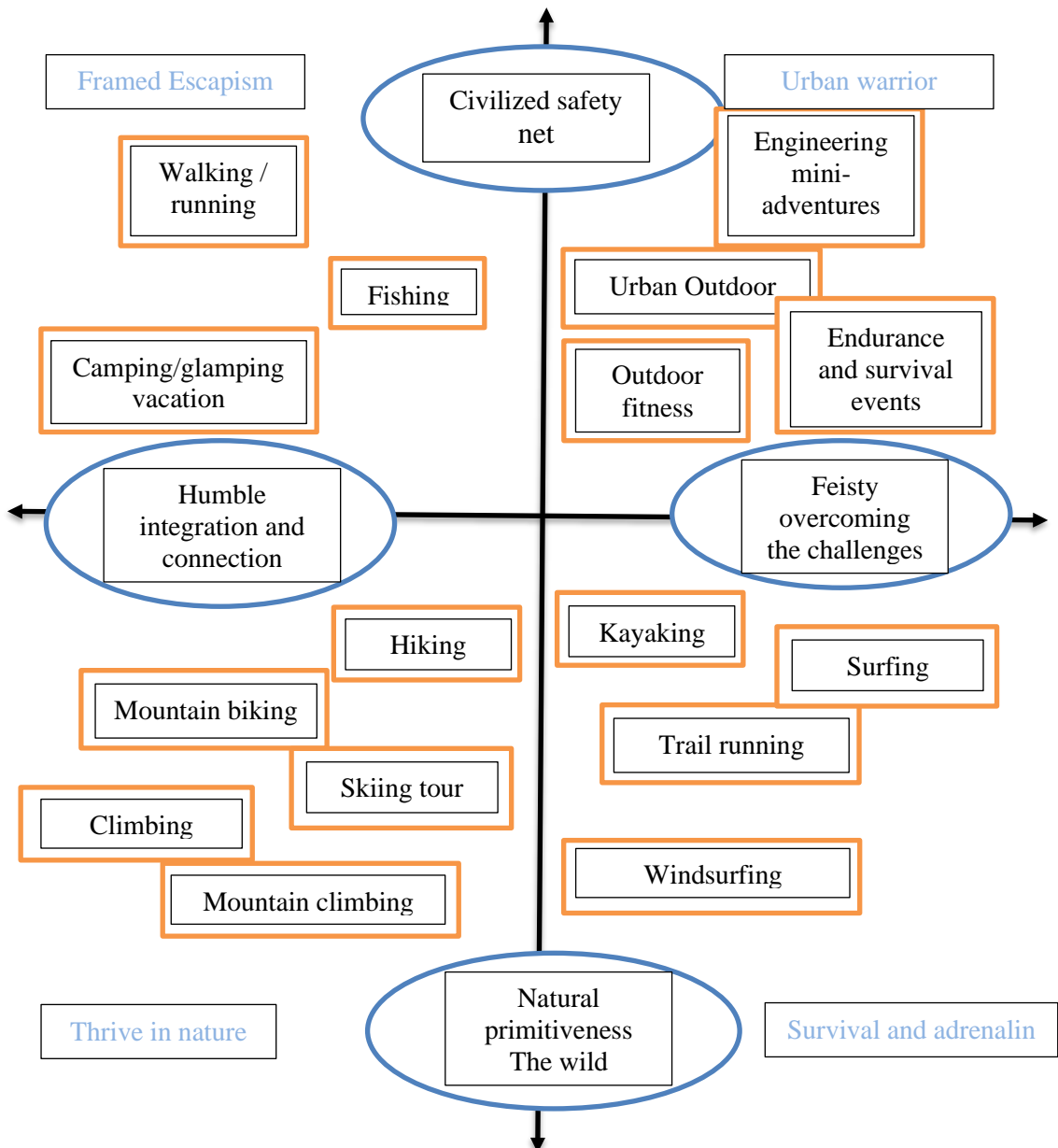


Figure 2. Author's reflection of researcher's slow adventure positioning. Source: Azevedo, 2020, p. 36

In Varley et al., (2020, p. 8) research results can be seen that from focus group discussion slow adventure experience is closely related to elements: nature powered journey; physical effort; cultural interpretation; environmental interpretation; practical outdoor skills; local, slow or wild food; wildlife tracking and watching opportunities; story telling; inspiring emotional connection with the outdoors. (Varley et al., 2020, p. 8)

As one of the slow adventure types, described in both previous researches is walking. Walking in city or walking in forest or near the sea has different effects on human. Forest bathing or Forest therapy is demanded now in Covid-19 time. Several years ago, no one would ever imagine that strolling through forest would be called a therapy, but as researchers have found out it does. (Gürbey, 2020, p. 9) Accordingly to Gürbey (2020, p. 10) forest bathing reduces stress, depression, anger as well as it allows to enjoy nature.

Forest therapy has several layers what can shape one's wellbeing:

- recreational, where traveler experiences enjoyment of peace and calmness;
- wellness and wellbeing layer, where different outdoor activities lead to inner balance;
- prevention layer, where lifestyle related diseases can be healed;
- therapy layer, where mental disorders can be healed (Jinglan & Lanlan, 2017, p. 6).

As mentioned previously slow adventures are connected to nature, landscape and connection to it. Walking can be connected to hiking in nature and backpacking. Backpacking is one of the forms how to enjoy nature and adventure in slow tempo. It is a typical form of slow tourism because of its speed (Chen & Huang, 2019, p. 159).

Backpacking trips can be from one day till two months or more. Adventure can be in town till all 'around the world' backpacking tours. Even though backpacking trips are not always showing the sustainability and green thinking, it gathers travelers who are interested to keep nature (Wiweka et al., 2019, p. 4). There are two types of backpackers: one is where travelers want to choose "open trips". Travelers join a guided tour group, accommodation exist for that night, they have an aim for the day, and the price for the tickets is known before (Chen & Huang, 2019, p. 159). Other type called "share costs type" where money about the trip will be shared with the partner or friend with whom

he is travelling. More likely, slow backpackers will correspond to second category - “share costs” type, as their characteristics are more into low-budget and adventure seeking (Wiweka et al., 2019, p. 5).

In terminology Pearce (1990), uses term “backpackers”, usually they are young people, students who plans trips informally. Their main aim is to enjoy adventure slowly, save money, and experience as much as possible, which as a consequence creates more interaction with local communities (Ooi & Laing, 2010, p. 195).

Slow adventures will involve getting to know the local community and surroundings. Most probably those travelers will choose to stay in slow accommodation—homestay or AirBnB as accommodation plays the main role in travelers experience (Boros et al., 2020, p. 364).

Slow accommodation is considered to be another way how to experience slowness in nature offering different kind of accommodation types that allow to enjoy surroundings, to be with nature, to create sustainability and to shape your wellbeing. Typical slow accommodations are not something popular and demanded, it has to have seasonal meals or at least self-grown herbs, close to local traditions. (Acharya & Halpenny, 2013, p. 368)

Homestay tourism or housing market is demanded in many destinations. It gives possibility for travelers to learn more about the culture, food, traditions and living. As one of this slow accommodation type is AirBnB. Several years it became more and more popular. It started by giving apartments, cottages, countryside houses for tourists to stay, and at this moment platform has been improved with digital city tours, possibility to learn to surf online and many more. Although there have been discussions that this platform influences negatively local hotels, guided tours and economy overall. Because of AirBnB price policies in regional hotels prices per night stay have raised to keep the healthy competition, and guided tours partly have moved to AirBnB platform as there is higher chance to market the products. (Gutierrez et al., 2017, p. 279)

Couchsurfing would be another slow accommodation type, it is similar to AirBnB platform, main difference is that Couchsurfing is for free. Usually hosts offer a couch or

a bed. This platform allows to enjoy the culture, because traveler can experience hospitality, depending on willingness from host's side. (Santos et al., 2020, p. 6)

There are many more possibilities where to stay overnight what is not connected to homestays, for example camping which is a form of tourism in which travelers stay in connection with nature and surroundings, it is also over 150-billion-dollar tourism sector (Rice et al., 2019, p. 426). Year 2017 in Europe was the time when 12% of travelers overnight stays were spent at campsites (Eurostat, 2020b) and year by year camping's are getting more innovative and modern.

Recently has appeared new form of slow accommodation – glamping. Glamping is a modern form of camping that creates outdoor recreational experience meanwhile sleeping and relaxing in glamorous hotel designed places, enjoying amenities (Brooker & Joppe, 2014, p. 2) and can be combined with different other slow adventures, for example, hiking, backpacking, cycling and many more.

Glamping offers modern amenities no matter what type of accommodation it is: cabin, treehouse, tent, dome houses, house on a lake (Lyu et al., 2020, p. 157). Glamping has become more popular in Germany. In 2017 three million German tourists would want to go camping. Every fourth German respects privacy and individuality do they choose apartments style accommodation or cottages, but every eight German would prefer to stay in caravan, mobile house, modern glamping or tent (Zwingenberger, 2017, p. 66). Interest in glamping all over the world is increasing from 21% in year 2017 to 45% one year later (Cairn Consulting Group, 2019, p. 19).

For already ten years glamping has made interest for a lot of travelers in different age groups. Glamping has developed and provides to tourists: possibility to escape from every day, relaxation, wellbeing, glamping gives curiosity to explore new accommodation types (Milohnić et al., 2019, p. 458). “Push factors are internal motives, instigated by needs for escapism, rest, relaxation, personal wellness, curiosity, adventure and social interaction” (Brooker & Joppe 2013, p. 2).

Glamping draws a new accommodation world in slow tourism, it strongly goes with in hotel standards and quality services with nature-based offers and amenities, rarely called “offer on silver plate” (Sakáčová, 2013, p. 26).

Compared to other accommodation types, glamping demands not only product and technologically advanced resort itself, but competitive tourism destination, nice landscapes and well-structured infrastructure (Danielsson et al., 2013, p. 35). It is considered as innovative type of resort. Glamping accommodations are located in beautiful surroundings, they have indoor facilities, similar to traditional resort, but the difference is that glamping gives unique nature-based experience to travelers (Ali & Amin, 2014, p. 250). Unlike the landscapes around which are specially made to create natural atmosphere, typical glamping sites are created to be in harmony with nature, to give more opportunities for traveler, for example, hiking in nature, climbing, rafting or just swimming (Filipe et al., 2018, p. 115).

Observing the main motivation of slow travelers to enjoy slow accommodation, for example, glamping, there have been raised three main motivations. First of all, motivation is nature and its beauty that gives harmony and pleasant feeling. Nature helps to keep wellbeing in high level. (Budiasa et al., 2019, p. 211)

Secondly, it is glamorous and luxury feeling in nature. Travelers search places which stand out among other. Finding camping or glamping which looks expensive. Most common humans’ reactions are to consume expensive products and services to search self- recognition. (Budiasa et al., 2019, p. 211)

Thirdly, it is happiness and enjoyment. Travelers want to have positive feelings. Positivity keeps high wellbeing level, and keeps person healthy (Budiasa et al., 2019, p. 211). All these motivations can be explained through wellbeing prism. Person wants to pamper himself by being in nature and enjoying glamorous feelings at the same time keeping nature sustainable.

Glamping business creates possibilities for slow accommodation to reach curious travelers who used to stay in hotels and resorts (Sakáčová, 2013, p. 26) as well as gives outdoor experience and comfort of fine hotel. It offers opportunity to escape stressful

everyday life, gives relaxation, connection to nature which creates relief from anxiety, freedom, gives fun. Many families prefer glamping, as it can give many useful knowledges about nature living for kids (Brochado & Pereira, 2017, p. 78).

2019 annual glamping report results shows that in the nearest future tourism industry field will bring over 77% of tourists. They will be experiencing modern camping amenities and luxury accommodation. Largest interest for sleeping in outdoors will be among generation Z and millennial travelers (Cairn Consulting Group, 2019, p. 19). Outdoor tourism and slow adventures have become more popular globally as only domestic travel was allowed. For example, outdoor activities such as hiking, running, and cycling increased in the Netherlands while forest bathing visits increased in Germany, also nature-based leisure activities like glamping are not left behind. (Derks et al., 2020, p. 1)

Due to Covid -19, glamping will become more and more popular as newly made research Craig and Karabas (2021, p. 2) shows. From the 7659 responders can be seen that even in pandemic situation in world 45.9% of them are more interested to take glamping trips, 24.7 % wants to take hotel/ resort trips. From survey results also can be seen, that travelers previous experience can affect staying in glamping. More likely glampers will be satisfied, as glamping combines outdoor recreation together with accommodation it provides an activity for those who are willing to be outside (Brooker & Joppe, 2014, p. 2). Another reason why popularity of glamping appears to be increasing is that it is allowed due the social distancing and it is an accessible form of outdoor recreation (Gössling et al., 2021, p. 3). Craig (2020, p. 342) report shows that traveler's decision to go glamping is closely related to avoid crowd, run away from "fast - lane" and at same time travel with in borders. This research will be used also later on to conduct survey questions which will help to analyze travel decisions and needs before and after Covid-19.

Vrtodušić Hrgović et al., (2019, p. 773) research approves that tourists appreciate quality of service and facilities. Structured questionnaire consisted of questions about service quality, most important values of place and more questions related to glampers needs. With 130 guess and 120 glamping managers answers, researchers found out that the main thing what glampers appreciate is cleanliness, friendly staff, location and natural environment as well as additional services to glamping, like sport activities (Vrtodušić

Hrgović et al., 2019, p. 783). Similar research has been made from Cvelić-Bonifačić et al. (2017, p. 106) where main aim was to provide managers with information about opportunities for creating innovative and competitive accommodation. Research results were based on 472 respondents from 18 different countries. Results shows that respondents have heard about glamping, some of them had stayed overnight. Respondents admitted that they are expecting to get relaxation from traveling, and they choose place where to stay overnight based on price, facilities and environment. Author will consider this research as base for conducting questions for her research further on, as it can show respondents most important values while staying overnight in glamping. (Cvelić-Bonifačić et al., 2017, p. 106)

Pennington-Gray and Kerstetter (2002, p. 419) stated that there are three main motivational values for nature-based tourists choosing camping sites- intrapersonal- safety, professionalism of visited camping, interpersonal- friends influence, activities with family, travel companion and structural which is money, time, weather, equipment. If camping site has all of them then likely traveler will choose this place again (see Figure 3). (Pennington-Gray, Kerstetter, 2002, p. 419)

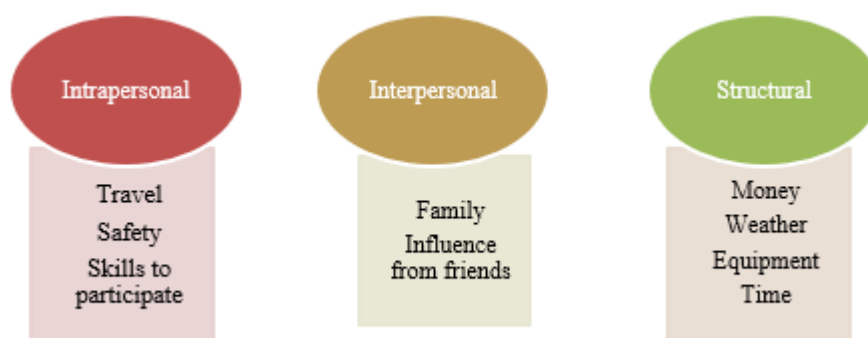


Figure 3. Comparison between all three main motivational values for nature-based tourists choosing camping sites. Source: Pennington & Kerstetter, 2002, p. 419.

To sum up, there are many different natures based slow adventures, which, at the moment, are very demanded and popular due the global situation. It can be a ride with a bike, or walking in city, hiking or backpacking, landscaping, fishing, camping, trekking, forest bathing, star gazing and glamping as new phenomena. Outdoor tourism and slow

adventures have become more popular globally as only domestic travel was allowed due the Covid-19. Slow accommodations can be different, but the most important component is to know what glamping visitors need. Many researches are conducted to understand travelers experience and needs while traveling and staying overnight. Author of the paper believes that creating research based on previous described articles will help to create recommendations for glamping owners of how to develop slow adventures in Latvia. In further chapters there will be described methodology of how other business are measuring tourists' expectations and needs while experiencing slow adventures.

1.3 Tourists' expectations and needs when experiencing slow adventure

Tourism is information rich area, nowadays traveler can be wiser and find all necessary information on websites, travel blogs, videos and documental movies. Travelers can read feedbacks and see the ratings of the place, which can minimize the risk of disappointment that they can experience. (Platov et al., 2021, p. 1)

When traveler feels the need to travel, they start the seek the information from different sources, which can be divided in two classifications—internal and external sources. Seeking process starts internally, in the mind and imaginations of traveler, from past experiences, from previous trips. Traveler understands that information that they have is not enough, so they move on to the next step - seeking information in external resources, like internet sources, other traveler feedbacks. (Chen, 2000, p. 66)

Measuring tourist expectations, motivation and needs should be the main focus for the tourism industry and businesses, for any country and place or service. Expectations can be measured in several ways and several methods; each method gives different results to be analyzed. It is an effective changing value in the service sector as it allows to regulate the demand and allows to create new services (Sadeh et al. 2012, p. 1565). Accordingly, to traveler's motivation, it is based on push and pull factors. Push factor is connected to travelers willing to travel, while pull factor effects where and how to travel. Push factor are more about intangible things for traveler, pull factors are related to characteristics of destination or service that attracts them, either that its design elements, historical

surroundings, available infrastructure, entertainment possibilities, amenities or nature. (Yoon & Uysal, 2005, p. 46)

Successful marketing, positive feedback from clients can increase tourist flow and popularity of the place or activity, tourist must stay satisfied. Although clearly it is not possible to satisfy all world's needs. Traveler needs are elastic and they can change, those who choose luxury travel way, for example staying hotels and driving with expensive, rented cars, will have opposite needs as they who wants to stay overnight in jungles in a tree. World is diverse and human mood and needs depends on several factors and situation in which he is located at that moment. Lot of people can be satisfied with tourism resources, for example different tourism products, offers or services, those have several types, like recreational, relaxation or adventurous. (Ilić & Stefanović, 2019, p. 220)

As can be seen on Figure 4 the Maslow's Hierarchy of Needs can be used for understanding the tourists' purposes and need as well (Ilić & Stefanović, 2019, p. 221).

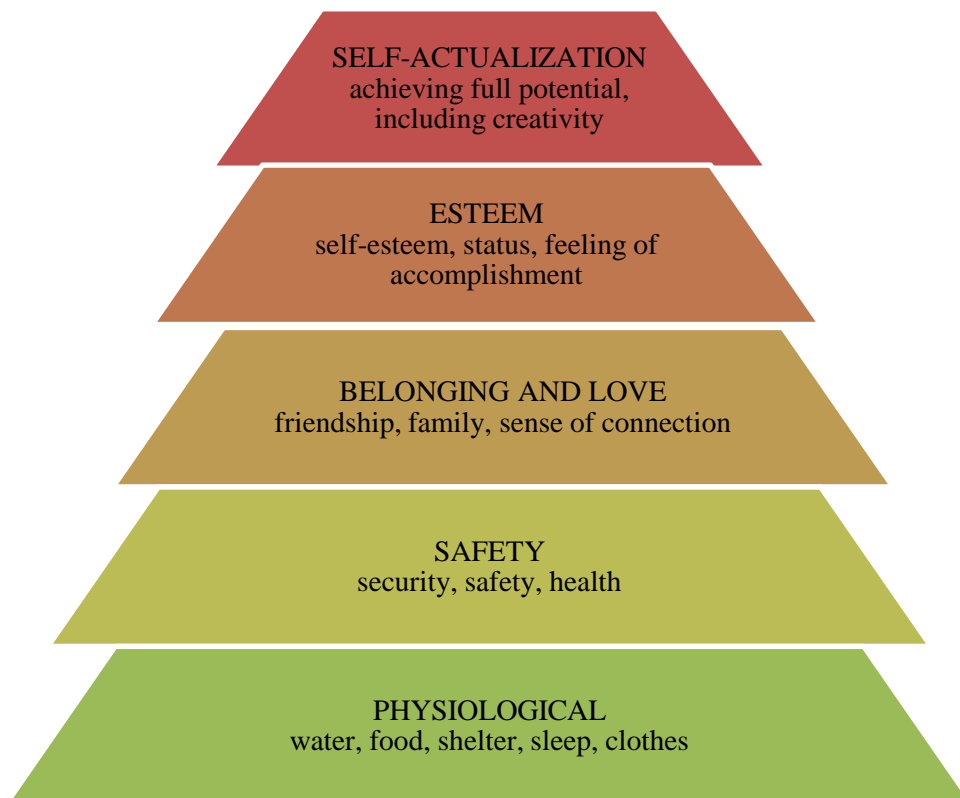


Figure 4. Maslow's Hierarchy of Needs. Source: Ilić & Stefanović, 2019, p. 221

In this pyramid there are five positions - Physiological, Safety, Belonging and Love, Esteem and Self- Actualization. Fundament of all travelers' needs is physiological need. Traveler has to have food, water and a place where to rest. No matter where it would be and under what circumstances. Firstly, he needs to satisfy this basic need, to reach interest for others. As there are different travelers, everyone has their own interpretations about basic needs. For one it can be clear water and tent in the forest, where he can gather food from nature, for others glamorous menu in restaurant and luxury five-star resort (Ilić & Stefanović, 2019, p. 221). Safety needs are about traveler's freedom, security and stability. No matter what place traveler is going, one has to feel with no boundaries (Abulof, 2017, p. 508). Security is essential for survival, when traveler reaches this phase, he thinks about not only his security, but also financial security, families and friend's security and physical safety. (Mawere et al., 2016, p. 57)

Needs for belonging and love are related to traveler's loyalty, family and roots. If person do not fulfill these needs, he starts to behave differently. These needs are one of the most important for slow travelers, as they want to spend time in nature, to get to know culture more. Esteem and self- actualization are those needs who can be reached only if previous are satisfied. These needs stand for good life, power, new knowledges (Ilić & Stefanović, 2019, p. 224). Travelers are seeking for new places to discover; they need to enjoy something that others cannot enjoy. Dragging themselves towards curiosity, attraction of unknown, they want to build relationships and connections abroad and satisfy their desired expectations (Mawere et al., 2016, p. 58). Expectations are created through different kind of sources, starting from advertisements, nostalgic movies, good stories from relatives or friends who has been there, from surroundings, from movies that one has seen, from music videos, from books and several more sources. Social media have become a platform that influences travelers and their expectation and image of the place or service that they have planned to experience. Comments from others, feedbacks, photos, videos. Generally, they are untested and unproved suggestions from other who has experience (Chaisaengduean, 2020, p. 2). Del Bosque et al. (2006, p. 412) says that expectations are gathered from past experience, although they are always changing, as there are different kind of travelers with different kind of needs wishes and motivations.

For example, in Cai and Li (2009, p. 755) research it can be seen that rural travelers are more often motivated to learn and explore nature and different cultures, participate in outdoor activities and search peace and harmony. Travelers are expecting to get peace and quiet surroundings, friendly reception, good and healthy food and a change of routine. Mak et al., (2009, p. 187) show that wellbeing travelers are seeking for mental and physical relaxations, they want to pamper themselves, reward themselves for a hard work, get away from the pressure of work, social life and family life. Some travelers are seeking spiritual refreshens, relief, social and digital detox, they need escapism. (Koh et al, 2010, p. 7)

The better the image of tourist destination, the higher the expectations of tourists. In this research 492 participants were questioned about platforms where they search information about destinations, what do they look more in details. As a result, researchers found out that social media and travelers' photos and created videos influence travelers, and raise high expectations of the place. (Marques de Lima et al, 2020, p. 151)

Recent market researches shows that 49 % of travelers will not take the service or will not choose the accommodation if there are no other traveler reviews. (Wu et al., 2013, p. 224)

Travelers' motivation can be expressed in a continuous circle (see Figure 5). Giving feedback to others is based on travelers' expectation in the visited place or experienced service. Travelers' loyalty and attitude towards his expectations will affect his experience and experiences effect again loyalty (see Figure 5). Circle motivates traveler to increase or decrease adventures or services popularity.

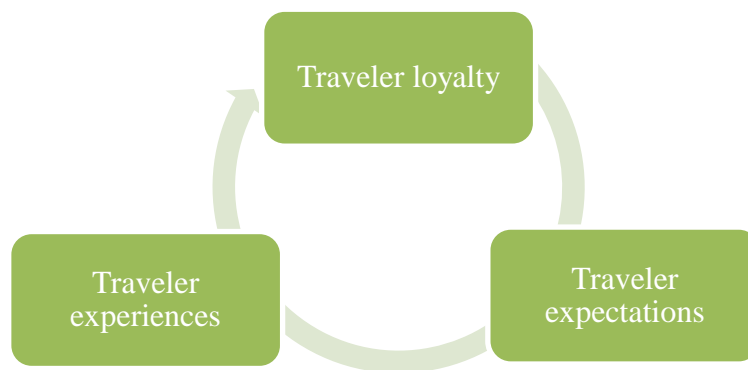


Figure 5. Traveler’s motivation cycle. Source: Nkwanyana et al., 2018, p. 5

„Adventure “all over the world in leisure and outdoor literature is a term which visualize multiple meanings. But the most significant feature is that is involves risk, active movements and risk-taking opportunities. (Brymer, 2010, p. 218)

Outdoor adventure experiences can fulfill traveler desired needs. Traveler can experience freedom and get satisfaction (Brymer & Gray, 2009, p. 137). Results of research shows that spending time in nature lowers stress and raises wellbeing, similar as forest bathing, spending time in nature gives therapeutical result-120 minutes of fresh air will benefit mental health (Mutz & Müller, 2016, p. 111).

Can be found that “Exercises is like a medicine”, movements in nature promotes holistic way of thinking and wellbeing. It gives positive effect on self-esteem, mental health and thinking. Lot of activities can be done in groups, which means a social interaction with others (Lobelo et al., 2014, p. 1628). Walking in groups were popular, until Covid-19 restrictions, as it gave negative effect on those people who experience mental health difficulties, social isolation or loneliness (Hanson et al., 2015, p. 712).

These results are supported by another research named “Walk to Wellbeing” in United Kingdom (Cooley et al., 2020, p. 21), in which 22 participants were analyzed for mental health after walking in groups depending on location. Participants had to take a 1 – 1,5 hour long walk in urban area and in green area. After the walk, they were asked to fill the diary where they describe their feelings. Results showed that almost all participants after walk in green areas felt more positive, daily mood improved, physical health got better,

they had stronger connection to nature. Some participants admitted that they felt more confident to express themselves in group, but some highlighted that not only walking in green environment gave benefits, but varying between the urban and green environment gave even more benefits for wellbeing. Variety in surroundings gives harmony in everyday life. (Cooley et al., 2020, p. 21)

Tourism is a way to how to improve life, it is closely related to wellbeing (Filep & Pearce, 2013, p. 225). When from, previous mentioned Maslow's Hierarchy of Needs, all basic needs are fulfilled, then traveler will search for a greater quality of leisure. The idea of traveling to get relaxation and sunbath in future will still exist, but the new wave of travelers seeking new knowledge, experience and slow adventures cannot be left behind, because of that businesses should understand that the need for better and healthier lives will extend to people's travel choices and needs. (European Travel Commission, 2016, p. 6)

Time changes and so are the expectations and needs for travelers. Research shows that if to talk about accommodations, then travelers most important needs are:

- cleanliness,
- location of the place,
- price per night,
- safety,
- quality of service and reputation of accommodation,
- value of money,
- interior and exterior design,
- use of sustainable practices,
- use of technology,
- wi-fi available (Radojevic et al., 2015, p. 15).

Many modern travelers are searching beautiful scenery to release the stress and release their minds from every day, seeking comfortable accommodation to relax physically. Glamping is one of option that combines comfortable accommodation and combines nature with luxury. Despite the popularity of glamping, there are limited researches regarding customers' needs and satisfaction towards it, most likely people choose

glamping by being influenced from created photography's and atmosphere that is created in social media to keep himself in certain social group. (Lyu et al., 2020, p. 157)

In latest research about glamping customers satisfaction, researchers analyzed what effects customers' needs and satisfaction while enjoying glamping through wellness dimensions, it can be seen in Figure 6.

First of all, it is nature- related factor, when clients are more satisfied if the surrounding is natural, clean and beautiful, it gives to them harmony and closeness to nature. Then physical factors which are more related to service settings, for example, room settings (design, view, interior) also public space elements (outdoor activity possibility) and extra services (facilities, amenities and food). These settings more likely influence clients' needs and emotions, which gives positive or negative feedbacks. Social factor from this research shows that clients who interact with employees most likely will be satisfied, as it shows level of hospitality, professionalism. Economic factor influences customer satisfaction, more likely customer will be satisfied if the price will prove the services that he experiences, if client will get discount coupon or reward points or discounts for next visiting time. Technical factors are related to third- party data, social media and web-site and booking platforms. Researchers have found that if booking process is easy, client will be more satisfied and will give positive feedbacks for others about this place. (Lu et al., 2021, p. 8)

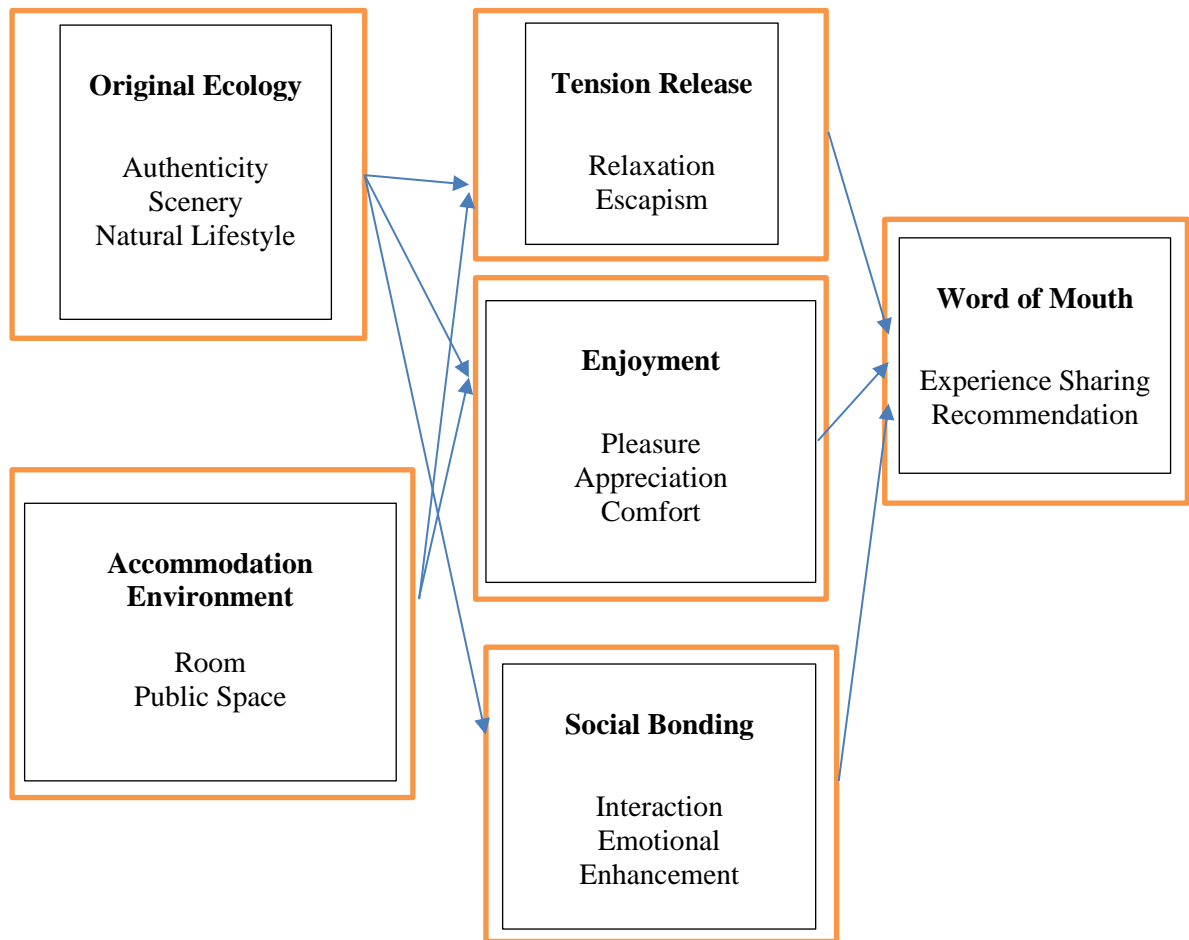


Figure 6. Comparison of influencing factor model of glamping customers. Source: Lu et al., 2021, p. 12

From the Figure 6. can be seen that environment and design effects clients' emotions wellbeing and satisfaction level. Interaction with employees can help to raise positivity which will lead to positive word of mouth to other clients. (Lu et al., 2021, p. 12)

As this paper is related to shaping traveler's wellbeing, then wellbeing, satisfaction and needs to be measured for understanding the changes. In previous chapter wellbeing was described as a result of traveler actions. Word-of-mouth in tourism sector is widely recognized and simple tool for hotel managers to understand their customers needs and satisfaction level and wellbeing (Yen & Tang, 2019, p. 81). Raising positive emotions and feelings in customers can motivate them to share experience with others in online of offline recommendations, comments. Online sharing is named as e-word-of-mouth. Also customers word-of-mouth can help to attract new clients for business. (Barreda & Bilgihan, 2013, p. 265)

Word-of-mouth in tourism is explained in Figure 7. Mentioned traveler cycle describes how traveler spreads information from experienced service.

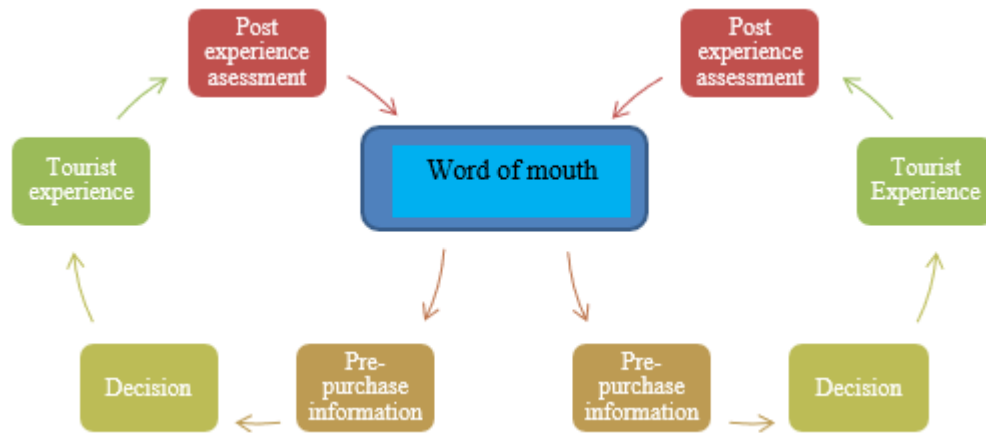


Figure 7. Cycle of tourist word of mouth. Source: Harris, 2014, p. 5

Cycle starts with other suggestion to visit the place, or very well-known marketing tool - social media influencer posts on social media which popularizes product through their prism and their taste. Traveler gathers information on internet, before he makes decision. Fastest way to have access to information about destination or service is internet and social media. Through internet travelers can see feedbacks for other places. Many platforms where to post official feedbacks after visiting a place or staying overnight. anyone can read and explore information before they make a decision (Marder et al., 2019, p. 4). Next phase is decision when traveler books the service, experience it, and after the visit traveler analyzes how he feels. Based on his feelings, he will post feedback. Some places after the visit asks to fill survey sent in e-mail or leave a comment in social media (Harris, 2014, p. 13). E-word-of-mouth information can be found on traveler blogs, homepages and many more online places. As it has been mentioned before, internet and social media is the fastest source where information can be found. (Marder et al., 2019, p. 4)

Author will use this model elements to create list of popular glamping's by searching feedbacks and reviews online about them to understand the popularity of glamping's in Latvia as well as the feelings that travelers have while experience this type of slow accommodation. Sources to find information will be: Google Business page reviews, traveler blogs, booking pages: Airbnb reviews, booking.com rates, social media

comments- Facebook profile comments and Instagram profile comments under the pictures or posted pictures where client is tagged. Later in authors research part from interview with glamping owner or representative can be seen gathered feedbacks from their clients.

Another model to measure travelers' expectations and experience is SERVQUAL model, which is based on service that place offers (Biswas et al., 2020, p. 8067). It is a survey based on SERVQUAL 22 components, which is given to travelers to understand their needs and wishes. It measures tourist expectations before traveling and experiences after visiting a place, or staying somewhere overnight. There are " Five A "principle in this instrument:

- accessibility,
- amenities,
- accommodation,
- activities and attractions (Truong, 2005, p. 230).

Accessibility talks more about capability for travelers to enter the destination or place, either with bicycle, train, or other transportation systems. Different kind of routes, how well they are marked (Suanmali et al., 2014, p. 3). Zorková (2016, p. 55) has found that accessibility, no matter what kind of, information accessibility, transportation accessibility, physical accessibility or communication, all these, during traveling, gives positive effect on measuring traveler need satisfaction. Travelers' plan slow adventures to color their tourism experience. They will seek for culture, food, ethnical experience. Satisfaction will be based on the service or place performance (Biswas et al., 2020, p. 8068). Amenities are most commonly satisfying traveler's needs (Suanmali et al., 2014, p. 3). Clean room or surroundings, place where to eat and drink, shopping possibilities, hospitality, recreational places, these brings comfort for traveler. (Biswas et al., 2020, p. 8068)

Authors gathered information about slow tourism shows that it is closely related to global situation that people have nowadays because of Covid-19. Fast lane has temporary stopped, and people are more interested and more appreciates being in nature and slowing down. Accommodation and amenities are important. And most likely traveler will satisfy

his needs, if he will have comfortable place where to spend the night, have a shower (Chin et al., 2018, p. 117). On the next chapter author will research how slow accommodation and their services can promote traveler's wellbeing.

To sum up, because of the "fast-line" advanced viral information flow traveler will choose his destination based on information he will find on website. Traveler is influenced of other people choices and feeling shown on social media by influencers who from one side spreads information to certain target group, but from other side pushes their opinion about the service, because he must work as advertisement, forgetting about reality. Not all of travelers will be satisfied as there are different needs for humans. Information that traveler will post about the stay or his experience will depend if traveler's expectation will be satisfied and if the experience will be positive or negative.

2 NATURE BASED SLOW TOURISM POSSIBILITIES IN LATVIA

2.1 Overview of opportunities for slow tourism in Latvia

Author choose to research Latvia as it is her home country with many opportunities for slow tourism. It is colorful with four seasons, four regions, and full of possibilities to enjoy culture and nature. Interest about this country from other travelers grows year by year. Since Covid-19 started local travelers are exploring country and new and innovating possibilities and places to stay overnight. (Vinklere, 2020)

One of the reasons why travelers has raised interest is because more than 50% of the territory is covered with forests and as in previous chapter mentioned, forest bathing gets more and more popular among tourists. Everyone can find pine tree forests near the sea, birch trees for spring juices, massive and old oak allies and many more. Countries 100-year anniversary was dedicated to gathering statistics, and one of the projects were to count the Great trees, as in a result counted 30 000 oldest and biggest trees. This country is one of the greenest in Europe. For Latvia forest has deep roots in culture and traditions, starting from spending qualitative free time till earning money with it, it is a green gold. Every spring entrepreneur produce 200 000 tonnes of birch juice from trees which later on goes to different wine factories who creates wine, ciders, also from juice comes cosmetics and different other wellness products (The Latvian Institute, 2018, p. 2). Similar as in Italian wine fields, Latvia has birch fields, where tourists can gather juice and see how it becomes as a product. (Birzī, n.d.)

Forests produce mushrooms and many more good and healthy products. End of the summer season is the time when lot of Latvian people invite their abroad friends and relatives to enjoy nature fully by hunting edible mushrooms and berries. Latvian nature has more than 300 edible mushrooms, and statistics says that every season 60 000 tonnes are picked from forests. Different berries from which can make jams and juices to keep

the health in balance. Also, plants from whom can be produces herbal tea. (The Latvian Institute, 2018, p. 2)

National parks and slow adventures bring travelers to country. Rāznas National park, Slīteres National Park as one of the largest and oldest parks is Gaujas National park, where can be found the river Gauja. It is 90 000 ha large. Travelers can enjoy the park by walking, running, Nordic walking or with the boats so see the many old sandstones like Sietiņiezis, Zvārtes iezis, cliffs like The Ērgļu cliff, Līču- Laņģu cliff, caves - Gūtmaņala, which is the oldest cave in Baltic States and different rare birds. (Latvia Travel, n.d. a)

Autumn is the season when tourists are ready to drive long distances to see golden leaves in Sigulda city, and all the possible natural colors in trees. Possible to walk in different length walking trails. There are shorter and longer. Can be done in some hours and some can be done in several days. The Amata Geology trail is one of the most popular. Within the 17km long trail can be seen most popular stone in country, Zvārtes rock, many picnic places for grilling in nature, and lot of activities for kids. Longest route covers different cities and can be done in 5 days and it is almost 100 km long. Trail offers slow accommodation possibilities, local beer breweries and ecological farm visits, restaurants and handcrafters. (Ceļotājs , n.d. b)

Within this long walk there can be innovative walking trail as well. Smaller route 2.7 km “The Baskāju trail”. This path is recommended during summer time, as it should be done bare feet. Path consists of different natural elements- pine cones, sand, mud and many more. In end of path there are foot baths with flowers or rose petals to relax them. For travelers who do not like to walk bare feet, this trail can be done differently- in air “Taka kokos”. (Sajūtuparks.lv, n.d.)

Not only forests but the blue color represents Latvia. 12 500 rivers, springs and more than 3900 different lakes all over the country, together with ponds and reservoirs make 3.7% of country (The Latvian Institute, 2018, p. 3). One of the Latvia’s region Latgale is called ‘The Land of the Blue Lakes’ as there more than 1200 lakes. People visits this region all season as it is possible to fish on ice in winter, and have sauna rituals with ice swimming sessions. In summer times on lakes there are several tours, for example paddle boarding tour, day tour with kayaks to small islands. (Latvia Travel, n.d. b)

In Europe by fresh water resource country takes fourth place. Significant place which should be visited is the widest natural waterfall in Europe- Venta waterfall which is 249 m wide (The Latvian Institute, 2018, p. 3). The river Gauja is the longest river which gives opportunities to fish, swim, canoe, and enjoy the surroundings along the river in day trips with boats (Baili, n.d.). Two-day rowing trip can give to tourist full specter of nature as along the river can be seen rare bird species, animals, beaver houses and untouched nature. To get back the strength there are several guest houses and camping's as well as glamping's where travelers can stay overnight and enjoy Latvian sauna rituals or grill and pleasant evening. (Laivot Gauja, n.d.)

Latest innovation in city Valmiera is the first Gauja tram which connects historical views with natural. Tram is on river Gauja, it is a motorized tram with a guide. It brings together traveler group, they can have picnic on the river or just enjoy the nature views. (Gaujas tramvajs, n.d.)

The Baltic Sea coastline is almost 500 km long. Within these kilometers travelers can find sandy dunes, different rock beaches. Coastline is clean, mostly uncrowded and everyone can find their place of harmony there. Walking along the sea most likely people can find amber which is rare rock. (The Latvian Institute, 2018, p. 3)

Country is rich with swamps as well. Similar as Estonia, Latvia uses swap for tourism. The biggest swamp is The Ķemeri together with Ķemeru National Park. It has overgrown sea shores, flood- lands and medical mud. Park has 25% of records in the Latvia's Red Book of protective plants and animals and birds. (Ceļotājs, n.d. a)

Unusual bog and swamp discovering and enjoying is bog shoeing. Tourists can enjoy walking on bogs and swamps. Tours are offered guided and unguided. For those who do not like walking there is another option- paddle boarding. In places where swamp has not grown together some companies offer sunrise tours on paddle boards. Small group of people very early in morning gathers and stand on paddle boards to see the sunrise in swamp (Supft, n.d.). More and more swamp exploring getting popular as many swamps and bogs in Europe are disappearing. (Purvabrideji, n.d.)

The Forest trail gives opportunity to hikers to walk in untouched forests. This trail starts in Polish- Lithuanian border, goes through Latvia and finishes in Tallinn, Estonia. Trail is divided in 20 km long routes with accommodations possibilities in between and additional transport options. (Baltictrails, n.d.)

Previous author mentioned accommodation possibilities in between the two-day rowing routes in Gauja, forest walking and hiking trails as well as in between Forest trail and in longer cycling routes. To explore country, one needs to stay over a week in different locations. All previous mentioned forest trails, lakes, swamps and nature it self can be and some are connected with different accomodation.

For this reason local entrepreneurs offer different interesting and innovative, unique places where to stay and to be with Latvia`s nature. Overall author using E-word-of-Mouth method elements has found 18 glamping places in Latvia which has social media profile and guest reviews. Sources where author of the paper found reviews was: Google Business page reviews, traveler blogs, booking pages: Airbnb reviews, booking.com rates, social media comments- Facebook profile comments and Instagram profile comments under the pictures or posted pictures where client were tagged (see Table 5).

Many of these places are traditional holiday houses or campings which has additional and separated smaller cabin. Mostly all of them are located near the water place either sea, lake or river. As glamping term is rather new phenomena only some of these accommodations can be called as glamping. As Covid-19 pandemic situation made restrictions, only few guest houses transformed to something which follows the new rules. If to se the Table 5 every accommodation attracts guests with their specific feature, and if to see the social media followers, newly opened glampings has gained more popularity and more followers then existing guesthouses. It can be explained by social media influencers and marketing. Discussions are made about glamping as new product in Latvia and glamping built on old existing product with good marketing as Latvian nature and history allows to promote old, wooden style-built log houses near the lake or river. Historically native Latvian lived in wooden house with no additional facilities, had self-grown food in garden, they hunt and fish and gathered berries, from here glamping has been in Latvian territory for long time, it just have been modernized nowadays.

Table 5. Authors collected information about unique accommodations

Name	Homepage existence	Facebook followers	Instagram followers	Reviews
Glamping Didille	yes	3259	2788	Opened because of Covid-19
Glamping Klaukas	yes	3305	1150	First glamping in Latvia
Ragnar Glamp	yes	813	2474	Not opened yet
Glamping Krāces	x	4693	95	Best fishing possibilities
Iglu Hut	yes	3359	6605	Sauna and outdoor spa
Glampings Tērvete	yes	5887	5194	Houses in trees near lake
2 black Cabin	yes	4635	15900	Modern interior,A shape house
Glamping Bārtas krasts	yes	4983	2076	Outdoor bath,tent
Tree House Linde	no	137	114	House on legs
Glamping Ceriņi	yes	179	475	Not opened yet
Guest house Šubrakkraisti	yes	2817	354	Built glamping tent
Weekendhouse Liedegas	no	6291	1592	Glamping tents, hen parties
Guest House Dunduriņi	yes	1576	897	Hospitable staff
Glamping Velo Latgale	no	197	106	Amazing bike routes
Uzsalas glamping	yes	2181	4459	Amazing view
Guest House Jūras krasti	yes	12598	5816	Close to sea
Guest House Melnsils	yes	13108	6637	Amazing sea view

As one of the most mentioned comment for every glamping place in Latvia was “Friendly and responsive staff”, “Amazing view” and “Originality” which means that travelers most likely were satisfied during the stay, and it motivates them to leave positive feedback or review. Some reviews were with negative adding, for example “Dirty”, “Lot of mosquitos”, “Noisy”.

Glampings in Latvia are correlation between sustainability and slowness, as mostly they are built in existing area not ruining the nature. Only few of glampings are built specially, and even though owners have thought about nature safety and ecology. To understand more about glamping’s in Latvia, their popularity and how they can help to promote wellbeing, research will be done and explained further on.

2.2 Research methodology and description

In general, theoretical overview gathered information about slow movement, slow adventures, about what are the travel needs and expects when they experience slow adventures. In this chapter author compiled information about glamping's and opportunities for slow tourism in Latvia. Glamping's and their users are not yet studied as glamping trend appear recently, therefore research will be held. The following chapter explains methodology of data collection and overview of the questionnaire design. All tables and figures in this chapter are compiled by the author of the paper.

In authors research both "quantitative" and "qualitative" methods allow to answer the research question. Due to comparison, both methods approach better understandings from experts and users. (Veal, 2006)

For qualitative method author created semi-structured interviews with four different glamping owners, which means that conversation between author of the paper and other person was guided with questions. Author choose this method, because it is the most commonly used qualitative method to understand more about interested subject. Semi-structured interviews were held online- e-interviews as restrictions of situations related to Covid-19 is not allowing close contact (Verity et al., 2020, p. 2).

Author organize virtual structured interviews with glamping managers or representatives asking them 13 questions related to their business, client's satisfaction, slow adventure possibilities, their purposes of expectations before they opened the glamping site, how Covid – 19 have changed their plans and values that guests appreciate and how do managers can measure it (see Appendix 1.) Interview questions are in Latvian language and the transcripts was translated in English language. Interview questions was designed on the basis of paper in which were investigated dimensions of service quality (Vrtodušić Hrgović et al., 2019), also on base of Cvelić-Bonifačić et al. (2017) research – glamping – creative accommodation in camping resorts: insights and opportunities, where the main purpose was to help managers to understand clients' needs for innovative accommodations.

Author choose different glamping sites: opened because of Covid -19 restrictions, first glamping site which opened and raised interest for travelers and guest house which transformed themselves into glamping.

Author selected these glamping's depending on popularity on social media, as nowadays travelers choose their accommodation from advertisements, photos and activity there (Song & Jiang, 2018, p. 215). Posted traveler photos on social media which gain popularity, and raises discussions in comments. Can be seen possible activities on the site, amenities, colors and offers which later on can be found on glamping homepage (Marder et al., 2019, p. 2).

Another important factor for choosing glamping's to analyze was amenities and offered service, does the place have all traveler necessary needs which can be seen previous in literature review. Interviews are anonymous to keep participants business identities in secret and are coded. All gathered information is used only for this paper.

As there are many methods how to analyze interview collected data: Text summary, Cognitive Coding, Theme Coding and many more, author used text summary as it is not possible code gathered information (Willis, 2015, p. 55).

Overall, there are more than 50 glamping's in Latvia. Based on popularity author contacted ten of them to get interview with:

- “2BlackCabins” , design glamping representative;
- “Didille” glamping site owner which opened the site when Covid-19 started;
- “RegnarGlamp” representative from Latvia who will open modern camping site in 2021 summer;
- Glamping “Klaukas” owner who was the first who started unusual accommodation popularization;
- Representative with “Glampings Tērvete”, place where to stay the night in tree houses;
- Owner of “Bārtas krasts”, place where is outdoor bath and small outdoor spa section;
- Camping place near the sea with wooden houses and place in boat where to stay overnight “Melnšils” owner;
- Owner “Kempings pie Daugavas”, place which opened, because of Covid-19 pandemic situation;

- Representative of “Uzsalas” glamping on island, where travellers need to use boat to get there;
- Representative of “Jūras krasti” design houses near the sea side.

Disadvantage for author would be that answers will be short and unexplained, which means not much in-depth information will be gathered, or many glamping’s will reject interview. Results from interviews were analysed with descriptive approach.

As for quantitative method author created survey as it is the most popular way how to collect standardized, easy information. Survey was quantitative with several types of questions- open questions to get in- depth information, descriptive question, where respondent will describe what he sees, and multiple-choice questions (Saunders et al., 2009, p. 145). Overall, 14 questions to assess slow adventure experiences from the guest’s perspective. This helped author to understand what are the guests needs and what do they appreciate the most when visit and stay overnight in accommodations. The target sample audience for this survey is only Latvian speaking nationals, therefore the results of survey are translated into English language.

Survey was created using GoogleForms with 14 different questions which were designed on the basis of paper in which were investigated dimensions of service quality (Vrtodušić Hrgovic et al., 2019, p. 781), also on base of Cvelić-Bonifačić et al. (2017) research – glamping – creative accommodation in camping resorts: insights and opportunities, where the main purpose was to help managers to understand clients’ needs for innovative accommodations, and from newly created research Craig & Karabas, (2021) who analyzed Covid-19 affect on staying in glamping.

First questions are as introduction, following questions author added based on research about traveller’s motivation and obstacles. Following questions were based on research about camping and glamping in Covid -19 time the traveler habits (Craig & Karabas, 2021, p.2). This question helped author to see the difference before and after the pandemic situation. Twelfth question was descriptive, where respondents based on picture explained what do they see and would they stay there overnight, it showed if people are interested in glampings, will they recognize. Author conducted this question as descriptive to see people doubts about staying in nature (see Appendix 2).

Author reached as much respondents as it was possible by publishing survey online in Facebook groups where content was close to traveling and camping, in cooperation with travel influencers spread the active survey link to Instagram. Many responses gave qualitative research results for creating recommendations for glamping entrepreneurs how to develop domestic tourism and promote slow adventures. Results of survey were analysed using cross-tabulating approach as well as descriptive approach for open questions.

2.3 Research findings

Survey was held from 20.04.2021 till 30.04.2021 created in google platform. Author got 413 respondents, from them 274 women and 139 men. Predominance in women can be explained with more interest about sustainable travel as well as position in life towards trip planning and needs. 8.2 % of respondents were in age from 14–25 years old, 49.9% of respondents were in age from 26–45. 32.2% were in age of 46–64 years old and 9.7% were more than 64 years old respondents.

Figure 8 shows that 275 respondents are occupied, most of them are from age group 24–45, it means they have monthly income and most likely savings which they can spent, probably on their relaxation and traveling. 43 respondents are unemployed, mostly those are from age group 64 years and older, also those who have lost their jobs due Covid-19 age group from 26-45 years. From answers can be seen that traveling is not in their interest, even though author of the paper published survey on Facebook groups which are related to traveling and accommodations.

31 respondents are students or pupils, mostly from age group 14–25 years old. 58 respondents are retired, but still working and “Others” answered 6 respondents with answers- working student, retired and not working.

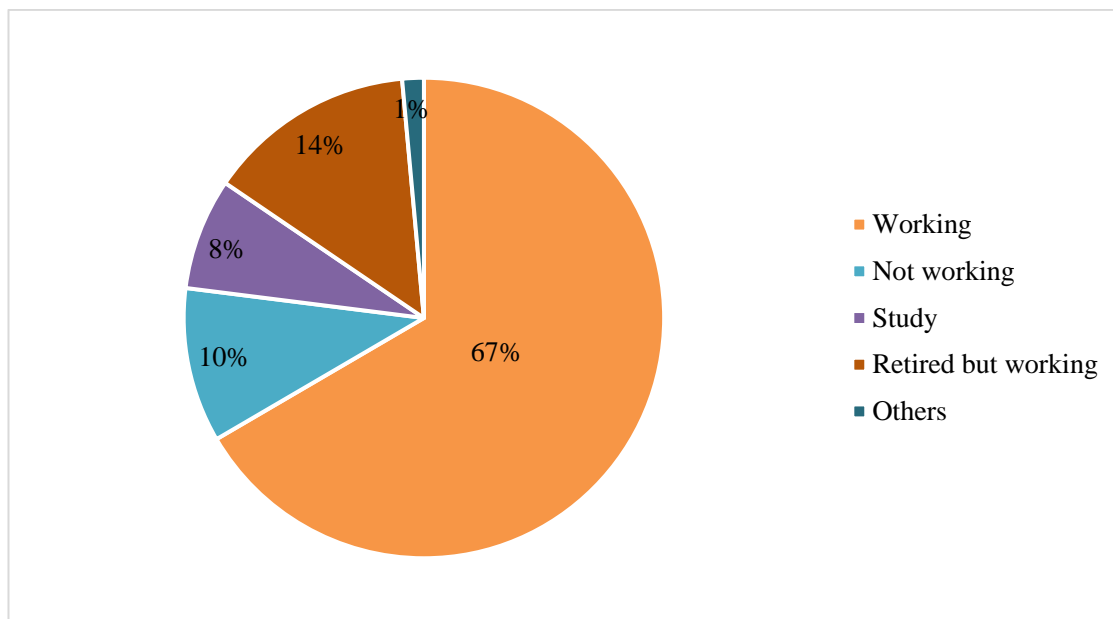


Figure 8. Reflection of respondent's occupation

Following question in Vrtodušić Hrgović et al., (2019, p. 783) research was explained as everyday living importance of traveler. If everyday living area is in urban area, then most likely traveler wants to escape away from crowds and vice versa. 193 respondents of authors survey are living in Riga, which has urban areas, 78 respondents live in Vidzeme, which has coastal area, historical cities and Gaujas National Park. 57 respondents live in Zemgale, which do not have coastal area, but has borderline with Lithuania. 39 respondents are from Kurzeme, region which has coastal area, two national parks and beautiful nature. 46 respondents are from Latgale the "Blue Lake" region and no coastal line (see Figure 9).

Living areas importance can be seen later on in analyze, as mostly respondents from Riga are willing to escape from town.

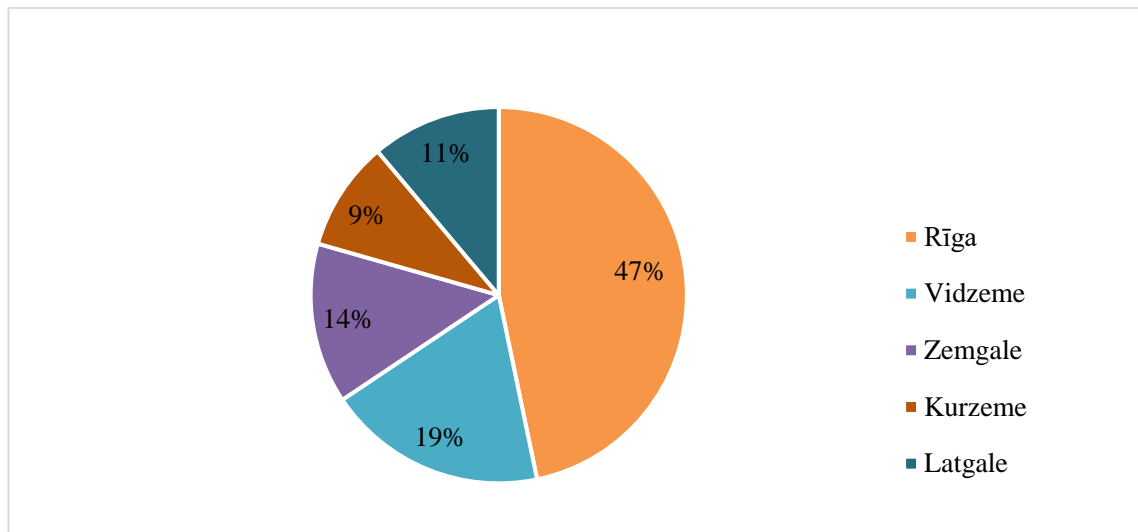


Figure 9. Reflection of respondents living area

Author created two opposite questions based on (Craig & Karabas, 2021, p.2) about travel habits before the Covid – 19 pandemic situation and at the moment. Results can be seen on Figure 10. Possibly that people who travelled before and were used to travel abroad more then once in year now do not travel or travel within Latvia.

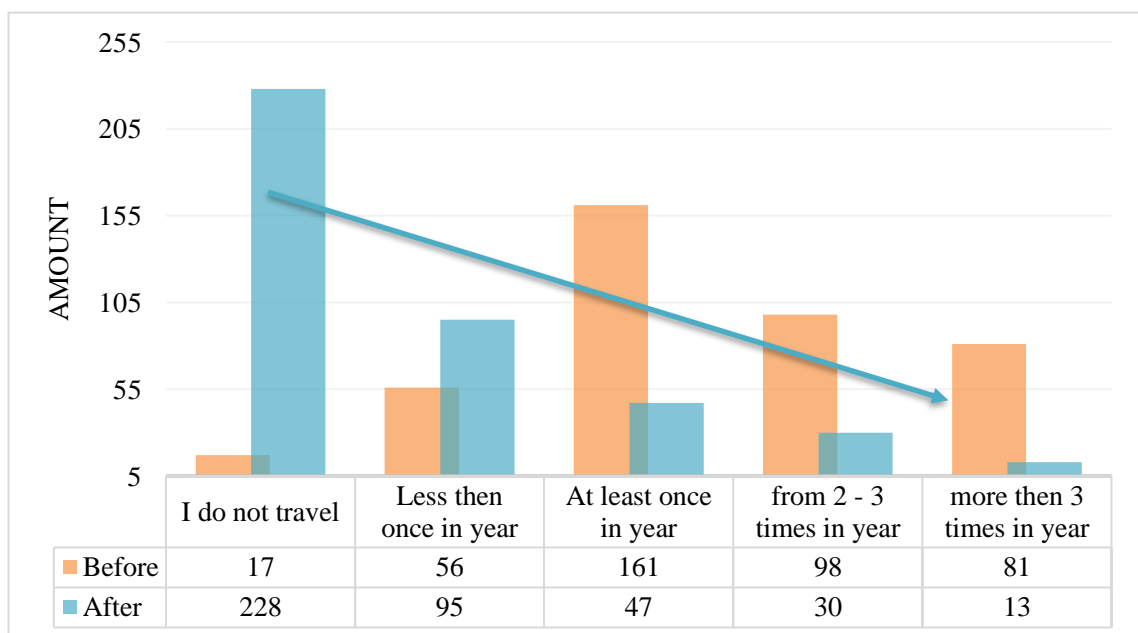


Figure 10. Reflection of respondents travel habits before and after Covid- 19.

Before pandemic situation most of respondents travelled at least one time in year, but during Covid-19 most of the respondents do not travel due to the restrictions. The

tendency in Covid-19 period is the traveling activity decreases no matter age, gender or living place.

Figure 11. shows results of question which was with multiple answers possible. Most popular option from responders were traveling together with family, but it is not excluded that some respondents choose several options. Second most common answer was that responders travel together with partner as well as author sees that those respondents marked family as well. Less popular answer was that respondents travel alone; these were people in age group from 46 –64.

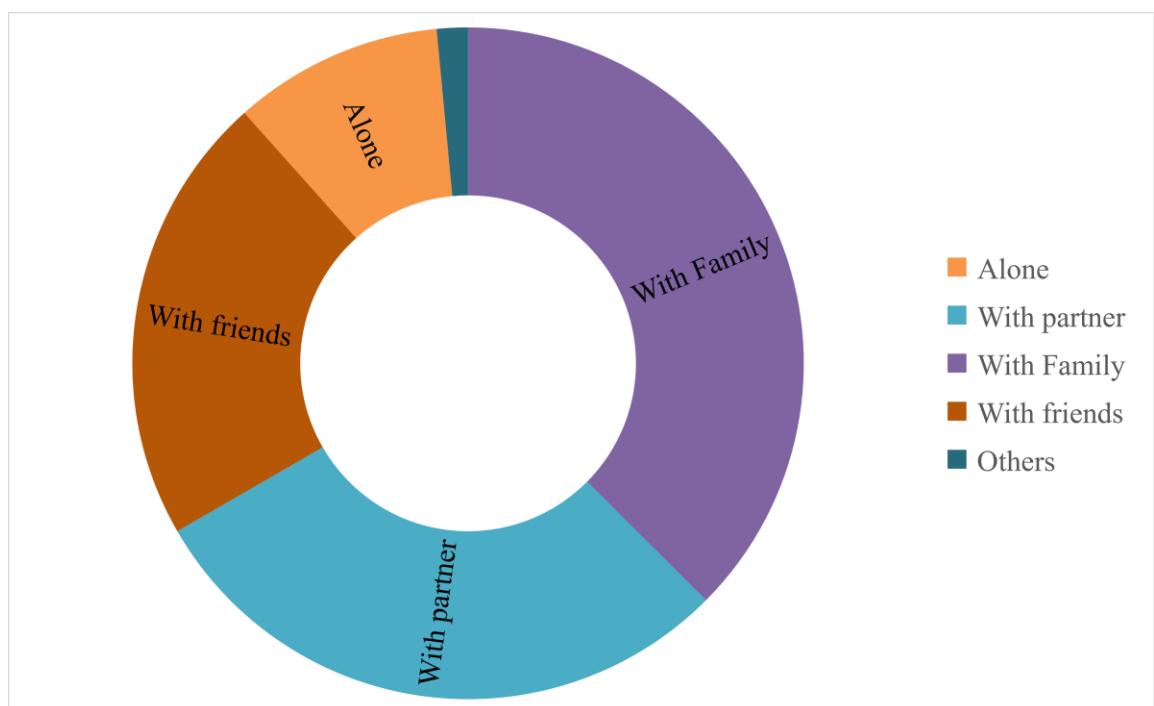


Figure 11. Reflection of respondents answers for question “Traveling together with..”

Answer “Others” were filled with answers related to work colleagues for meetings and conferences, with house pets.

Figure 12. allows to see the major difference in travel habits in Covid-19 time. As it was multiple answer question none of the respondents have choose several answers. Most common answer is that they travel within Latvia, can be explained by restrictions of government and closed borders. Although there are few respondents who haven’t changed their travel habits, few respondents who travel to long unexplored destinations.

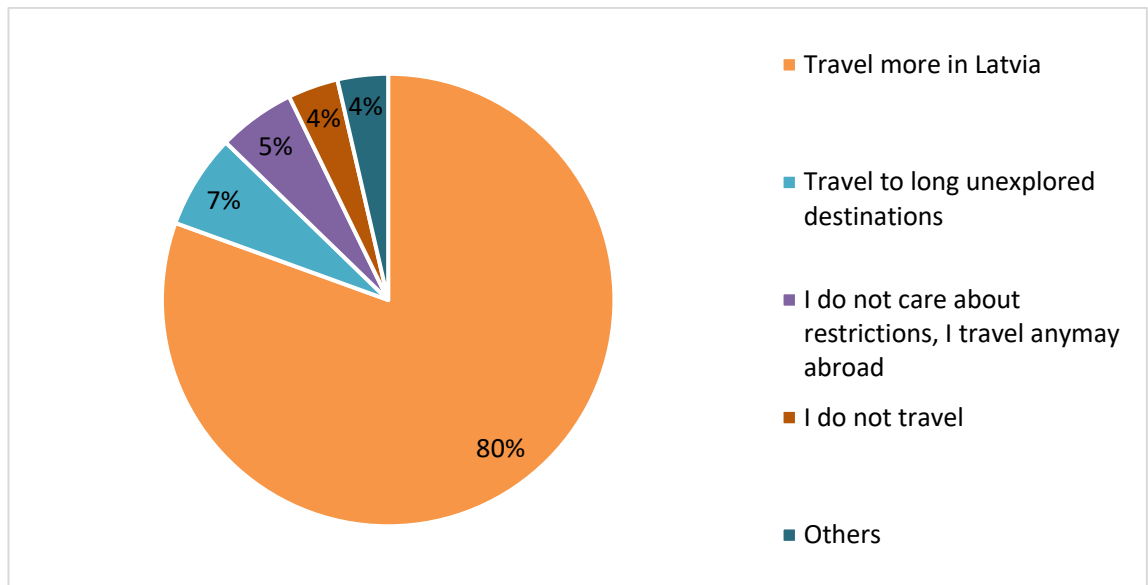


Figure 12. Reflection of respondent's answers about difference in travel habits

For answer "Other", respondents mentioned that they have moved to countryside and traveling is not necessary, some respondents have emphasized that they do not travel for several reasons, for example, they lost their jobs, or are scared to be infected.

Following question gave deeper knowledge of respondent's expectation from traveling and staying overnight. Seven answers were counted as invalid. Most common answer is that people are expecting to have peace relax and escape from everyday routine, they are willing to have adventure, positive emotions, comfort and overall feel well during the overnight stay. Answers to this question can be analyzed through PERMA model mentioned in theoretical part. Respondents are willing to achieve and promote their wellbeing through positive emotions by having escapism, they are fulfilling their most wanted needs, experience in nature and in new places.

Several answers were related to restrictions, responders want to meet family and relatives. Age groups from 46–63 and older than 64 years have answered that they are expecting nostalgia feeling, and they want to show places which are related to their history or important moments. Age group from 14–25 answered that they are expecting parties, extreme adventures. Men answered that expectations are basic traveler needs, on the other hand women who answered that they are traveling alone explained, that they want to stay alone with nature, they expect inspiration and new energy, having a little alone time for

themselves. Responders who travel with family expects that their kids will learn about culture and history, that family will learn how to relax together, this can be explained from PERMA model as accomplishment and relationship element. Families are caring about their kid's future; they want to give opportunities to learn. Being together with family makes stronger relationship between each other and also in society as being a good example for other families.

Following question was multiple answer question related to mobility since 2020 spring (see Figure 13). Popular option for traveling is car, but most popular answer combo was car, backpack and bicycle. Those respondents who answered previous that they are traveling abroad uses airplane and car, but among young generation popular is public transport/train and bicycle. "Other" answers were- trailer, camper, rented car and answer that they do not travel due Covid-19.

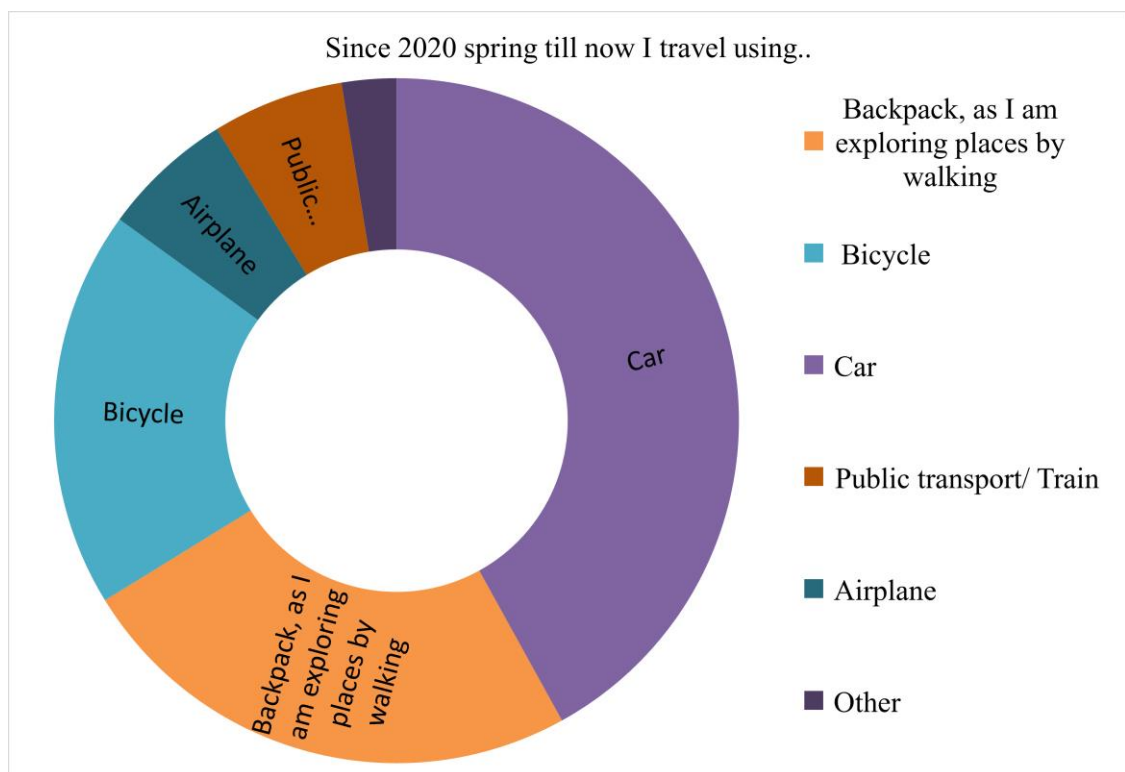


Figure 13. Reflection of respondent's answers about mobility during Covid-19

Figure 14. expresses traveler needs while traveling, multiple answer question shows that most common needs for travelers from 14 years till 64 years and more are location where are they staying, price per night, extra services offered, like sauna, sport activities or sport

equipment rental place as well as comfort what accommodation offers, less popular is the design of accommodation, it's popularity and recognition in social media, and restaurant. As for answer "Other" respondents have mentioned good place for fishing, breakfast, spa zone and privacy as well as nature trails for hiking or other activities. As mentioned, previous in theory part, when person covers all his basic needs, he is ready to receive more then average, for example comfort, extra services. Age group 26–45 who travel with more then 3 times per year emphasize price and comfort

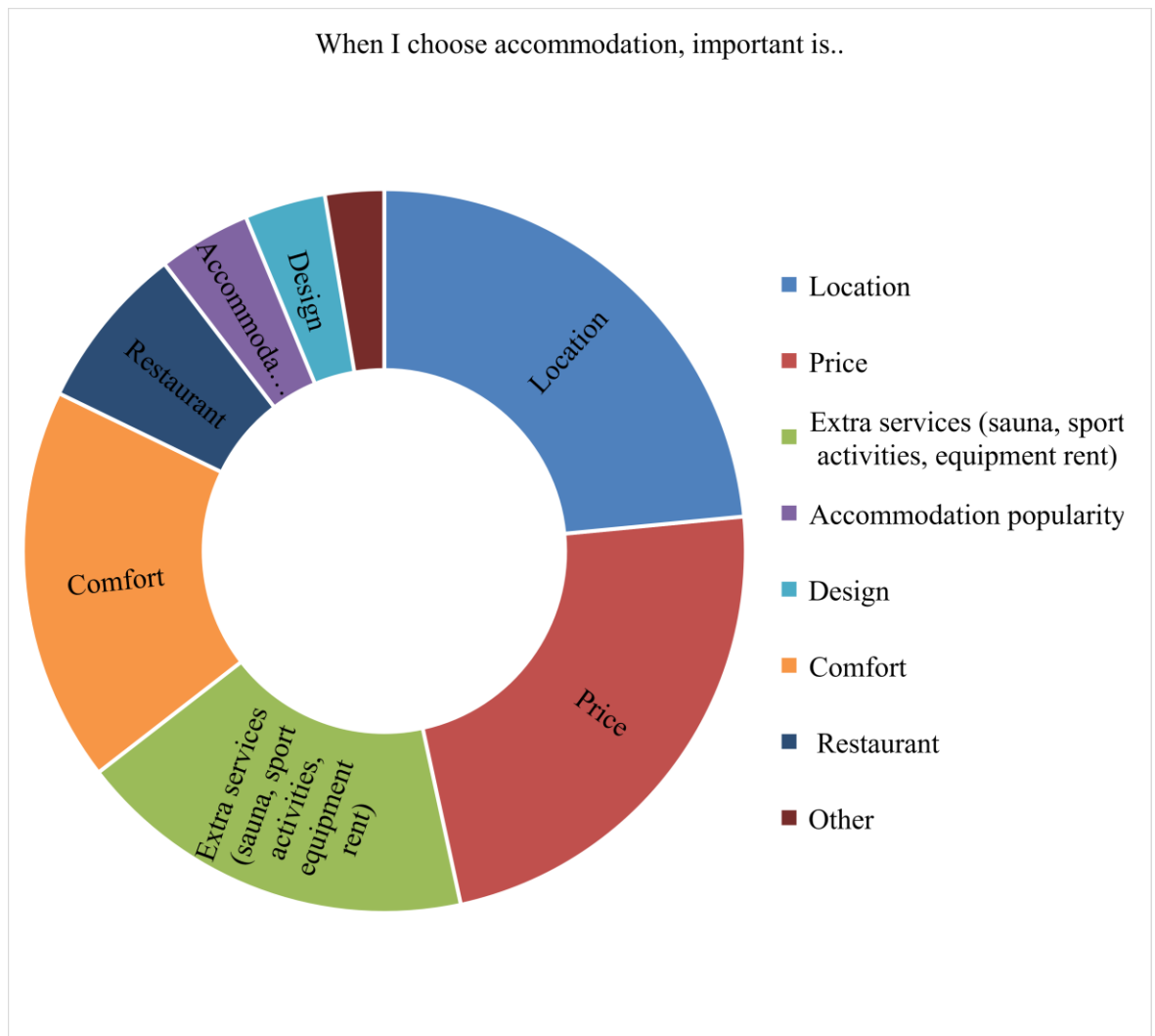


Figure 14. Reflection of respondent's answers about needs when choose accommodation

Respondents were asked to described picture and explain would they stay or not stay overnight. On picture can be seen glamping in middle of the forest with grilling possibilities in front and fire place (see Appendix 2).

More than half of all respondents answered that they would stay overnight, some explains that they have experienced glamping before, and they liked it. Glamping which is in natural surroundings gives to respondent's freedom feeling, fresh air, relaxation and, as most of them explains, connection to nature. Respondents who travel with their partner agrees to stay overnight as it looks romantic and gives total getaway from crowd, can give more attention to each other. Few respondents would stay overnight, but they have doubts about the price value, comfort and privacy and safety as it is tent. This could be explained with traveler's previous experience or previous mentioned word-of-mouth model, where travelers have heard negative experience from others.

Those respondents who answered negative, and would not stay overnight in glamping tent, explains that they travel with family and there is not enough space for all of them. Younger respondents answered that they need resort vacation, bar, party as this, stereotypically, is not allowing to relax. Some responses were related to communication, that they are not ready to stay in place without electricity, heating and civilization, most of them lives in capital city. Men's, older than 64 years explains that this tent comes from historical moments when in war time there were tents, and it is something they would not try again, similar to women responses in same age, who explains that they need comfort.

From answers author can conclude that responders are interested in glamping, and some people have already experienced overnight stays, but information what people have mostly are coming from others recommendations, reviews and stereotypes. Respondents were mentioning that they do not want to stay as it looks expensive, has no electricity. Decision comes before seeking the information. Possible that social media influencers are affecting people expectations about the stay.

Figure 15 expresses responders most important needs while staying overnight, from these answers can be seen that most important needs are related to safety, communications, like electricity, water, heating and Wi-Fi, privacy, escapism from crowds, activities to do besides living and sleeping. Less responders marked kitchen as essential need. As for answer "Other" were mentioned spa facilities, lake or sea side, private bathroom. Results were overall similar for valid 406 respondents. Some marked more needs, some less, but the author concluded that people are used to have all necessary and available options towards overnight stays. There for camping is modified to glamping, function stays the

same only glamping is more for nowadays situation in tourism. Travelers need extras as they are used to everyday comfort.

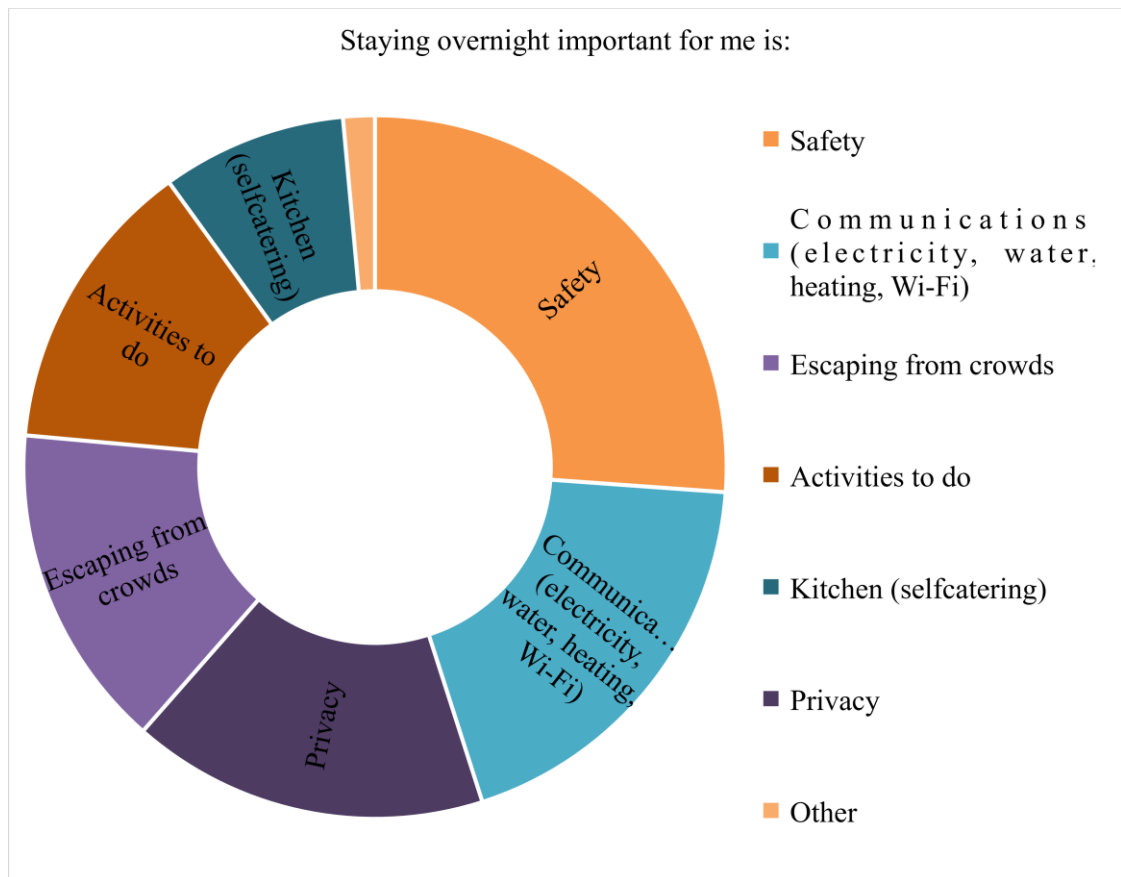


Figure 15. Reflection of respondent's answers about needs while stay overnight

The final question was opened question where respondents can express their opinion about previous experiences while spend the night in accommodations. A little bit more than half of them answered positive, that they are satisfied with what they have experiences. Other half of them have a lot of negative experience. Responses are about cleanliness, privacy, staff's attitude, price and offered possibilities, comfort and written information on internet. Respondents who answered previous that they traveling mostly alone or with friends are satisfied, but those who travels with partner or family have got negative experience. They are not satisfied with some of the services of accommodation, cleanliness and privacy.

Author in Figure 16 has gathered survey results and created average respondent profile. It is mid-age women, lives and works in Riga, has family. Before pandemic situation traveled once in year, now do not travel abroad, but now explores Latvian cities and

nature. This woman is willing to travel to escape from everyday routine and problems. Travel to places where is beautiful landscape, where accommodation price meets the value, and where is extra services, like sauna, spa or sport activities, where is safe and not crowded. Would like to stay in glamping, as it seems something rather new and unexperienced, have seen commercials in Instagram and Facebook from famous people.

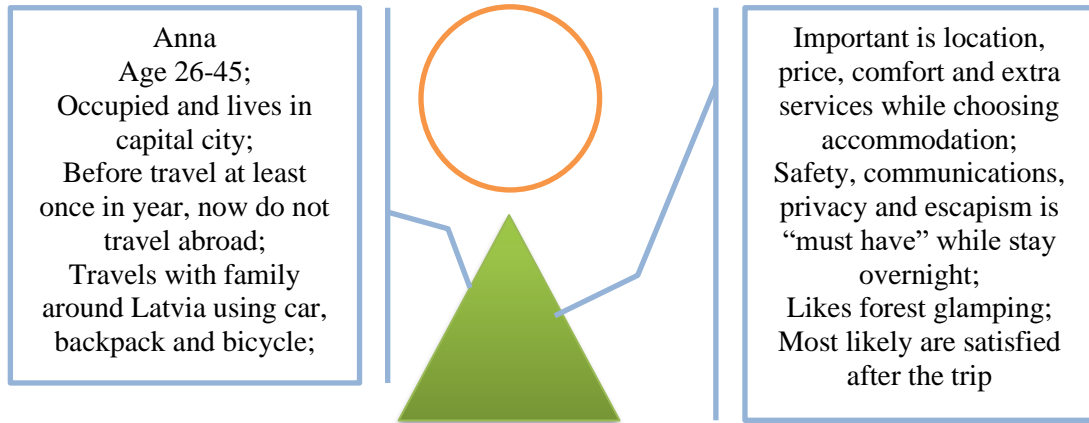


Figure 16. Authors created respondent’s profile

Another part of authors research was semi-structured interviews with glamping owners and representatives. Author planned 10 interviews, but response and activity from glamping owners was not enough and, in the end, author got four interviews. Four audio recordings of glamping owners. Coding was made to identify various glamping’s (see Table 6).

Table 6. Interview representatives

Codes	Status	Type of glamping
Glamping A	Owner	opened the site when Covid-19 started
Glamping B	Owner	first design glamping
Glamping C	Owner	Only glamping on island
Glamping D	Owner	place which transformed from guest house to glamping, because of Covid-19 pandemic situation;

First questions were about introduction to the glamping and where did the idea about creating it come from as well as what were the owners' expectations and main aims (see Appendix 2). Interesting was that mostly all answers were closely related to innovations and financial side, argument was that to build a guest house or hotel takes more financial investments than glamping sites. As Glamping A said:

I wanted to create something related to hospitality, but it all takes too much money, so we took alternative- a dome house. Something new, something that can be seen in pictures or in movies. Although I must admit that financially it cost same as a very good and qualitative camping house.

Owner admits that their expectations were towards business, to get back invested money and have small earning. Glamping C have seen similar glamping places in their trip to Africa, so they wanted to create African atmosphere in Latvia. They had a land on the lake, idea was to build a summer place for themselves, but ended up in having wonderful place for others. Conversation with Glamping D was very inspiring, owner had guesthouse, and due to Covid-19 had to close it. Owner admitted that global situation pushed them to think outside of the box. Seeing pictures from different accommodation alternatives, they discovered tents, and after consultations with other owners who has glamping's Glamping D started their journey to their new project, expectations were related to societies acceptance as guest house visitors are used to high comfort rooms and standardized overnight stays. Similar situation is with Glamping B, despite Glamping D who closed their guesthouse, Glamping B kept their and build unusual shape camping which they classify as glamping.

The main motivation to do it was that in Latvia there are too much similar places, people are willing to have design buildings with comfort near nature. We can approve it by saying that at the moment we are building another similar glamping as popularity is massive, we cannot accommodate all people as there are just 365 days in year (Glamping B).

Owners' expectation was very personal, they are setting aims and they are challenging themselves to push more until they see how far they can grow. From answers author can see that interest from traveler side is coming due the innovation and something that is not yet discovered. People are interested to explore others creativity.

Following questions were given to understand who are the travelers and what kind of mobility options they are using as well as the average stays per night. As Glamping A has more space than in Glamping D, then Glamping A allows to stay 2–4 people per night, not more because then the beauty of the place will disappear. Usually travelers are coming by car, in some cases with bicycles, but more often with car where bicycle is additional transport or with paddle board as they have lake. Travelers stay minimum two nights, in very rare cases for one night. Glamping D bell tents do not have so much space, so owner allows to stay only two people. As the glamping is opened just several months, their experience shows that travelers stay one night, and they come with car. Interesting and inspiring is Glamping C, where travelers can be everyone, maximum six persons, they come with a car, but then they are transported to island with motorboat. If client needs to go to city, they are transported to city with motorboat. As owner have observed, clients do have huge interest about island, more often families with kids, so kids can learn how to fish, or swim. There are clients who comes every year just to be disconnected from world. They are staying 3 nights and more. Longest stay was two months.

Glamping B expands themselves as interest about this place was growing. People are coming with car and their own bicycles as there is forest around. Travelers are families, couples, rarely singles. As owner explained:

Usual visitors are couples with their home pets. Last year's tendency was something new for us, were coming business people who has online conferences, meetings and gatherings, huge, important projects. These people booked the place for several weeks. Interesting was that every evenings and weekends family came, and they spent time together. As this client explained himself, they live in small apartment, kids have online classes, wife have work from home, and he has important meetings, there is not enough space for everyone. This client was ready to pay to us about catering. It just shows how desperately people needs their own space during this Covid-19.

Owner said that not only business people came, but also musicians who needed inspiration for new songs. Average overnight stay is two till three nights.

Answers about client's previous experience and ways how did they found glamping's were quite similar as can be seen. Glamping A and C clients have been previous in similar

places, but not in Latvia. As borders were closed for a while, people were coming and the feeling for them were like being abroad. Guests gather information about them on social media and from Instagram influencers. As for Glamping D people were experiencing overnight stay in unusual place for the first time, owner admits that they are relieved, because then clients will not compare the quality with others, but they will be with whom will be compared other accommodations. Guests are getting information from local governments and redesigned Facebook profile campaigns. Glamping B clients are experienced and have been in similar places abroad. Information about them clients get from feedbacks, reviews and commercials in online social media.

Gathered information explains the word-of-mouth theory, that other clients experience gives effort for following guest experience. Social media is working well for marketing.

Author gave question from which can analyze what kind of slow adventures they are offering for clients. And answers were different. Most common answer from all glamping's were that they have hot tubs or jacuzzi under the stars, what gives extra motivation to come and stay overnight, boats or paddle boards which gives opportunity to enjoy relaxing time on water. As Glamping B and D have or had guesthouses, they left sauna, volleyball field and disc golf field and sport equipment rent. Glamping D neighbors have horses, in 2021 summer they will offer horse riding among the river Daugava. Glamping B offers water sport and guided tours in city and closest national park, sauna rituals in Latvian style and many other services depending on season. While ago, most popular service was mushroom and forest berry expedition, where later on owners' grandparents gave lesson how to create jam and marinate goods for winter. If to connect results from previous survey where respondents explained their interests and needs, that overall glamping's meets the potential client needs.

Interview representatives was ready to talk about question "Can you, as business, feel the difference in tourism before Covid-19 and after?" for a long time. Most of them were expressive negativity about consequences that Latvian government have made for tourism sector overall, but despite that strongest businesses survived and created new niche for domestic tourism. Glamping A and D opened when everyone was closing. Glamping A proudly said: "We are very happy that we can give opportunity for guests to catch abroad vibes, some Scandinavian feeling, but sadly we do not have mountains."

Glamping D feels thankful about opportunity to stay creative and be into new project. And keeping their knowledge about hospitality in different level. For Glamping B global pandemic situation has not affected, moreover it gives more power and strength to grow and expand. With Covid-19 clients are coming also in off-season, which is something new.

Author wanted to understand the view from their client perspective, so following questions were connected to client expectation, satisfaction and how to measure them. All of glamping owners admitted that measuring client satisfaction, hearing recommendations and feedbacks even critics is very important. It gives wider view about problems that meets clients and solutions. Glamping A is measuring client expectations and feeling by having a small conversation before and after the visit. Owner have noticed that clients like to express emotions and their needs, as well as the end result of overnight stays. Some clients are surprised about satisfaction that they have, they do want to come again and again, on the other side there are clients who are not satisfied, most common problem is money and price.

Typical question before clients books our place is related to price and the value., what they will get for 230 eur per night. And after they stay at our place, they understand that emotions that they get is not from sleeping in average bed in unusual place, it is the endorphins what they get from emotions (Glamping A).

Similar situation is for Glamping C where clients before the visit has doubts about transportation, electricity, water supplies. But after the visit they do not want to leave the island as it gives satisfaction and feeling of disconnection. Owners explained that after first night they go to visit clients to ask is everything fine, and always clients are satisfied.

10 years ago, there was TV show in Latvia about local celebrities living on island and surviving with supplies that they earn from competitions, name was “Robinsons”. If to see the reviews online people call our island in name of that TV show. And that for others give confusion, because in that TV show island did not have electricity or any comfort, but we do (Glamping C).

Glamping B sees the feedbacks on internet, from social media pictures and comments. Mostly clients appreciate that it is possible to have pet inside, there are no restrictions, even if there are designed floor or couch. Glamping D is gathering feedbacks and critics from comments on internet as well as from discussions with client.

As for the last question author asked “Do You believe that Your glamping helps to make visitors happier, and it gives something for their wellbeing?”. All representatives answered positive, and all have proof for that. As authors conducted theoretical part about slow adventures, then one of the stop-points were connection to nature. As all interviewed glamping are located in natural environment and close to river or lake, then it is obvious that people will feel different then in urban area. Glamping A fully believes that clients wellbeing is being affected in positive way. Not everyday people can sit in hot tube under the stars, it gives certain emotions.

Glamping gives some new emotions for people, but can't be seen so fast. They go back to their everyday routine, and only then they understand that it gave results, either client has new energy, new inspirations, or just better mood (Glamping A).

Glamping B can improve that for creative persons glamping gives creativity and power. New place and different surroundings then every day surroundings creates satisfaction. For depressive people relaxation and escapism is needed. Glamping C claims that after talk with clients they feel relaxed and happy, water, lake, sunrise and sunsets give positivity. Glamping D have comparison about people wellbeing in guesthouses and in glamping's: “There is difference, people in guesthouses already know what they can do, how they will relax, everything is known, but in glamping tent, everything is new and undiscovered, rises discovery instinct.”

To sup up, author have understood that was very useful to talk with glamping experts and newly opened glamping representatives. If to talk about global pandemic situation and restrictions when hotels, guesthouses, restaurants in Latvia are closed, this small niche-glamping, is allowing fully to work business wise, and fully to relax from traveler's perspective. If to see the Figure 16 previous, then Latvian glampings can fully cover respondents wishes and needs. Both sides have their expectations, and both sides are

satisfied. Author can conclude that successful business and traveler's wellbeing depends on travelers' word of mouth, which brings us to discussion part.

2.4 Discussions and recommendations

The main purpose of discussion is to interpret and describe the significance of both-survey and interviews, they will be compared and analysed together to get answers to research questions. From the survey and interview results become clear what are the traveler expectations when they are planning a trip and how can glamping promote wellbeing.

Urbanization and "fast-line" have changed people travel habits and way of living. Not only technologies are upgraded but people as well. They want to travel faster, relax faster, recover faster to get back to their life opportunities and aim achieving. Despite the life speed, people still want feel well, to be healthy physically and mentally. Due to urbanization, "fast-line" and developed surroundings, people are more limited. Limitations are influencing wellbeing and people wants to escape, that is how traveling nowadays is explained by researchers. People travel for relaxation and refreshment and mind and body leisure, health reasons, curiosity what creates instinct to survive and move towards personal aims and many more. The average responses from valid 406 respondents were that they are willing to have peace, relax and escape from everyday routine, they are willing to have adventure, positive emotions, comfort and overall to feel well during the stay. Answers to this question author explains through PERMA model who stands for people wellbeing. Respondents are willing to keep their life in balance and wellbeing in high level connecting all five essential elements. Relaxation and positive emotions are the core elements that keeps people alive and satisfied. As in previous chapters described travel types, slow traveling and slow adventures are the way how satisfy average traveler. Slow traveling and adventures are connected to nature, and nature gives opportunity to relax, to allow people to gather thoughts and rejuvenate. According to researchers slow traveling from the beginning teaches travelers how to keep nature, how to think more about footprints in world and future. Nowadays Covid-19 pandemic can be a good example, as now people cannot travel abroad so often, all the import and export were stopped for moment. Author have experienced many examples when people

are starting to think about self-grown food, as well as supporting local farmers, changing public transport for bicycle every day. Sustainable way of living in future will be common for everyone, as people will be used to this. There is no much information about future vision yet, but most likely the Covid-19 aftereffects will rise discussion about people every day habit change towards sustainability. Because of the restrictions people work from home at the computers, they are willing to be in nature with family. Slow adventures, from this perspective gives all the possibilities to enjoy nature and its beauty, people do not know that they are slow travelers, as this term is not discussed much. Another term which was described previous was slow accommodation which meets survey respondent needs for escapism, privacy, being in nature and spending quality time with family or partner. Glamping in Latvia most likely is not a new term, as ancient Latvians have been living similar- wooden lodge houses, having farm animals, and fields with self-grown, ecological food, having fire place, and using everything which comes from nature. Difference is modernism and urbanization that connects history with nowadays trends. Glamping is about sustainability, keeping nature untouched and damaged, teaching people diverse ways to relax and balance every day. Unsolved question in this paper rises if to talk about need from travelers' side, if it is need for enjoying slow offers, or need to keep himself in social group following the trends popularized in social media.

Despite the fact that glamping is untouched topic, as it is becoming popular just past few years, Covid-19 global pandemic gave chance for Latvian entrepreneurs to express themselves and popularize modern way how to relax and be in nature. Interview representatives' answers can approve that people are interested to have a getaway. Some glamping's have opened because of demand, some expands because entrepreneurs see potential. Author from survey responses can see the needs and expectation while staying in average accommodation, as well as showed interest to visit glamping. As latest research about glamping's, from Craig & Karabas (2021, p. 6), shows that respondents since year 2020 have changed their minds from resort visiting to more natural and safe accommodations. This phenomenon could be explained from being in home surroundings in lockdown, restrictions are not allowing to visit new places, so people used camping trips with tent. Interviewed glamping owners agree that glamping can promote traveler wellbeing as it gives positive emotions, allows to be together with family by teaching kids about nature, connection with natural environment and escapism. As Lyu et al. (2020,

p.159) explains, that glamping's in America and South side of the world are more advanced and more promoted to families as it can teach future generation about being in nature and taking time away from everyday routine. People are willing to pay about family functioning glamping's. Mass tourism will not be dominant for a while as slow tourism comes instead, moreover global pandemic situation is promoting distancing and sustainability and activities in nature.

As slow tourism is explained by slowing down the tempo mobility wise, connecting to nature, then author can see from survey results that due the restrictions, people use bicycle or hiking options connected to car as well. Here be see limitation of this work related to conducted questions, there is no information about time period about travel habits before global pandemic.

If to talk about measurements, and models how to measure clients' expectations from any activity, then theoretical part of this paper express inexistence on specific model besides word-of-mouth and SERVQUAL questionnaire. Every person has different interpretation, as glamping owners intensify the best measurement is to communicate with clients, and review the feedbacks on social media, but the core is communication.

Author highlights the limitations that could change results from interviewed glamping owners. Were planned to have interviews with 10 most popular glamping representatives, but due the activity, author got four of them. If activity would be higher, responses would have been powerful and more explained in details. Author was curious to have a conversation with first glamping site in Latvia, which opened on first May 2021, but due the lack of time and work load, conversation did not happen. Information that author could get is about demand from client's side and wellbeing promotion through well-designed glamping site.

Overall author created recommendations for glamping entrepreneurs offering glamping services to develop them in changing circumstances and to meet the customers' expectations for promoting their wellbeing.

- 1) Clients are willing to have relaxation, comfort and escapism, which from one side meets fully the term glamping, but on the other side, clients have lack of knowledge

and information about amenities and facilities that can be offered. Glamping representative should do more introductive commercials;

- 2) There are several private cooperation's between glamping. It is recommended to create glamping associations and chains to promote slow accommodations and adventures, to create bonus systems for clients and reach part of societies interest;
- 3) Include and popularize term "slow adventures, slow accommodation" withing society to promote essential need for enjoying and experience it for their own wellbeing and not because of social media influence.
- 4) People are starting to pay more attention to their wellbeing. Governments are purposing group activities, either Nordic-walking, hiking in groups free of charge. Glamping should cooperate with local government to be part of wellbeing movement;
- 5) There is lack of researches about glamping and their influence on people wellbeing. People would rise interest if they would know the health benefits from staying overnight in glamping;
- 6) Create authentical glamping which is connected historically with native Latvian life in countryside. Give travelers opportunity to enjoy pure natural life as it was back then.

CONCLUSION

The paper describes how can slow adventures, specially glamping, can shape traveler wellbeing especially in Covid-19 time where restrictions are causing stress and discomfort for people and traveling is not allowed.

To reach this aim, author put forward the following research questions- What are the travelers' expectations for slow adventures and glamping? and How can glamping sites promote wellbeing?

The author of the paper considers that goal was successfully achieved and the research questions were resolved. Originally to achieve this entire work author did the following tasks- present literature review about slow adventures interpretation as new traveling type; explore information about sustainability and slow concepts; conduct a survey of domestic travelers to understand their expectations and needs for traveling; interview representatives of existing glamping about new tendencies, latest innovations and their future vision related to slow adventures; analyze the results of the research and make proposals for glamping entrepreneurs.

Fast lane has changed people way of thinking and travel habits. It affects every day life, traveling, and living. Slow tourism is an alternative and almost opposite the mass tourism as it focuses more on locals, culture and authenticity. Slow travelers think more about sustainability and cares about environment where they spend the time. Wellbeing is closely connected to slow adventures which can give: positive emotions, engagement to activity, relationship and being a part of social community, meaning and purpose for live and achievements of done activities either physical or psychological.

Sustainability, tempo and wellbeing are closely related. Urbanization and advanced technologies have changed people way of thinking. It affects every day life, traveling, and living. Slow tourism is an alternative and almost opposite the mass tourism as it focuses more on locals, culture and authenticity. Slow travelers think more about sustainability and cares about environment where they spend the time.

Author made interviews with four different glamping owners and conducted survey, later on author made analyse to draw conclusions on the results obtained. During the thesis the author arise variety of conclusions:

- 1) There are many different glamping's in Latvia which are accessible and getting more and more popular, but lack of information, or information that is based word-of-mouth, is not expressing real benefits for societies wellbeing;
- 2) Travelers are keen on being outdoors, to travel and get to know Latvia, Covid-19 restrictions have pushed people to think towards their health and wellbeing;
- 3) Wellbeing cannot be measured in numbers, but it can be observed through positive emotion level, being curios about life and new travel opportunities. True relationship with others or belonging to group of similar thinking persons, wellbeing can be seen through meaning of life and life aim, and accomplishments. If person is having balance between all there five elements, most likely wellbeing is in level;
- 4) Social media is influencing people minds by dragging personal information. Expectations towards glampings could be measured through feedbacks or pictures or videos posted on social media.
- 5) Slow adventures are something that people experience in everyday basis, but not everyone knows the benefit from it.

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APPENDICES

Appendix 1. Interview questions for glamping owners

1. How did You start? Where did the idea came from?
2. What did You expect from glamping business (experience, popularity)?
3. Who are the glampers (generation, couples, singles, families with kids)?
4. How do glampers travel (transportation)?
5. How long do they stay?
6. Does your glamping place is travelers first experience or they have stayed in unusual accommodation before?
7. How did they find your place (internet, feedbacks from others, Instagram)?
8. Do you offer some extra services besides glamping? If yes, what are the most popular services?
9. Can you, as business, feel the difference in tourism before Covid- 19 and after?
10. About what guests are the most surprised (design, atmosphere, surroundings)
11. How do You measure if client is satisfied?
12. From the feedbacks, do clients are satisfied? If not, what are the suggestions, what did they expected?
13. Do You believe that Your glamping helps to make visitors happier, and it gives something for their wellbeing?

Appendix 2. Survey questions

1. Gender
2. Age
3. Occupation – Currently working, Unemployed, Studying, Retired pensioner, Other
4. Living area: Rīga, Vidzeme, Zemgale, Kurzeme, Latgale
5. How often do You travel before Covid -19? Did not traveled, Less than 1 time per year, At least once per year, From 2-3 times per year, more than 3 times per year
6. How often do You travel in Covid – 19 period? Did not traveled, Less than 1 time per year, At least once per year, From 2-3 times per year, more than 3 times per year
7. Usually I travel with .. Alone, With partner, With family, With friends, Other
8. What do You do differently relate to traveling? I travel more around Latvia, I travel to long distance destination, I do not care about restrictions, I travel, Other
9. What do You expect from traveling? ...
10. Since 2020 spring till now I travel using.. Backpack, as I am exploring places by walking, bicycle, car, public transport/train, Airplane, Other
11. When I choose accommodation, important is: Location, Price, Extra services (sauna, sport activities, equipment rent), Accommodation popularity, Design, Comfort, Restaurant, Other
12. Would You stay here, why?



13. Staying overnight important for me is: Safety, Communications (electricity, water, heating, wi-Fi), Escaping from crowds, Activities to do, Kitchen (selfcatering), Privacy, Other
14. Are You always satisfied after staying overnight? If not what is the most common reason?

RESÜMEE

HEAOLU KUJUNDAMINE AEGLASTE SEIKLUSTE KAUDU – LÄTI GLAMPINGU NÄITEL

Ilze Dzirkale

Autor on otsustanud kirjutada aeglastest seiklustest ja heaolust, sest „kiire raja” revolutsioon ja praegune olukord maailmas on mõjutanud ka turismi, majutuskohi, ühiskondade heaolu ja vaba aega. Mõnes mõttes on Covid-19 reisipiirangud mõjutanud siseturismi ja turismiettevõtjaid positiivselt, motiveerides neid mõtlema innovaatseliselt ja pakkuma külalistele uusi aeglaste seikluste viise.

Selles magistritöös on tõstatatud probleem: kuidas täita klientide ootusi ja pakuda klientidele heaolu toetavaid teenuseid. Selle töö eesmärk on luua soovitusi ettevõtjatele, kuidas arendada Lätis aeglast turismi ja edendada turistide heaolu glampingu kaudu.

Töö eesmärgi täitmiseks esitati järgmised uurimisküsimused:

- Millised on reisijate ootused aeglastele seiklustele ja glampimisele?
- Kuidas saavad erinevad glampingu kohad edendada heaolu?

Uurimisküsimustele vastamiseks on seatud järgmised uurimisülesanded:

- esitada kirjanduse ülevaade aeglaste seikluste tõlgendamisest uue reisimise viisina;
- uurida teavet jätkusuutlikkuse ja aeglaste kontseptsioonide kohta;
- viia läbi uuring kodumaiste reisijate seas, et mõista nende ootusi ja vajadusi reisimisel;
- küsitleda olemasolevate glampingu kohtade esindajaid uute suundumuste, viimase aja uuenduste ja nende tulevikuvõistluse kohta seoses aeglaste seiklustega;
- analüüsida uurimistöö tulemusi ja teha ettepanekuid glamping ettevõtjate jaoks.

Töö esimene osa keskendub teoreetilistele aspektidele: aeglase liikumise algus ja selle areng tänapäevani, erinevad aeglase liikumise seotud kontseptsioonid, nagu aeglane majutus ja aeglased seiklused. Aeglase turismiseikluse seos ökoturismi ja jätkusuutlikkusega. Järgmine peatükk on pühendatud turistide ootustele ja vajadustele aeglaste seikluste kogemisel. Lõputöö teine osa on uurismispõhine. Neli intervjuud Lätis

asuvate glamping kohtade omanikega, kes avasid oma ettevõtte Covid-19 ajal. Samal ajal koostas töö autor uuringu ka reisijatele, et mõista nende vajadusi aeglase seikluste ajal ja kuidas see aitab nende heaolu tõsta.

Autor rõhutab peamiste järeldustena järgmist:

- Glampimine võib edendada reisijate heaolu, kuna see saab täita kõiki reisija vajadusi ja ootusi;
- Kiire rada on muutnud inimeste mõtteviisi. See mõjutab igapäevaelu, reisimist ja elamist.

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