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ПОШИРЕННЯ ГЛЕМПІНГІВ В УКРАЇНІ ЯК НОВОГО ТРЕНДУ ЗАКЛАДІВ РОЗМІЩЕННЯ XXI СТОЛІТТЯ

Мета. У сучасному світі вимоги туристів до закладів розміщення лише зростають. Це призводить до вдосконалення таких закладів, що вже завоювали готельний ринок, диверсифікації їхніх послуг, або ж створенні нових, що відповідатимуть запитам споживачів, якими є глемпінги. Метою даного дослідження став аналіз сучасних тенденцій поширення глемпінгів в Україні, надання їхніх основних характеристик, виявлення місця глемпінгів на ринку готельних послуг, цінової політики та подальших перспектив розвитку.

Методика. При написанні статті використаний статистичний метод дослідження, який дозволив оперувати необхідними кількісними показниками щодо чисельності досліджуваних закладів; картографічний та інноваційний методи дослідження використані для створення інтерактивної карти глемпінгів України; порівняльно-географічний метод – для відображення територіального розміщення глемпінгів.

Результати. В статті висвітлено основні тенденції поширення глемпінгів по території України, здійснено їх поділ за типами глемпів та місцями розташування. Обґрунтовано переваги глемпів, та їх недоліки у порівнянні з готелями. Висвітлено цінову політику та подальші перспективи розвитку глемпінгів в Україні.

Наукова новизна. Наукова новизна полягає у розширенні дослідження глемпінгів в Україні, як складової готельного господарства, вивченні економічного аспекту та впливу на місцеві громади.

Практична значимість. Створено інтерактивну карту глемпінгів України, що дозволяє мінімізувати час на пошук інформації щодо діяльності досліджуваних закладів розміщення та спрощує просторове сприйняття територіальних особливостей залучення глемпінгів до туристичної інфраструктури України.

Ключові слова: заклади розміщення, готельна справа, глемпінг, сфера гостинності, інноваційні методи дослідження

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THE SPREAD OF GLAMPING IN UKRAINE AS A NEW TREND IN ACCOMMODATION FACILITIES OF THE 21ST CENTURY

Objective. In the modern world, the demands of tourists for accommodation facilities are increasing. This leads to the improvement of already established hotels, diversification of their services, or the creation of new establishments that meet consumer demands, such as glamping. The purpose of this study is to analyse current trends in the spread of glamping in Ukraine, provide their main characteristics, identify the place of glamping in the hotel services market, examine pricing policies, and outline further development prospects.

Methodology. The study employs a statistical research method, enabling quantitative data analysis concerning the number of studied establishments. Cartographic and innovative research methods are used to create an interactive map of glamping sites in Ukraine. The comparative-geographical method is applied to illustrate the geographical distribution of glamping sites.

Results. The article highlights key trends in the spread of glamping across Ukraine, categorises glamping types and their locations, and discusses the advantages and disadvantages of glamping compared to hotels. It also covers pricing policies and future development prospects for glamping in Ukraine.

Scientific Novelty. The scientific novelty lies in expanding the study of glamping in Ukraine as a component of the hotel industry, examining its economic aspects and impact on local communities.

Practical Significance. An interactive map of glamping sites in Ukraine has been created, which minimises the time required to find information about these accommodation facilities and simplifies the spatial perception of the territorial features of attracting glamping to the tourist infrastructure of Ukraine.

Keywords: accommodation facilities, hotel industry, glamping, hospitality sector, innovative research methods.

Problem Statement. In the 21st century, the accommodation market offers a wide range of options for different consumers: hotels of various categories, hostels, apartments, motels, private residences, campsites, and more. However, tourists demand a constant expansion of options for overnight stays and relaxation, compelling hospitality industry representatives to diversify their offerings. Additionally, there is a growing global emphasis on environmental care and minimizing negative impacts on nature. These evolving demands of modern tourists have led to the emergence of glamping accommodations, which are gaining popularity each year. From a marketing perspective, glamping allows for diversification within the hotel business. Its popularity stems from the combination of modern needs for comfort, environmental friendliness, uniqueness, and natural beauty. Glamping aligns with sustainable tourism trends and meets the desire for an escape from urban life while providing a high level of service. In Ukraine, glamping is becoming increasingly popular, and its development aligns with current trends in tourism and the hospitality industry.

Analysis of Recent Studies and Publications. The topic of glamping in Ukraine has been explored in the works of V. Boyko, I. Davydenko, M. Pokolodna, I. Povroznyuk, L. Neshchadym, O. Oliynyk, and their teams, as well as T. Mostenska, G. Tarasiuk, and A. Chahaida. Specifically, V. Boyko focuses on the comfort of glamping accommodations and their harmonious integration into natural landscapes [Boyko V.O. (2021)]. I. Davydenko examines glamping as a promising form of ecotourism development [Davydenko I. (2017)]. M. Pokolodna, along with her co-authors, views glamping as both a new concept of nature-based recreation and a promising segment of the hotel industry [Pokolodna M.M., Polchaninova I.L., Ryabev A.A. (2021)]. I. Povroznyuk and L. Neshchadym studied the development prospects of glamping as a new hotel product format, detailing the potential for establishing glamping sites in the Cherkasy region [Povroznyuk I.M., Neshchadym L.M. (2022)]. O. Oliynyk and her team analyzed international glamping service experiences and identified preferences of potential glamping clients in Ukraine [Oliynyk O.V., Mostenska T.L., Tarasiuk G.M., Chahaida A.O. (2019)]. The prospects of the most popular glamping sites in Ukraine were discussed in a publication by O. Zaiachuk and T. Nych [Zaiachuk O., Nych T. (2024)].

Research Objectives. The primary objectives of this study are to analyse current trends in the placement of glamping sites in Ukraine, describe their characteristics, determine their position in the hotel services market, compare the cost of accommodation services across different types of glamping, and explore further development prospects.

Presentation of Core Material. The emergence of the first sophisticated camping sites, which later became the prototypes of glamping, dates back to the Middle Ages. During this period, European nobility, leveraging their privileged societal status, established tent camps for use during hunting trips, leisure, and even important diplomatic meetings. These tents often symbolised the power, wealth, and influence of the crowned heads of England and France. During the Ottoman Empire, sultans used luxurious tents equipped with the best possible amenities of the time during military campaigns and leisure activities. However, during the Middle Ages, the concepts of tourism or accommodation facilities like camping or glamping were not yet developed. By the late 19th and early 20th centuries, wealthy Europeans on African safari tours stayed in large tents outfitted with luxurious furniture, carpets, baths, and service staff.

Camping, the precursor to modern glamping, entered the tourism market during the rise of organised tourism, gaining popularity and peaking in the 1970s and 1980s. These camps were typically associated with a lack of comfort and often linked to unorganised tourism. With the subsequent hedonization of society, the development of various types of tourism and destinations, and the increasing demands for accommodation facilities, traditional camping has lost much of its clientele.

By the late 20th and early 21st centuries, consumers of accommodation services demanded higher levels of comfort, driven by advancements in modern technology. In the 2000s, tourism shifted its focus towards sustainability and comfort, as people sought to enjoy nature without sacrificing convenience. This shift led to the emergence of a new accommodation option—glamping, which is considered the successor of traditional camping.

The term "glamping" officially appeared in the United Kingdom and was included in the Oxford English Dictionary in 2016. In 2018, the terms "glamping," "glamp," and "glamper" were added to the American Merriam-Webster Dictionary, where "glamping" is defined as camping outdoors with amenities (such as beds, electricity, and access to indoor plumbing) that are not usually used during traditional camping [Definition of "glamping"].

Until recently, glamping was considered a type of camping but with added conveniences combined with elegance and a minimalist style. Today, glamping typically involves lightweight, non-permanent structures that can be constructed in a few months and dismantled just as quickly if needed. These accommodations offer everything necessary for a comfortable stay amid picturesque landscapes with minimal human presence.

Since 2007, glamping has been gaining traction in the European market. Within a short time, it became a favourite accommodation choice for young people, families with children seeking relaxation and seclusion, and environmentally conscious tourists. Globally, there are various types of glamping accommodations: tent glamping (bell tents, safari tents), geospheres (domes), treehouses, cliff houses, eco-lodges, tipis, yurts, trailers, and wagons. The glamping market in Europe remains highly fragmented, with most establishments emerging from startups and operating for less than 20 years. It is encouraging that the core concept of glamping in Europe—eco-friendliness and comfort—has been preserved.

The first glamping sites in Ukraine were set up in 2018 when the newly established company Glamping UA launched its glamping production. Within two years, tourists had stayed in their glamping accommodations in some of the most expensive hotel complexes in Bukovel, Truskavets, and Slavske.

A significant boost to the expansion of glamping networks in Ukraine came from the COVID-19 pandemic. The isolation, minimized contact, and high levels of sanitary and hygiene conditions in glamping sites helped retain the customer base and significantly increased their popularity. In contrast, large resort hotels in Ukraine experienced a significant decline in occupancy during this period, sometimes leading to temporary closures. Between 2020 and 2021, recognizing the potential, hoteliers and entrepreneurs in the hospitality industry focused on developing glamping sites. Amid the COVID-19 situation, glamping accommodations adhered to sanitary requirements, unlike large hotel complexes that employed numerous staff and accommodated dozens or hundreds of guests, who could potentially carry the virus.

All glamping sites in Ukraine are small in capacity, ensuring they remain occupied even during challenging times, such as the current military conflict. Thus, while the economic benefit for owners and local communities hosting these establishments may not be substantial, it remains steady throughout the year.

New glamping sites are emerging in the Carpathians, near Kyiv, and along the Black Sea coast in Odesa and Kherson regions. In the first year of establishing the glamping network, five glamping sites were built across Ukraine, and by December 2024, there were 34. However, three glamping sites suspended their work due to the war—two from the Glamping Mandra network (Mandra "Chateau Trubetskoy," which was destroyed in 2022, and Mandra Zatoka), and the SeaLandia glamping in the Odesa region.

Since 2020, interest in glamping has significantly increased, leading the founder and CEO of Ribas Hotels Group to create a glamping franchise in Ukraine. His initiative led to the establishment of the Glamping Mandra network, which now operates in the Zakarpattia, Odesa, and Cherkasy regions.

Glamping sites can be classified by geographical location, cost, capacity, theme, and type of building. As of 2024, the following types of glamping are available in Ukraine: eco-houses (wooden, barnhouse-style, and townhouse-style), spheres (domes), bell tents, and safari tents. Among these, domes are the most prevalent, accounting for 42% of all glamping sites, followed by wooden eco-houses (19%), bell tents (16%), and safari tents (13%) (see Fig. 1).

The placement of glamping sites in Ukraine follows clear trends:

- Locations with beautiful landscapes and access to natural recreational resources;
- Areas remote from densely populated regions and urban bustle;
- Regions with high transport accessibility.

However, the primary factors influencing glamping site placement are the natural resources of the country, tourists' interest in unique locations, and the opportunity to relax in nature. Consequently, all glamping sites in Ukraine are concentrated in mountainous areas, along the seacoast, and near forests, rivers, and lakes. Approximately 50% of glamping sites are concentrated in the Ukrainian Carpathians and their foothills. Six glamping sites are located in the forested regions of Polissia, Podillia, and central Ukraine, many of which are situated near rivers such as the Dnipro, Dniester, and Snov. Despite the war in Ukraine, three glamping establishments continue to operate along the Black Sea coast. Near major cities, lakes (three sites) are utilized for leisure purposes, with peak occupancy during weekends (see Fig. 2). Natural recreational objects enhance the aesthetic experience for glampers, offering picturesque views from their accommodations. For instance, all glamping units in the Mandra network are designed to have windows facing either sunrise or sunset.



Fig. 1. Segmentation of glamps by species

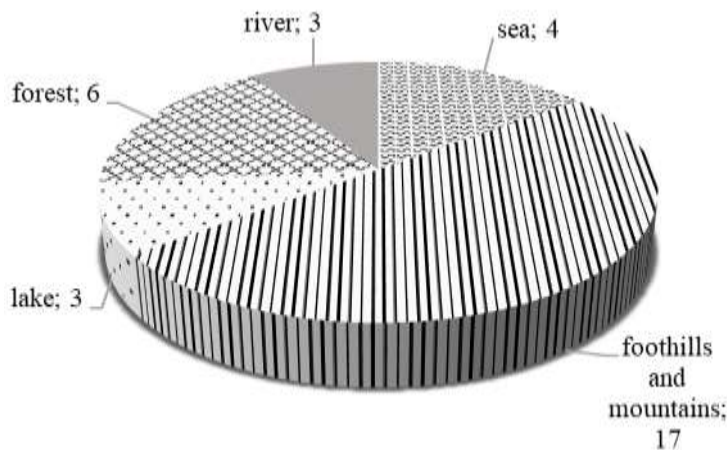


Fig. 2. The location of glamping sites belongs to natural recreational facilities

Spheres (domes) are the most common type of glamping due to their uniqueness - original and somewhat unusual appearance, year-round use, and relative compactness. However, according to their owners, such structures are quite vulnerable to external influences, so their reliability is inferior to wooden and barnhouse-style houses. 11 out of sixteen domed glamping sites receive tourists all year round (Table 1). Usually, dome glamping is for two or four people.

Wooden eco-houses have become commonplace for tourists and look natural in the Carpathian, Odesa, Chernihiv, and Kyiv regions. As of 2024, their number in Ukraine has reached 7, four of which welcome tourists throughout the year.

A relatively new type of glamping building that is gaining ground in the market is lightweight frame houses in the *barnhouse* style, which are built using Canadian technology in 2-3 months. They are comfortable, cosy, created without any harm to the environment, and extremely modern. Barnhouses are characterised by simple lines, minimal decor, and high functionality, and are equipped with a heating system (underfloor heating, fireplace, convector, etc.), which makes them suitable for winter holidays, and air conditioning, which ensures a comfortable stay for tourists in the summer heat. There are only three such glamps so far, but in our opinion, they are the future of Ukrainian glamping.

There are 8 *bell tents* in Ukraine, and they are suitable for accommodating tourists in the warm season. They do not always have a bathroom but are equipped with all the necessary furniture, linens, etc. The bathroom and kitchen or barbecue area are usually located in separate rooms near the main tent. Glamps of this type can be found in different parts of Ukraine - in Ivano-Frankivsk, Lviv, Odesa, Zhytomyr, Chernihiv, and Vinnytsia regions.

Safari tents, tents with wooden structures, offer services in Cherkasy (Mandra Kaniv), Kyiv (Glamp camp), and Khmelnytsky (Prozori Bakota) regions. Two of them are seasonal. The wooden frame allows

you to place all the necessary amenities in the glamp and make it more reliable and stable during adverse weather conditions.

Table 1.

Glamps in Ukraine*

	<i>The name of glamp</i>	<i>Location</i>	<i>Type; quantity; type of action</i>	<i>Price per night</i>	<i>Window view</i>
	2	3	4	5	6
<i>Network of glamps «Mandra»</i>					
1	«Mandra Lavandiia»	Odesa region, Prototopivka village	Eco-tents (spheres); 5; yearly	75 €	lavender field view, sea view
2	«Mandra Hills»	Zakarpattia region, Richka village	Domes; 5; yearly	90 €	forest view
3	«Mandra Morion»	Ivano-Frankivsk region, city of Yaremche, Mykulychyn village	Eco-houses (wooden); 20; yearly	220 €	mountain view
4	«Mandra Kaniv»	Cherkasy region, Lipliave village	Tents (safari tents); 9; yearly	64-110 €	river view, forest view
<i>Zakarpattia region</i>					
5	«Berdo Hotel»	Yasinia village	Domes; 2; yearly	90 €	mountain view
6	«Перлина Карпат» (Perlyna Karpat)	Drahobrat	Domes; 4; yearly	90 €	mountain view
7	Chalet glamping «VDOMA»	Vil'shanky village (6 km from the village of Lumshory)	Domes and eco-houses; 5; yearly	90-130 €	mountain view
<i>Ivano-Frankivsk region</i>					
8	«Де Вайб» (De Vibe)	City of Vorohtha	Domes; 6; yearly	120 €	mountain view
9	«Хатинка на полонині» (Hatynka Na Polonyni)	Kryvopillia village	Domes; 5; yearly	90 €	mountain view
10	«Траву»	Tatariv village	Eco-houses (barnhouse); 9; yearly	126-156 €	mountain view
11	Gm «Eco Bubble»	Yablunysia village	Domes; 15; yearly	100 €	mountain view
12	«Blog House Resort»	City of Yaremche	Eco-houses (barnhouse); 3; yearly	117 €	mountain view
13	«BagriWood Lodges»	City of Yaremche	Eco-houses (barnhouse); 2; yearly	70 €	mountain view
14	Етно-глемпінг (Ethno glamping)	с. Itsi village (Firas settlement)	Domes; 5; yearly	100-120 €	mountain view
15	«SkyDrop»	Yablunysia village	Domes; 6; yearly	90 €	mountain view
16	«Krasnyk paradise»	Krasnyk village	Domes; 2; seasonal	75-120 €	mountain view
17	«VITRY»	Rivnia village	Tents; 2; seasonal	60 €	mountain view

18	«Перестанок» (Perestanok)	Zelene village	Tents (safari tents); 10; seasonal; no amenities	90-200 €	forest view, river view
<i>Львівська область</i>					
19	«Stodola Camp»	Dolynivka village	Tents (bell tents); 7; seasonal	40 €	forest view, river view
20	Ранчо «Едельвейс» (Edelweiss Ranch)	Korchyn village	Domes; 12; Eco-houses (barnhouse); 12; yearly tents (tipi); 6, seasonal; no amenities	95 €	mountain view
21	«Slavsko Glamping»	Slavske village	Domes; 5; yearly	125 €	mountain view
22	«Ecottage» cottage	Slavske village	Eco-house; 1; yearly	115 €	mountain view
23	«Sirka camp»	Novyi Yar village	Domes; 14; yearly	50-150 €	lake view
<i>Kyiv region</i>					
24	«Шатро»(Shatro)	Ulianyky village	Tents (Safari tents), 5 seasonal	66-125 €	forest view, river view
25	«ROYAL glamping»	Kyiliv village	Bell tents; 8; seasonal	95-125 €	river view
26	«ZatiШье»	Khmil'na	Domes, tents, eco-houses, in forest near the lake	50 €	forest view; lake view
27	Glamping in Yasnohorodok Ecopark	Kyiv region (25 km from Kyiv)	Eco-houses; 16; yearly Spheres; 10; seasonal	100 € 150 €	park view
28	«Glamp camp»	Hlibivka	Tents (safari tents); 13; seasonal	from 40 €	forest view, river view
<i>Zhytomyr region</i>					
29	«Shalash Glamping»	Tsarivka village	tents (bell tents); 8; seasonal	60 €	mountain view
<i>Vinnitsia region</i>					
30	«Голубе озеро» (Holube ozero)	Mogylivka village	Tents (bell tents); 10; seasonal	50 €	lake view
<i>Хмельницька область</i>					
31	«Prozori Бакота» (Prozori Bakota)	Stara Ushytsia village	Tents (safari tents); 3; seasonal	60-90 €	river view
<i>Чернігівська область</i>					
32	«ШишкіNN» (ShyshkiNN)	Slov'ianka village	Wooden eco-houses; 1; Yearly tents; 3; seasonal	100 €	forest view
<i>Odesa region</i>					
33	«Minimalist»	Nova Dofinivka village	Domes; 3; yearly	120 €	sea view
34	«Долина ХЮГТЕ»(Dol yna KHUГHE)	Chornomorske village	Wooden eco-houses; 4; yearly - tents (bell tents); 5; seasonal	70 €	sea view

*compiled by the authors based on [Zayachuk O., Nych T. (2024)]

The most comfortable for territorial perception, both for consumers and researchers, is the use of a cartographic approach. Especially given the active use of navigation systems and the application of GIS technologies. Based on these considerations, we created an interactive map “Glamping in Ukraine” in the ArcGIS Online application. Where, in addition to the geographical location, users can learn about the main characteristics of the establishment, orient themselves in the style by viewing photos, and go directly to the website of a particular establishment (Fig. 3).

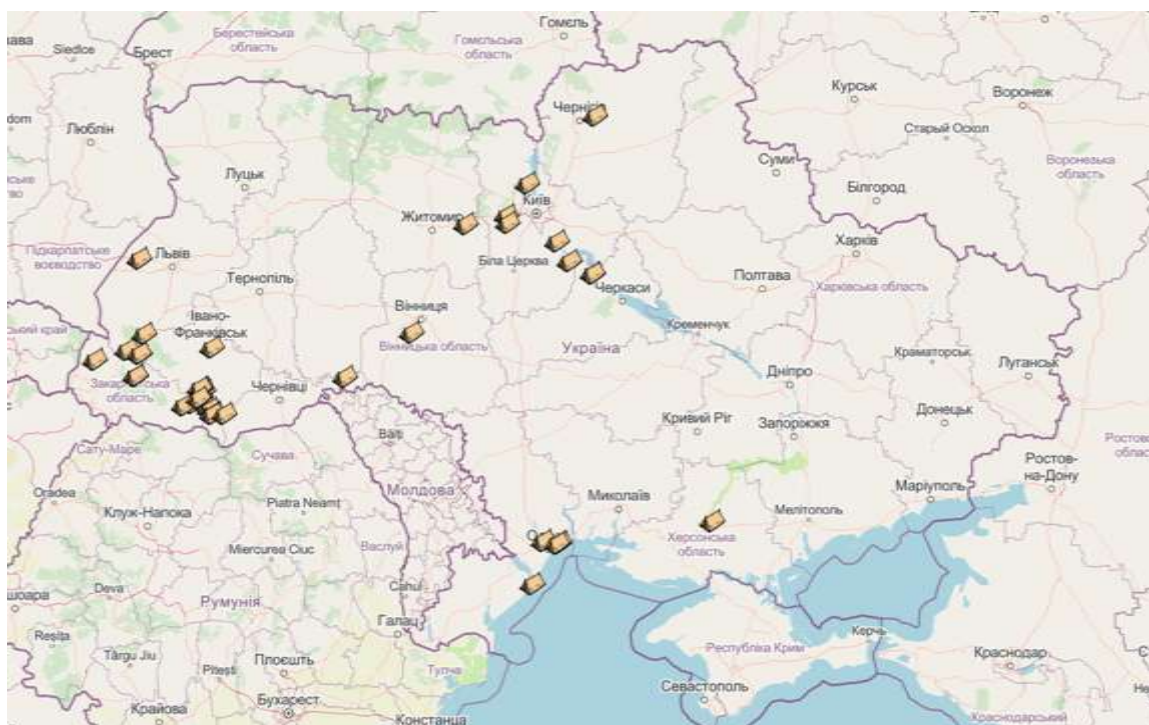


Fig. 3. Fragment of the interactive map “Glamping in Ukraine”

(<https://www.arcgis.com/apps/instant/exhibit/index.html?appid=86839d8c68384dd48dcfe636c777f51>)

In general, the vast majority of glamping sites in Ukraine offer a high level of comfort and amenities: a spacious room equipped with everything you need, a kitchenette, hot and cold water, a bathroom with a shower, air-conditioned rooms with high-speed Wi-Fi, and the ability to heat the room in the cold. Almost all of them have cosy terraces overlooking the picturesque landscapes. A barbecue area, a vat, or a swimming pool is often an addition. However, 11 glamping sites offer their services only in the warm season.

The cost of accommodation varies significantly: the minimum is 40 euros (Clamp camp), the maximum is 220 euros (Mandra Morion). The price depends on the location, amenities, number of additional services, food options, and transport accessibility (Table 1). The average cost of accommodation in a double room throughout the year is 3,500 UAH/night, but on New Year's Eve and Christmas holidays it can reach 10,000 UAH. The period of highest occupancy of year-round glamping facilities located in the Carpathians and Precarpathian region is in the first 10 days of January, despite the cost, with the lowest activity in April and May. The situation is somewhat different with the occupancy rate of glamping sites in the Black Sea region, Podillya, Polissya, and Central Ukraine, where the maximum occupancy rate is in July and August, and the lowest is in the off-season.

The main audience of tourists who choose to stay in glamping are young couples, families without children, IT professionals, and representatives of the creative economy. The conventional portrait of a Ukrainian glamping tourist is as follows: 23 to 40 years old with an average or above average income, with a stay of two to four nights. Most glampers complement their vacation with various activities within the locality or territorial community: cognitive, entertaining, and adventurous, which contributes to a positive economic effect.

Today, there are three main regions of glamping concentration in Ukraine: Black Sea (partially paralyzed by the war), Central (near Kyiv), and Carpathian. Table 1 shows the main indicators of glamping in Ukraine. There are also single glamping sites in Chernihiv, Zhytomyr, and Khmelnytskyi regions. Surprisingly, the area around the Shatsk Lakes is not developing in this direction, which is likely due to the lack of attention of local entrepreneurs to new trends in the hotel business and tourism in general.

The main region of glamping in Ukraine is the Carpathian region. The highest level of their concentration is in Ivano-Frankivsk region (11), with 3 each in Lviv and Zakarpattia regions. Among the types of glamping sites, domes and eco-lodges prevail here, with seasonal and year-round tents also available (Table 1).

The functioning of “glamorous campsites” is not actually tied to seasonality, as the main goal of most vacationers is solitude - staying in comfortable accommodation and contemplating picturesque landscapes, and such options are available throughout the year. The security factor, external conditions and situations have a much greater impact on the occupancy of glamping sites throughout the year.

The domed ethno-glamping in the village of Firas (Ivano-Frankivsk region, Verkhovyna district, Iltsi village) deserves special attention. The interior of each glamping corresponds to a specific theme, including weaving, pottery, carving, wickerwork, and embroidery. This example is somewhat contrary to the minimalist style that has become a staple of modern glamping, but in our opinion, it contributes to the popularisation of Ukrainian culture, customs and traditions. Each of the Sirka Camp glamps is stylised as a popular tourist island: Bali, Bora Bora, Zanzibar, etc. The Mandra Hills dome glamping is also stylised: each of the five glamps is decorated in the style of the highest peaks of different regions (Everest, Kilimanjaro, Mont Blanc, Fuji and Hoverla). The Mandra glamping network is currently the only one in this segment of accommodation facilities, and the plans of its owners to open new glamping sites are quite ambitious. Thus, in 10-15 years, they plan to open 50 glamping sites near Kyiv, 100 in the Carpathians, as well as in Volyn, Chernivtsi, Khmelnytsky, and Vinnytsia regions.

Conclusions. Thus, despite the rather high cost of accommodation services, the pandemic, and difficult military times, the glamping market in Ukraine is growing. The high occupancy rate (70-80% throughout the year) indicates the economic feasibility of their operation and the expected further development. Glamping in Ukraine combines comfort, environmental friendliness, and a unique experience, which makes them attractive to domestic tourists now and will attract foreign visitors after the victory.

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Отримано редакцією журналу / Received: 17.01.25
Прорецензовано / Revised: 11.03.25
Схвалено до друку / Accepted: 14.03.25