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## Glamping Tourism: Global and Indian Market Trends Based on Secondary Data

*Dr. Manoj Rana<sup>1</sup>, Ms. Aanchal<sup>2</sup>*

<sup>1</sup>Lecturer, IHM Kufri, Shimla, Himachal Pradesh

<sup>2</sup>Assistant Lecturer, IHM Kufri, Shimla, Himachal Pradesh

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### ABSTRACT

#### Purpose

The purpose of this study is to examine the global and Indian glamping tourism trends and to understand the factors driving its rapid expansion as a major segment of experiential tourism. The paper aims to identify market opportunities, challenges, and future directions for sustainable glamping development in India.

#### Methodology

The study is based entirely on secondary data collected from UN Tourism reports, WTTC datasets, government tourism statistics, and leading market research publications. A descriptive and analytical approach is applied to interpret global and national market patterns.

#### Findings

Results indicate strong global growth in glamping due to rising sustainability preferences, increased interest in wellness travel, and growing demand for private, nature-based accommodations. India mirrors these global patterns, particularly in Himalayan, desert, coastal, and rural regions. The findings also highlight several opportunities and structural challenges influencing future development.

#### Contribution

This study contributes by synthesizing global and Indian market insights and outlining strategic policy and planning considerations needed for India to position itself as a leading glamping destination. It emphasizes the role of sustainable infrastructure and responsible tourism practices in shaping long-term sector growth.

**Keywords:** Glamping Tourism, Sustainable Tourism, Experiential Tourism, Market Trends, India Tourism

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## 1. INTRODUCTION

Tourism consumption patterns have undergone a significant transformation in recent years, with travellers increasingly seeking experiences that integrate physical comfort with meaningful engagement with the natural environment. Glamping, conceptualised as a hybrid form of “glamorous camping,” has emerged as a prominent response to this shift by providing environmentally sensitive, aesthetically designed outdoor accommodations equipped with modern amenities. At the global level, the rapid expansion of glamping can be attributed to several converging trends, including the growing emphasis on sustainable and low-impact travel, heightened interest in wellness-oriented experiences, the appeal of digital detox and privacy-oriented leisure activities, and the rising demand for adventure-based tourism products. These factors collectively position glamping as a distinctive and high-value segment within experiential tourism.

Within the Indian context, the country’s geographical and cultural diversity—encompassing Himalayan landscapes, coastal environments, arid desert regions, dense forests, and rural hinterlands—creates an enabling environment for the development of varied glamping formats. India’s expanding domestic tourism base, along with increasing global visibility, further strengthens its potential to emerge as a competitive glamping destination in Asia. This paper employs secondary data sources to analyse global market trajectories, assess current trends within India, and identify emerging opportunities and constraints influencing the sector. The discussion contributes to a deeper understanding of the strategic considerations required for sustainable glamping development in the Indian tourism landscape.

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## 2. LITERATURE REVIEW

The evolution of glamping as a hybrid form of luxury and nature-based accommodation has attracted increasing scholarly attention in recent years. Early studies positioned glamping within the broader domain of experiential tourism, arguing that travellers increasingly seek immersive, personalised, and environmentally conscious experiences (Smith & Camper, 2019). Research by UN Tourism (2021) highlighted the growing preference for low-impact, sustainable travel modalities, noting that glamping aligns with global shifts toward wellness tourism, digital detox behaviours, and outdoor recreation. These findings are supported by market analyses from Statista (2022) and Grand View Research (2023), which document consistent year-on-year growth in glamping demand, driven largely by millennials and high-income eco-conscious travellers.

In the context of developed economies, studies from Europe, North America, and Australia indicate that glamping contributes to rural revitalisation, diversification of tourism offerings, and reduction of visitor pressure on conventional destinations (Williams & Reisinger, 2020). These regions also demonstrate innovation in glamping infrastructure, including geodesic domes, treehouses, floating cabins, and modular eco-pods.

Indian literature, though comparatively limited, presents similar themes. Researchers note that India's diverse ecosystems—particularly in Himalayan, desert, coastal, and forest regions—provide a strong foundation for glamping expansion (Ministry of Tourism, 2023). Recent studies emphasise growing domestic demand for wellness retreats, experiential stays, and environmentally sensitive travel, while also identifying constraints such as regulatory ambiguity, environmental fragility, and infrastructural gaps (Sharma & Bisht, 2022).

Overall, the literature suggests that glamping holds significant potential for sustainable tourism development in India, provided that growth is guided by appropriate policy frameworks, community participation, and ecological safeguards.

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## 3. DATA AND METHODOLOGY

This study adopts a **descriptive research design**, similar to earlier tourism and hospitality studies based on secondary data. The focus is on understanding structural trends, growth patterns, and developmental issues in the global and Indian glamping market.

### Data Source and Period

The analysis is entirely based on **published secondary information** drawn from:

- UN Tourism reports and thematic publications on nature-based and experiential tourism
- WTTC economic impact data and tourism outlooks
- Market research reports from **Statista, Allied Market Research and Grand View Research**
- Documents and statistics from the **Ministry of Tourism (Government of India)** and select State Tourism Departments
- Academic journals, industry magazines, professional blogs and trade portals focusing on outdoor accommodation, eco-resorts and alternative lodging

Wherever possible, data have been extracted for the period **2021–2030** (actual and projected values) to examine both the current status and short- to medium-term outlook for glamping.

### Research Objectives

1. To identify major global glamping market trends using published secondary data.
2. To analyse the structure and growth of the Indian glamping sector.
3. To highlight opportunities and challenges associated with glamping development in India.
4. To recommend future directions for sustainable and responsible glamping expansion.

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## 4. DATA ANALYSIS

### Research Objectives and Data Presentation

**Objective 1: To identify major global glamping market trends using published secondary data**

#### 4.1 Global Market Size and Growth Forecast

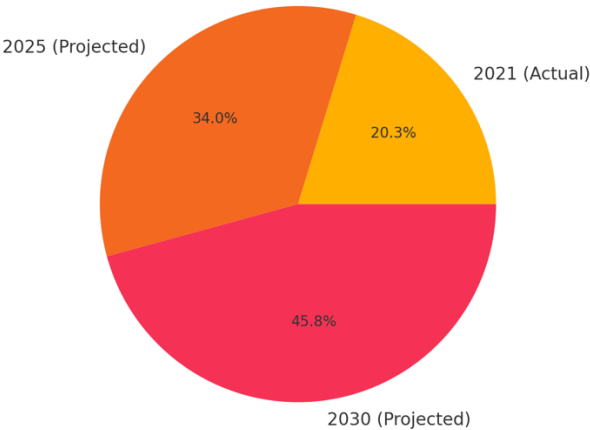
Secondary market intelligence clearly indicates that the **global glamping market is on a strong upward growth path**.

**Table 1: Global Glamping Market Size**

Year	Market Size (USD Billion)	Source
2021 (Actual)	3.1	Grand View Research (2023)
2025 (Projected)	5.2	Statista (2022)
2030 (Projected)	7.0	Allied Market Research (2022)

Pie Chart-1 Global Glamping Market Size

Global Glamping Market Size Distribution (2021–2030)



Trend Summary:

The data presented in **Table 1** and visualised in **Pie Chart-1: Global Glamping Market Size** indicate a **strong, long-term upward growth trajectory** for the glamping industry. The market expands from **USD 3.1 billion in 2021** to a projected **USD 7.0 billion by 2030**, demonstrating a **significant structural shift** toward alternative, experience-driven accommodation.

The proportional distribution illustrated in the pie chart shows that **2021 accounts for only about one-fifth of the total 2021–2030 market**, whereas **2030 alone represents nearly half** of the projected size. This indicates that the majority of market value creation is expected to occur **in the latter half of the decade**, reflecting accelerated investor interest, product diversification, and rising consumer awareness.

The **CAGR of 10–14%** further underscores this momentum, placing glamping among the **fastest-growing niche tourism segments worldwide**. Growth is supported by macro-trends such as eco-friendly travel preferences, increasing demand for wellness and digital detox experiences, and a shift toward open-air, low-density accommodations post-COVID-19. The consistent expansion across the three time points—2021, 2025 and 2030—suggests not only cyclical recovery but also the emergence of glamping as a **mainstream accommodation format** rather than a temporary trend.

4.1.1. Key Global Growth Drivers

The growth of glamping is supported by a set of inter-related global tourism trends.

Table 2: Key Global Growth Drivers

Driver	Explanation
Sustainable Tourism	Eco-friendly, low-impact stays attract environmentally conscious travellers.
Wellness Tourism	Nature therapy, yoga retreats, and detox programmes stimulate demand.
Digital Detox Demand	Private, remote locations help travellers disconnect from devices.
Social Media Influence	Visually striking tents, domes and cabins perform well on Instagram and other platforms.

Driver	Explanation
Adventure Tourism	Combines trekking, biking and soft adventure with comfortable lodging.
Post-Pandemic Behaviour	Preference for open-air, less crowded, private accommodations has increased since COVID-19.

**Interpretation:**

Across regions, **sustainability, wellness and digital detox** emerge as the strongest demand-side narratives. Operators who integrate **eco-design, local culture and Instagrammable aesthetics** into their sites are better positioned to capture the millennial and Gen-Z segments.

**4.1.2. Leading International Destinations**

Global secondary data and industry case examples repeatedly highlight certain regions as **pioneers in glamping innovation**:

- **Europe** – especially **Scandinavia, the UK and Spain** with geodesic domes, glass-roof igloos, forest cabins and luxury safari tents.
- **North America** – the **USA and Canada** feature ranch glamping, national park luxury camps and Airstream-based sites.
- **Australia & New Zealand** – known for coastal eco-tents, vineyard glamping and off-grid wilderness lodges.

These destinations showcase **innovative structures** such as **geodomes, treehouses, luxury tents, floating pods and elevated forest cabins**, which set benchmarks for design and guest experience standards in the global glamping industry.

**Objective 2: To analyse the structure and growth of the Indian glamping sector****4.2 Emerging Glamping Regions in India**

Glamping in India is still **nascent but rapidly evolving**, with a strong regional concentration in nature-rich and culturally distinctive states.

**Table 3: Key Glamping Regions in India**

Region	Dominant Glamping Type	Key Features / Positioning
Himachal Pradesh	Domes, luxury tents	Himalayan landscapes, adventure activities, snow views
Uttarakhand	Eco-cottages, forest huts	Wildlife buffer zones, spirituality, yoga & ashrams
Rajasthan	Desert tents, safari camps	Thar Desert, cultural festivals, fairs, royal heritage
Goa	Beach glamping, eco-shacks	Coastal leisure, music festivals, wellness retreats
North-East India	Village glamping, homestays	Tribal heritage, rural life, tea gardens, soft adventure

**Interpretation:**

The Indian glamping sector is **geographically diverse**, with products ranging from **Himalayan adventure-domes** to **desert luxury camps** and **beach-side wellness tents**. Many projects are clustered around **existing tourist circuits**, allowing operators to leverage established access routes while offering differentiated accommodation.

**4.2.1. Market Drivers in India**

Key India-specific drivers identified from tourism reports and policy documents include:

- Rise in **domestic tourism** and weekend getaways from metro cities.
- Strong **social media influence**, where unique stays gain rapid visibility and word-of-mouth.
- **Post-COVID shift** towards open-air, low-density lodging options.
- Growth of **wellness, yoga and nature tourism** in Himalayan and coastal states.
- **Government initiatives** promoting rural, eco and homestay tourism (e.g., village tourism schemes, eco-circuit projects).

These drivers collectively support the **early growth phase** of glamping in India, especially among young urban professionals and high-spending domestic tourists.

#### 4.2.2. Accommodation Formats Adopted in India

Indian operators are experimenting with multiple formats to suit **climate, terrain and target segments**:

- **Safari tents** and **Mughal-style luxury tents** in desert and wildlife regions.
- **Geo-domes** at high-altitude or snow destinations.
- **Treehouses** and **canopy cabins** in forested hill areas.
- **Hybrid wellness-glamping structures** combining yoga platforms, spa huts and meditation pods.
- **Lakeside and riverside luxury camps** catering to leisure, angling and soft adventure.

The dominance of **modular, semi-permanent structures** allows quicker setup and lower environmental footprint when compared to conventional concrete resorts.

**Objective 3: To highlight opportunities and challenges associated with glamping development in India**

#### 4.3 Opportunities in the Indian Glamping Sector

**Table 4A: Opportunities**

Opportunity	Description
Sustainable Tourism	Encourages low-impact travel and supports conservation-oriented development.
Rural Entrepreneurship	Enables local households and youth to participate as hosts, guides, suppliers.
Adventure Integration	Bundles trekking, rafting and cycling with comfortable camping options.
Wellness Experiences	Provides settings for yoga, meditation, Ayurveda and digital detox retreats.
National Branding	Utilises India's diverse natural and cultural landscapes to position the country as a glamping hub.

**Interpretation:**

If planned carefully, glamping can function as a **tool for inclusive rural development**, creating **micro-enterprise opportunities** in remote areas while supporting conservation and heritage protection.

##### 4.3.1. Key Challenges

Despite the potential, several constraints could **slow down or distort** glamping growth in India.

**Table 4B: Challenges**

Challenge	Description
Lack of Regulations	Absence of clear national or state-level glamping guidelines; projects often evaluated under generic hotel or campsite norms.
Environmental Sensitivity	Mountain, forest and desert ecosystems demand strict carrying-capacity and waste-management controls.
Infrastructure Gaps	Limited road access, electricity, water supply and digital connectivity in many promising sites.
Seasonality	Weather-dependent operations lead to short operating seasons and revenue volatility.
High Setup Cost	Premium tents, domes and off-grid utilities (solar, bio-toilets) involve high initial capital.

**Interpretation:**

To ensure **sustainable expansion**, policy frameworks must balance **investment promotion** with **environmental safeguards**, and provide **basic infrastructure support** in priority glamping clusters.

**Objective 4: To recommend future directions for sustainable and responsible glamping expansion**

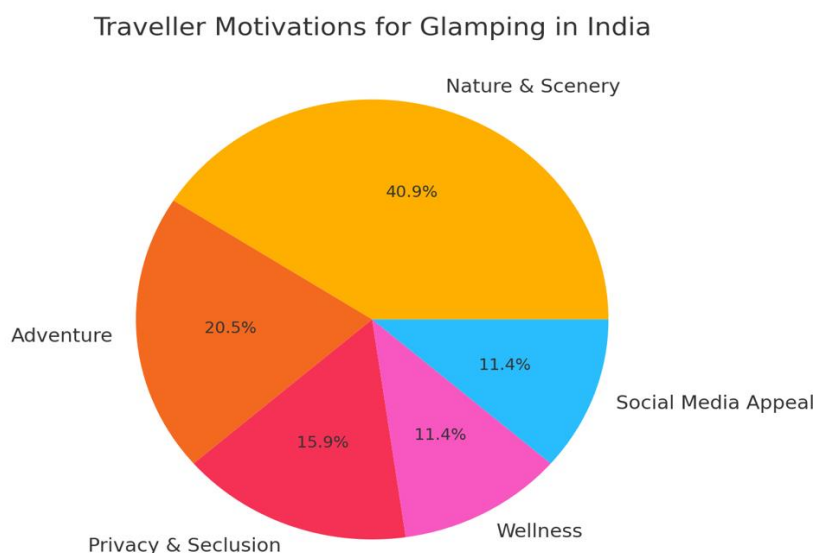
#### 4.4. TRAVELLER MOTIVATIONS (INDIA)

Secondary data and market observations indicate that travellers choosing glamping in India are primarily motivated by **nature, novelty and comfort**.

**Table 5 : Traveller Motivations for Glamping in India (Estimated Shares)**

Motivation	Estimated Share (%)	Explanation
Nature & Scenery	40–50%	Desire to experience mountains, forests, beaches and night skies in comfort.
Adventure	20–25%	Interest in trekking, cycling, rafting and outdoor activities combined with safe lodging.
Privacy & Seclusion	15–20%	Preference for quiet, low-crowd spaces away from city life.
Wellness	10–15%	Yoga, meditation, detox and stress-relief breaks.
Social Media Appeal	10–15%	Search for photogenic stays and “unique experience” content for social platforms.

*Pie Chart-2 Traveller Motivation for Glamping in India*



The pie chart and table indicate that **Nature and Scenery** is the strongest driver of glamping demand in India, accounting for the largest share of traveller motivations. This reflects a clear preference for immersive natural environments such as mountains, forests and beaches. **Adventure-related motivations** form the second-largest segment, highlighting the popularity of trekking, cycling and outdoor activities combined with comfortable lodging. **Privacy and Seclusion** also emerge as significant, suggesting travellers increasingly value quiet, crowd-free spaces. Smaller yet important segments—**Wellness** and **Social Media Appeal**—show growing interest in yoga, detox experiences and visually appealing stays, reinforcing glamping’s position as an experiential, lifestyle-oriented tourism choice.

#### 5. Suggested Future Directions

Based on the above motivations and market analysis, the following **future directions** are recommended for responsible glamping expansion in India:

- **Formulate dedicated glamping guidelines** under state tourism policies, covering design norms, safety, waste management and community participation.
- Promote **cluster-based development** (e.g., Himalayan glamping circuits, desert glamping circuits) with shared infrastructure support.

- Encourage **community-owned or joint-venture models** to maximise local income and cultural authenticity.
- Integrate **wellness, soft adventure and local culture** (food, crafts, festivals) into glamping packages to enhance length of stay and spending.
- Mandate **environmental impact assessments and carrying-capacity studies** in ecologically fragile zones.
- Support **capacity-building programmes** for local hosts in service standards, digital marketing and safety.

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## 6. CONCLUSION

Global and Indian data collectively demonstrate that glamping has evolved from an experimental niche into a rapidly expanding **mainstream tourism segment** driven by sustainability, wellness travel, adventure activities, and demand for experiential, Instagram-worthy stays. International projections show the market more than doubling between 2021 and 2030, highlighting strong investor confidence and long-term commercial viability. In India, the diversity of landscapes—ranging from the Himalayas and deserts to beaches and rainforests—positions the country favourably for accelerated glamping growth. Emerging clusters in Himachal Pradesh, Uttarakhand, Rajasthan, Goa and the North-East reflect rising domestic demand, enhanced by social media influence, wellness preferences and post-pandemic shifts toward open-air, low-density accommodations.

However, for India to fully unlock this potential, **comprehensive regulatory frameworks, environmental safeguards, and infrastructure improvements** are essential. Addressing challenges such as seasonality, ecosystem sensitivity and high setup costs will ensure responsible expansion. With strategic planning, community participation and sustainable design practices, India can position itself as a **leading glamping destination in Asia**, stimulating rural entrepreneurship, boosting local economies and contributing significantly to sustainable tourism development.

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