

Review Article

Green marketing strategies in home camping business

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Abstract: In recent years, nature-based tourism has gained immense popularity among travelers across different regions, driven by increasing awareness of environmental issues and a desire for authentic experiences. Thailand, in particular, has witnessed a notable surge in the number of campsite businesses, reflecting the growing trend of “slow life” tourism. This form of tourism emphasizes relaxation, mindfulness, and a break from the occupational stress and fast-paced nature of modern urban life. Tourists are increasingly seeking destinations that offer peace, simplicity, and a closer connection to nature. In response to these evolving consumer preferences, green marketing has emerged as a strategic and essential approach in the digital era. Campsite businesses are increasingly integrating green marketing principles not only as a promotional tactic but as a core part of their business identity to communicate environmental values, enhance their competitive advantage, and align with the expectations of environmentally conscious tourists. These tourists prioritize sustainability, ecological responsibility, and meaningful engagement with natural landscapes. Therefore, understanding the role and effectiveness of green marketing in the context of campsite tourism is crucial for businesses aiming to thrive in a competitive and environmentally aware market.

Keywords: Green marketing strategies; Home camping business; Slow life tourism

1. Introduction

The hotel industry is recognized as a steadily growing segment within the accommodation sector, playing a critical role in the global tourism and service economy [1]. As tourism continues to rebound in the post-pandemic era, there has been a marked shift in consumer expectations, with increasing emphasis on sustainability, technological integration, and personalized experiences [2]. In response, major hotel operators have intensified their investments in environmentally friendly and energy-efficient infrastructure, aligning with global trends toward green tourism and responsible business practices [3]. These investments frequently involve the adoption of smart technologies such as energy management systems, digital check-in platforms, and AI-driven customer service to enhance operational efficiency and meet the demands of tech-savvy customers in the digital era [4].

Simultaneously, such innovations also help address ongoing labor shortages in the hospitality sector by automating routine functions and reducing the reliance on manual labor [5]. The expansion of green and tech-driven hotels is particularly evident in key tourism provinces in Thailand. For instance, hotels in major tourist destinations such as Bangkok, Pattaya, and Phuket are projected to experience occupancy rates as high as 80% from the beginning of 2024, driven by renewed domestic and international travel demand [6]. These urban centers benefit not only from their established tourism appeal but also from concentrated marketing campaigns and infrastructural development initiatives supported by government tourism promotion policies [7]. In contrast, hotels located in general or transit provinces which often serve as stopovers rather than primary destinations are less likely to see significant increases in revenue. Their clientele typically consists of transient travelers whose stays are brief and utilitarian, resulting in limited opportunities for value-added service or repeat business [8]. This disparity highlights the uneven economic recovery within the hotel industry and emphasizes the importance of targeted marketing, service differentiation, and policy support to ensure more inclusive growth across all regions.

2. Objective

To study to green marketing strategies in the operation of camping businesses within private properties.

3. Concept of accommodation business

3.1 Definition of accommodation business.

The concept of the accommodation business has been interpreted and defined by various scholars, each emphasizing different aspects of service provision, business purpose, and operational structure. These definitions collectively contribute to a comprehensive understanding of the industry.

Wannathanom (2009) described a hotel as an establishment designed to accommodate travelers or tourists, offering a range of services that vary depending on the level of service and facilities available [9]. Similarly, Soiphet (2010) emphasized the physical and functional attributes of hotels, defining them as purpose-built structures that are divided into rooms, fully equipped with essential amenities, and intended for short-term rental to guests [10].

Chatchakul (2011) expanded on this by noting that hotels are established primarily for commercial purposes, providing temporary lodging in exchange for payment, and commonly offering additional services such as food and beverages [11]. Daengroj (2011) took a broader view, referring to the hotel industry as a structured business enterprise operating under specific regulations, not only offering accommodation but also organized food and beverage services in exchange for compensation from guests [12].

Jittangwattana (2015) further emphasized the role of accommodation in tourism, defining it as the provision of safe and convenient temporary lodging for tourists at travel destinations, complete with all necessary amenities and subject to payment terms established by the provider [13].

4. Concepts of camping business on private land

The term glamping is increasingly recognized as a modern innovation within the outdoor tourism sector. It originates from the fusion of the words “glamorous” and “camping,” and is used to describe a form of outdoor accommodation that combines the natural experience of camping with the luxury and comfort typically found in hotels. According to Pattanapokinsakul et. al. [14], glamping refers specifically to the provision of pre-assembled tent accommodations, offering a higher level of convenience and comfort than traditional camping.

Srisutthi [15] further explained that glamping accommodations typically include fully equipped, ready-to-use tents with standard facilities, emphasizing guest safety, privacy, and a high-quality service experience. Similarly, Andrey et. al. [16] characterized glamping as a rising trend in outdoor tourism that merges luxury with nature, highlighting comfort, environmental awareness, and immersive natural surroundings.

Synthesizing these definitions, glamping can be understood as a type of accommodation that utilizes pre-assembled or semi-permanent tent structures, integrated with modern amenities such as electricity, air conditioning, bedding, and private bathrooms. This model aims to attract tourists who seek the serenity of nature without forgoing the convenience and luxury of hotel like services.

In terms of business operation, the tent-based accommodation sector can generally be divided into two main models: glamping and traditional camping [17 & 18]). The glamping model prioritizes comfort and convenience, often offering amenities such as private bathrooms, climate-controlled environments, and in-tent furniture such as beds, tables, televisions, and refrigerators. These units are typically set in natural environments such as forests, lakesides, or mountainous regions offering guests the opportunity to remain close to nature while enjoying modern conveniences.

On the other hand, the traditional camping model involves the rental of open spaces where travelers bring and set up their own tents and camping equipment. Guests are expected to be self-sufficient, bringing bedding, cooking tools, and personal items. Campsites are usually located in scenic natural areas such as near waterfalls, mountain ranges, or beaches and provide only basic facilities, such as shared restrooms or communal cooking areas. This model tends to appeal to more adventurous travelers who enjoy hands-on experiences, group activities, and outdoor challenges.

Key Characteristics of Operating a Camping Ground Business in the Form of Glamping

1. Comprehensive amenities – Glamping accommodations typically offer a full range of modern conveniences such as internet access, kitchen equipment, private swimming pools, air conditioning, and more.
2. High level of safety and privacy – Glamping provides greater privacy and comfort compared to traditional camping. Accommodations often include private bathrooms, structurally secure and hygienic living spaces, and a tranquil atmosphere conducive to relaxation.
3. Security systems, pleasant environment, and diverse activities – Glamping experiences are enhanced by well-maintained security systems and an inviting atmosphere. Guests are offered a variety of recreational activities during their stay, contributing to an overall memorable and immersive experience in nature.

Key Characteristics of Operating a Camping Ground Business in the Form of Camping

Camping refers to an overnight stay in natural environments, typically outside of developed areas such as forests, lakesides, or national parks. It is a recreational activity that allows guests to engage closely with nature and experience a lifestyle distinct from their daily routines. Traditional camping emphasizes simplicity and self-sufficiency; however, modern camping has evolved in response to contemporary trends and tourist demands.

Today, camping services often include additional amenities and activities to enhance the experience. These may involve adventure activities such as rafting, trekking, and guided nature tours, as well as practical services like tent rentals, meal provisions (breakfast and dinner), clean restroom facilities, and in some areas, hot water systems. Essential equipment such as electric fans, power outlets, and portable air conditioners may also be provided to improve guest comfort.

Moreover, seasonal or festival-based activities are often organized to allow tourists to enjoy communal events in natural settings. Operators are increasingly attentive to guest safety and privacy, implementing regulations such as designated quiet hours to preserve the tranquility of the nighttime environment and ensure a peaceful experience for all visitors.

5. Marketing Strategies for the Accommodation Business.

The accommodation industry has experienced substantial growth in recent years, fueled by an increased demand from both domestic travelers and international tourists visiting Thailand. This surge has made it imperative for accommodation businesses to adopt effective marketing strategies to secure competitive advantages. Given the geographical diversity of business locations, differentiation in the minds of potential guests is paramount.

One of the most fundamental and widely recognized frameworks in marketing strategy is the Marketing Mix, commonly known as the 4P's, as outlined by Aussawariyathipat [19]. This model comprises four key components:

1. Product: This component encompasses the goods or services developed by the business to cater to the target market. Products are shaped by customer demand and meticulously tailored to align with consumer expectations.
2. Price: Price represents the monetary value assigned to the product or service. It is generally determined by the overall operating costs of the business. However, it is crucial to ensure that the price aligns with the customer's perceived value.
3. Place: This component refers to the physical location where the service is delivered or where the product is sold. Accessibility and convenience are paramount for the target audience. At the outset of the business, selecting an appropriate and strategically located spot is essential, as a strong location can significantly enhance the business's competitiveness.
4. Promotion: Promotion encompasses various marketing tools used to increase visibility and drive sales. These tools may include advertising, public relations, sales promotions, and personal selling. Businesses often select a combination of these tools based on their suitability, budget, and market conditions, rather than implementing all of them simultaneously.

Depending on the scale of the business, broader operations may necessitate comprehensive and diverse strategies to enhance brand awareness and boost demand. In contrast, local businesses may focus on the most pertinent and aligned strategies tailored to their target market.

In the context of accommodation services, which fall under the service sector, the traditional 4Ps marketing mix has been expanded to include the 7Ps. The 7Ps encompass three additional elements:

- Process: This aspect involves designing the service delivery process. In the hospitality industry, the process should be streamlined, unique, and capable of creating memorable experiences that guests can share and communicate to others.

- People (Personnel): Staff are crucial components of service businesses. They represent the organization and play a pivotal role in shaping customer perceptions. Well-trained, friendly, and service-oriented employees directly impact the guest experience.

- Physical Evidence: This refers to the physical environment and atmosphere in which the service is delivered. For accommodation businesses, it includes architectural design, aesthetics, and ambiance. These elements should align with the business's location and geographical context. The physical design often reflects the owner's management philosophy and aims to harmonize with the surrounding environment.

6. Green Marketing Strategy

Green marketing has emerged as a strategic response to growing consumer concern over environmental changes and climate conditions, which are widely recognized as consequences of human behavior and impact everyone globally. This heightened awareness has led many business operators to adopt environmentally responsible practices and integrate green marketing strategies into their operations. Such practices aim to promote eco-friendly business models and often result in increased acceptance from target consumers, enhanced corporate reputation, and even the establishment of a business as a role model in environmental stewardship [20].

Concept of Green Marketing

Fernando, J. [21] defines green marketing as the development and promotion of products and advertisements that aim to achieve genuine environmental sustainability.

According to Thongsuk, W. [22], green marketing is the process by which organizations promote environmentally friendly products or services. This may include sustainable packaging design, the creation of products that help reduce carbon emissions from consumers, or the adoption of ecologically responsible processes throughout the distribution chain. These actions form the core approach to green marketing.

Sermchayut, R. [23] further explains that green marketing involves the development and promotion of products presumed to be environmentally safe. These are designed either to reduce negative impacts on the physical environment or to improve environmental quality.

6. Conclusion

The implementation of green marketing strategies in the camping ground business specifically in the context of private land camping should focus on creating business differentiation by emphasizing environmentally friendly operations. Business owners should strive to meet the needs of environmentally conscious guests as effectively as possible. This approach not only enhances the uniqueness and distinctiveness of the business but also contributes to its long-term sustainability.

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