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AN OVERVIEW OF GLAMPING TOURISM WITHIN THE CONTEXT OF THE MIDDLE EAST TOURISM: THE CASE OF TURKEY

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ABSTRACT

In order to get as many shares as possible from the Middle East tourism market, which has a very high growth rate in terms of international tourist arrivals in the world and in Turkey, researching new trends and the use of marketing strategies in accordance with these trends are important. In this study, it is aimed to evaluate Glamping tourism which is one of the favorite trends of 2020s in terms of its suitability to Middle East tourism market. In this context, the literature on general characteristics of the Middle East tourism market was examined. After that the characteristics of Glamping tourism and the situation in Turkey were examined. The data were collected using audio-visual materials. Glampinghub.com, one of the world's leading websites was used for data collection. Data were subjected to content analysis. After all these investigations and analysis, some inferences were made. As a result, it is seen that there is quite a similarity among the general characteristics of Middle Eastern tourists and those who prefer Glamping Tourism. Experimental studies should be done for increasing the validity of this study. Glamping tourism can be considered as a good alternative in order to get more share from the Middle East tourism market. In this context, investigating the tourism businesses suitable for Glamping tourism in Turkey and raising awareness of business owners for this type of tourism are necessary. By adding more businesses to the international network of Glamping tourism enterprises, the share of the country in the Middle East tourism market can be increased.

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