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Family vacationers' willingness to pay for glamping travel sites: A family functioning segmentation

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Abstract

Using a sample of South Korean family glampers, we aim to examine how they exhibit their willingness to pay for glamping travel site attributes. We also employ the notion of family functioning as a segmentation criterion to understand heterogeneity in family glampers' inherent preferences. Results of discrete choice experiments suggest that family glampers place the greatest importance on the site separation. A segmentation scheme using family functioning also provides evidence that glampers from an unbalanced family are willing to pay more for diverse recreation experiences and short-stay programs. Different management strategies are presented for developing satisfactory family glamping travel sites.

KEYWORDS

discrete choice experiment, family functioning, glamping travel, preference heterogeneity, willingness to pay

1 | INTRODUCTION

A report released by the Organization for Economic Co-operation and Development reveals that the average South Korean employee worked 2,024 hr in 2017, indicating 1.17 times longer than the average labor time of the other member countries (Organization for Economic Co-operation and Development, 2018). The heavy workload and hurried pace of everyday life have led to a shortage of family leisure time (Zuzanek, 2017). Although family is generally believed to be a primary social unit, a majority of South Koreans have shared steadily decreasing time with their family members since the country's rapid industrialization (Lim, Choi, & Song, 2012). The sinking of the Sewol ferry on the morning of April 16, 2014, nevertheless, provided South Koreans with an unprecedented opportunity to reconsider the meaning of family (Jhoo, 2015). The tragedy involved the deaths of 304 people, most of whom were high school students on a field trip; consequently, many parents have attempted to improve the work–family balance while sharing more time with their children through active family travel participation (Woo, Cho, Shim, Lee, & Song, 2015).

A wealth of earlier research has used several family contexts to argue that family travel experience results in different positive emotional outcomes including family well-being and marital stability. As an important indicator for assessing levels of affinity and adaptability among family members, family functioning has been used to examine how a family unit copes with an external environment (Agate, Zabriskie, Agate, & Poff, 2009). This concept is also known to be a theoretical framework for a better awareness of the delicate balance between family closeness and flexibility. In delineating the complicated interplays between family and its circumstances, for example, Freeman and Zabriskie (2003) revealed an intimate association between family functioning and family recreation participation. Although an abundance of research exists regarding how family functioning is associated with family holiday involvement, little scholarly effort has been made to examine the typical effects of family functioning on family travel preferences.

Lehto, Choi, Lin, and MacDermid (2009) provided a meaningful suggestion that the concept of family functioning can be utilized as an effective segmentation base for the family travel market. The cohesive and flexible characteristics of family systems are known to play a crucial role in the decision-making process for family travel participation, which is adopted by parents and children jointly to share their uncommon experiences and lifetime memories (Khoo-Lattimore, 2015). The market segmentation approach can offer a new insight into how family patterns segmented based on the concept of family

functioning make different decisions to choose their optimal travel destinations (Sirgy, Kruger, Lee, & Yu, 2011). Most developed societies have witnessed the substantial changes in family functions and roles as well as the sharp decline in the average household size resulting from the low fertility rate over the previous three decades (Oláh, 2015). Accordingly, this segmentation strategy pursued by the current study may allow tourism professionals to deliver adequate services that help meet their customers' diverse needs for a variety of amenities and programs.

The discrete choice experiment (DCE), one of the most advanced economic valuation tools, is advantageous in recognizing respondents' complex preference structures regarding particular travel products and settings (Hensher, Rose, & Greene, 2015). The primary purpose of this study is to assess distinctive willingness to pay for different family vacation site attributes using a DCE approach. The current study utilizes family "glamping" participants as its study sample. Glamping is a new pattern of camping travel using more convenient and luxurious amenities, which has recently increased in popularity as a family holiday activity (Brooker & Joppe, 2013). In this sense, we additionally aim to improve our awareness of how different family systems segmented based on family functioning reveal heterogeneous preferences for glamping vacation settings. The rest of this article is organized as follows: Section 2 presents our study context and relevant literature background; Section 3 describes the DCE design and data; Section 4 offers different model estimation results; and Section 5 discusses study findings and concludes.

2 | LITERATURE REVIEW

2.1 | Family functioning

The family functioning concept is grounded in the family systems theory, which is a popular paradigm to better recognize the intricate interrelations between family and its environment (Lehto et al., 2009). According to this theory, family is characterized by a goal-directed, self-adjusting, and dynamic system, which each family member affects in a mutually supportive manner (White & Klein, 2008). Although addressing the delicate balance between family closeness and flexibility, Buswell, Zabriskie, Lundberg, and Hawkins (2012) argued that family functioning plays an important role in adjusting various challenges within the boundary of a family and its relevant circumstance.

Olson's (1993) circumplex model of family systems has been widely used to enhance knowledge on family roles and behaviors. The circumplex model is composed of two closely associated family functioning elements: family cohesion and family adaptability. Family cohesion, or togetherness, is "the emotional bonding that couples and family members have toward one another" (Olson & Gorall, 1993, p. 516) and sustains the balance between the meanings of independence and the feelings of affinity as a family member (Agate et al., 2009). This notion has been used to assess different elements of family systems including emotional bonding, time, space, friends, decisions, interests, and recreation.

Another key component of family adaptability, or flexibility, is defined as "the amount of change in its leadership, role relationships, and relationship rules" (Olson & Gorall, 1993, p. 519). This element encourages a family to effectively transform, to be flexible, or to learn from a variety of experiences and situations. Family adaptability represents a variety of family attributes such as power (i.e., assertiveness, control, and discipline), negotiation styles, and role relationships. According to Townsend and Zabriskie (2010), the balanced prevalence of these two family characteristics substantiates a family system's healthy function.

A two-dimensional map of the circumplex model was developed to classify several types of family systems. The horizontal axis as illustrated in Figure 1 represents levels of family cohesion, whereas the vertical axis corresponds to degrees of family adaptability. Each axis has four different levels of cohesion and adaptability, and the circumplex model includes sixteen segments with each characterizing a distinctive family functioning pattern. According to Olson (1993), the central compartments (i.e., flexibly connected, flexibly separated, structurally connected, and structurally separated) represent balanced family systems, whereas the remaining sections are regarded as unbalanced family systems. Several versions of the Family Adaptability and Cohesion Evaluation Scales (FACES) have been developed by Olson and his colleagues to assess these two family functioning dimensions within the circumplex model.

2.2 | Discrete choice experiment

The random utility theory, an important theoretical foundation of the DCE, posits that individuals' preferences can be expressed by utilizing indirect utility functions. Due to the intangible nature of consumer utility, the indirect utility function is decomposed into two different aspects: observable deterministic and unobservable stochastic (McFadden, 1974). Given that a family chooses a glamping travel site i, the indirect utility function can be indicated as $U_i = V_i + \varepsilon_i$, where V_i represents the observable systematic component of the utility to be estimated and ε_i denotes the unobservable error term.

Although assuming that the stochastic component of the utility function reveals an independent and identical Gumbel distribution, researchers can estimate the probability of choosing a glamping travel site i by using $P(i|\, i \in M) = exp\,(\mu V_i)/\sum_{j=M} exp\,(\mu V_j)$, where M denotes all potential choice sets and μ involves different parameters. McFadden (1974) noted that this Gumbel distributional assumption results in the conditional logit model to estimate predicted probability. The conditional logit model further requires the independence of irrelevant alternatives (IIA) assumption, suggesting that "the ratio of the choice probabilities of any two alternatives is entirely unaffected by the systematic utilities of any other alternatives" (Ben-Akiva & Lerman, 1985, p. 108). Because most conditional logit models violate the stringent IIA assumption, researchers use the random parameter logit (RPL) models to relax the property. The RPL model encompasses intangible

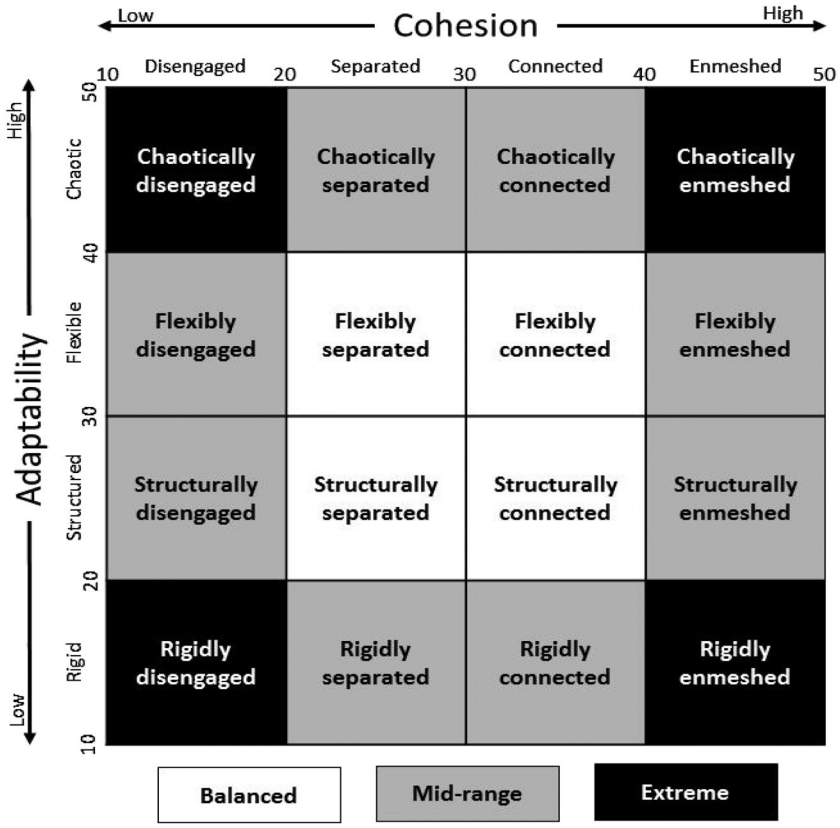

FIGURE 1 The circumplex model of family systems

preference heterogeneity by addressing different parameters as random variables (Train, 2003).

As a stated preference technique employing hypothetical situations to describe individuals' complicated preferences, the DCE provides useful information regarding consumer willingness-to-pay (WTP) values (Hensher et al., 2015). Wertenbroch and Skiera (2002) referred to WTP values as "the maximum price a buyer is willing to pay for given quantity of a good (p. 228)." The preference-related monetary values are advantageous when tourism managers make optimal pricing decisions and estimate accurate travel demand (Nieto-García, Muñoz-Gallego, & González-Benito, 2017). Due to the multiattribute nature, the DCE involves richer knowledge concerning consumer WTP values on each product attribute than the contingent valuation method, a popular stated preference valuation tool (Hensher et al., 2015).

2.3 | Glamping travel

The term "glamping" is a blended expression of "glamorous" and "camping," a new nature-based holiday phenomenon that amalgamates traditional camping activities with different hospitality facilities and amenities (Bean-Yancey, 2011). Glamping is typically defined as "a form of camping involving accommodation and facilities more luxurious than those associated with traditional camping" (Oxford University Press, 2018). Although glamping has evolved from the African safaris since the early 1960s, this outdoor travel trend has eliminated the uncomfortable components of conventional camping activities such as leaky tents, itchy sleeping bags, and improvised food (Boscoboinik & Bourquard, 2012).

There is limited information on the market magnitude of glamping vacationers in South Korea, although the number of campers is known to hit five million in 2016 (Lee & Sung, 2018). Glamping facilities operated by resort and hotel companies in the country deliver a variety of high-priced outdoor experiences to their main market segment of family vacationers (Jung, 2019). High-quality amenities and accommodation services are also offered by most glamping sites to augment comfort levels and serve memorable family recreation programs that bolster family affinity (Jewell, 2019).

The revolutionary progress in electronic and chemical technologies has promoted the boom of the alternative nature-based family holidays (Cvelić-Bonifačić, Milohnić, & Cerović, 2017). Camping equipment (e.g., weather-resistant tents and solar-heated showers) and entertainment and communication devices (e.g., tablet computers, LCD televisions, and WIFI) applying diverse cutting-edge technologies play an important role in determining the quality of glamping travel experiences (Brochado & Brochado, 2019). The typical glamping accommodations produce memorable outdoor hotel experiences composed of several architectural structures such as trailers, cabins, cottages, yurts, tipis, and tree houses, as well as upgraded tents (Filipe, Santos, & Barbosa, 2018). Accompanied with privacy protection devices using different site separation equipment (Brooker & Joppe, 2013), the homelike lodgings are normally equipped with luxury beds, clean linens, elegant décor, and modern bathrooms (Boscoboinik &

Bourquard, 2012). A large percentage of high-class family glamping facilities are also furnished with kitchenette appliances for diverse dining options while delivering on-site special chef and catering services as well as daily housekeeping systems for customers' comfortable communication with nature (Brochado & Pereira, 2017).

Despite the rapid emergence of glamping as an innovative nature-based family tourism product, there is limited information regarding family vacationers' attitudes toward glamping travel and their preferences for glamping sites. This lack of earlier research may be attributed to the short history of this family travel phenomenon. According to Hunt (2005), rational nature-based tourists tend to choose an optimal outdoor site where a series of physical and social settings ensure the most satisfactory experiences and the least unpleasant constraints. Thus, family glamping travelers are likely to select their vacation sites while deliberating a variety of components comprising particular glamping spots for maximizing levels of holiday satisfaction.

3 | METHODS

3.1 | Questionnaire design

We conducted an extensive review of previous literature with a focus on diverse attributes of glamping sites (e.g., Brochado & Brochado, 2019; Robbins, 2011). Because glamping operators are eager to develop different types of hospitality amenities and services for their customers' cozy stay, we also examined a range of hotel and accommodation choice attributes employed by previous studies (e.g., Chen, Tsai, & Chiu, 2017; Kim & Kim, 2017). We additionally scanned Internet homepages administered by glamping businesses to devise appropriate attributes. As a result, we developed viable attributes representing hypothetical family glamping travel sites. We implemented a session of focus group interviews with five glamping site operators to choose seven adequate attributes from the original pool and reevaluate content validity of each attribute. Once selecting these family glamping travel site attributes, we apportioned three levels to each attribute. Table 1 shows our glamping site attributes and levels as well as the expected coefficient signs.

Detailed information regarding seven choice attributes and relevant levels is as follows:

- EQUIPMENT QUALITY indicates overall quality and cleanliness of kitchenette and glamping equipment. This attribute is composed of three different levels (i.e., "Low," "Medium," and "High"). We expected positive coefficient signals because previous studies (e.g., Chou & Chen, 2014; Kim & Kim, 2017) revealed customers' preferences for higher quality of accommodation equipment;
- RECREATION FACILITIES represents different kinds of family recreation facilities at glamping sites. This attribute also includes three levels (i.e., "Playground only," "Playground/Swimming pool," and "Playground/Swimming pool/Ecological park"). We anticipated positive coefficient signs because glampers are likely to prefer more family recreation facilities (Brooker & Joppe, 2013; Robbins, 2011);

TABLE 1 Detailed information about attributes and levels

Attributes	Levels	Hypothesized signs
EQUIPMENT QUALITY	Low[a] Medium High	+
RECREATION FACILITIES	Playground only[a] Playground/Swimming pool Playground/Swimming pool/ Ecological park	+
HOUSEKEEPING SERVICES	Low[a] Medium High	+
AMENITIES INSTALLED	HD TV only[a] HD TV/Wood-burning stove HD TV/Wood-burning stove/ Private bathroom	+
DINING OPTIONS	Not available[a] Barbecue dinner only Barbecue dinner/Traditional breakfast	+
SITE SEPARATION	No boundary and separation[a] 3-m distance between unit ends Partitioned by wood fencing	+
FEE	US$100[a] US$150 US$200	–

[a]Base category.

- HOUSEKEEPING SERVICES shows overall quality of housekeeping services. This attribute involves three different levels (i.e., "Low," "Medium," and "High"). Based on earlier studies (e.g., Bodet, Anaba, & Bouchet, 2017; Chen et al., 2017), we hypothesized positive coefficient signals for this attribute;
- AMENITIES INSTALLED indicates different types of amenities for entertainment and convenience. This attribute includes three levels (e.g., "HD TV," "HD TV/Wood-burning stove," and "HD TV/Wood-burning stove/Private bathroom"). We also expected positive coefficient signals due to respondents' strong tastes for more entertainment amenities (Boscoboinik & Bourquard, 2012; Brochado & Brochado, 2019);
- DINING OPTIONS represents different dining options served by glamping operators. Three levels (i.e., "Not available," "Barbecue dinner only," and "Barbecue dinner/Traditional breakfast") were allotted to this attribute. We hypothesized positive coefficient signals because glampers are likely to prefer more meals served by glamping operators (Brochado & Pereira, 2017);
- SITE SEPARATION indicates levels of separation from neighboring glamping units to secure privacy. This attribute involves three different levels (i.e., "No boundary and separation," "3-m distance between unit ends," and "Partitioned by wood fencing"). We expected positive coefficient signs because glampers are likely to reveal their preferences for privacy security through sufficient

distances and separation materials (Brooker & Joppe, 2013; Cvelić-Bonifačić, Milohnić, & Cerović, 2017); and

- FEE represents glamping site fees per night composed three different levels (i.e., "US$100," "US$150," and "US$200"). The base level of "US$100" shows the average glamping site fee on a shoulder season in South Korea. Due to consumers' aversion to higher fees, we anticipated a negative coefficient sign for this quantitative attribute.

We incorporated a nonchoice option (i.e., "I would not choose either site") in each choice set, accompanied by the two different choice alternatives (i.e., "Glamping site A" and "Glamping site B"). The nonchoice alternatives were normally included to simulate authentic situations as some consumers forgo purchasing a product in actual markets (Hensher et al., 2015). We also employed several pictograms to facilitate respondents' easier awareness of the complex choice settings. Figure 2 demonstrates an example of the paired comparisons used for this study.

As a segmentation criterion, family functioning was measured using the third version of FACES (FACES III). This well-known scale designed by Olson, Portner, and Lavee (1985) is composed of 20 items to assess the two aspects of family functioning: family adaptability (e.g., "the children's suggestions are followed in solving problems") and family cohesion (e.g., "family members ask each other for help"). Table 2 illustrates different FACES III measurement items and several descriptive statistics for each item.

3.2 | Data collection

A South Korean online market research company collected the DCE data for this study. We used a computerized proportionate sampling procedure to randomly choose study participants who reported being married at least once from one million panel members administered by the survey company. For 1 week in November 2016, we disseminated survey invitations with a uniform resource locator link to our questionnaire. Of the approximately 2,300 survey recipients, 408 respondents testified their participation in a glamping travel during the last 12 months (i.e., October 2015–November 2016). We excluded 91 respondents with no offspring and omitted six cases with untrustworthy information. We used the resulting 311 responses for further analysis.

4 | RESULTS

4.1 | Respondent profile

Of the 311 effective respondents, males held a majority (60.5%), and approximately half of respondents (46.6%) were in their 30s, followed by 40s (39.6%). Approximately eight out of 10 respondents reported that they had college or university degrees. The largest proportion of our respondents (24.4%) indicated that their monthly after-tax household income ranged from US$4,000 to US$4,999, followed by ranges of US$3,000–3,999 (22.8%) and US$5,000–5,999 (16.1%). Respondents' mean number of children was 1.72 (*SD* = 0.66). Our respondents had experienced glamping travel 1.59 times on average (*SD* = 1.23) during the previous 12 months. Table 3 demonstrates respondents' socio-demographic characteristics.

We allocated our respondents to sixteen family types based on Olson's (1993) circumplex model, which features a distinctive family functioning pattern. We also segmented respondents using two different scores representing family cohesion and family adaptability. Respondents were consequently categorized into two family groups: balanced (*n* = 199) and unbalanced families (*n* = 112). Due to the small number of both midrange and extreme families, we merged these two

Suppose that you could choose from the glamping sites below (GLAMPING SITE A, GLAMPING SITE B, or I WOULD NOT CHOOSE EITHER SITE). Which would you prefer?

ATTRIBUTES	GLAMPING SITE A	GLAMPING SITE B	I WOULD NOT CHOOSE EITHER SITE
EQUIPMENT QUALITY	High	Medium	
RECREATION FACILITIES	Playground only	Playground/Swimming pool	
HOUSEKEEPING SERVICES	Low	High	
AMENITIES INSTALLED	HD TV/Wood burning stove/Bathroom	HD TV only	
DINING OPTIONS	BBQ dinner/Traditional breakfast	BBQ dinner	
SITE SEPARATION	Partitioned by wood fencing	Partitioned by wood fencing	
FEE	US$200	US$150	
YOUR CHOICE (CHECK ONLY ONE)	☐	☐	☐

FIGURE 2 An example of paired choice sets

TABLE 2 FACES III measurement items

Dimensions and measurement items	Mean	*SD*	Cronbach's α
Family cohesion			.88
Family members ask each other for help	4.04	0.77	
We approve of each other's friends	3.86	0.80	
We like to do things with just our immediate family	3.01	1.01	
Family members feel closer to other family members than to people outside the family	3.76	0.86	
Family members like to spend their free time with each other	3.85	0.86	
Family members feel very close to each other	3.96	0.80	
When our family assembles for activities, everybody is present	3.98	0.94	
We can easily think of things to do together as a family	3.63	0.86	
Family members consult other family members on their decisions	3.83	0.77	
Family togetherness is very important	3.83	0.83	
Family adaptability			.87
The children's suggestions are followed in solving problems	3.90	0.82	
Children have a say in their discipline	3.66	0.91	
Different people act as leaders in our family	3.41	0.99	
Our family changes its way of handling tasks	3.64	0.82	
Parent(s) and children discuss punishment together	3.48	0.89	
The children make the decisions in our family	3.73	0.91	
Rules change in our family	3.66	0.88	
We shift household responsibilities from person to person	3.54	0.93	
It is hard to identify the leader(s) in our family	3.00	1.13	
It is hard to tell who does which household chores	3.57	1.00	

Note. Scale: 1 = *strongly disagree*; 5 = *strongly agree*.

TABLE 3 Socio-demographic information

Category		Frequency	Category		Frequency
Gender	Male	188 (60.5%)	Monthly household after-tax income	Less than US$3,000	40 (12.9%)
	Female	123 (39.5%)		US$3,000–3,999	71 (22.8%)
Age	20–29	6 (1.9%)		US$4,000–4,999	76 (24.4%)
	30–39	145 (46.6%)		US$5,000–5,999	50 (16.1%)
	40–49	123 (39.6%)		US$6,000–6,999	31 (10.0%)
	50 and above	37 (11.9%)		US$7,000–7,999	14 (4.5%)
Education level	Middle school and below	3 (1.0%)		US$8,000 and above	29 (9.3%)
	High school	27 (8.7%)	Number of children	1	116 (37.3%)
	College/university	248 (79.7%)		2	172 (55.3%)
	Graduate school	33 (10.6%)		3 and above	23 (7.3%)

family subgroups as unbalanced families. A series of tests were further conducted to identify group differences between the two family types. We failed to witness statistically significant differences in several socio-demographic characteristics, whereas unbalanced families (M = 1.78; SD = 1.35) took significantly more glamping trips than balanced ones (M = 1.49; SD = 1.15). The scatterplot in Figure 3 illustrates respondent location in the two-dimensional diagram of the circumplex model.

4.2 | Aggregate model

Unlike the traditional conditional logit model, which generally violates the strict IIA requirement of the DCE, the RPL model assumes that ordinary consumers indicate different preferences for particular goods and services (Hensher & Greene, 2003). Accordingly, we attempted to identify respondents' tastes for family glamping travel sites by estimating a series of RPL models. We followed Train's

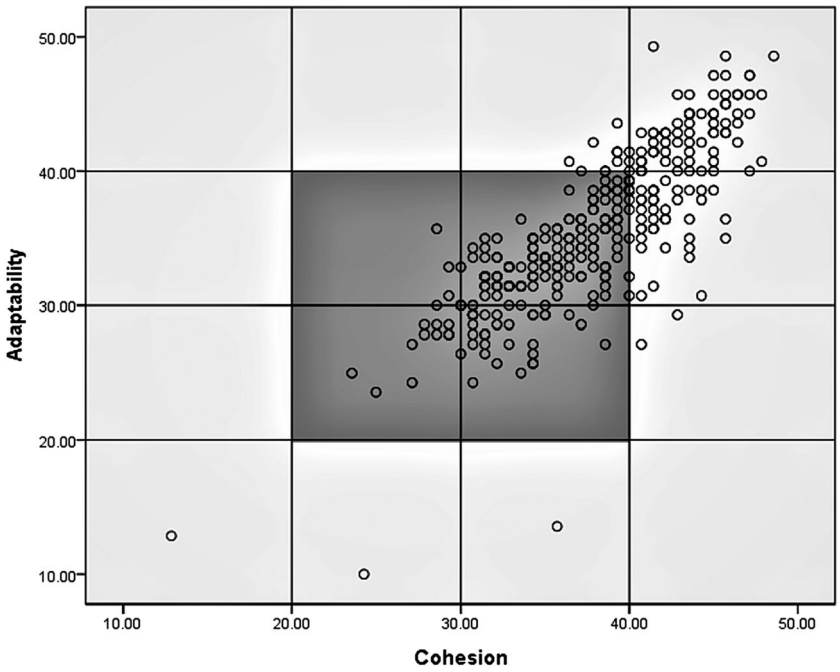

FIGURE 3 Scatterplot for family functioning

(2003) recommendations and utilized the Halton draws 500, a maximum likelihood simulation estimation method, to derive stable parameters embedded in the systematic part of the indirect utility function. This technique can be helpful in better understanding respondents' preference heterogeneity while providing rich statistical information associated with parameter estimates (Hensher et al., 2015). We first estimated an aggregate model to delineate respondents' average opinions regarding our hypothetical glamping travel sites before estimating the two RPL models for the segmented families based on the family functioning concept. Table 4 demonstrates the results of the RPL model estimation for the aggregate sample.

Among the seven different attributes for the proposed glamping travel sites, all revealed at least partially significant mean coefficients. Specifically, the significant positive mean parameter in the alternative specific constant term indicated that our respondents largely preferred choosing a family glamping travel site from the two projected options (i.e., "Glamping site A" and "Glamping site B") rather than forgoing the choice opportunity by clicking the "I would not choose either site"

TABLE 4 Results of RPL model estimation for aggregate sample

		Mean		Standard deviation	
Attributes and levels		**Coeff.**	***SE***	**Coeff.**	***SE***
EQUIPMENT QUALITY	Medium	0.083	0.077	0.342**	0.153
	High	0.231***	0.072	0.309*	0.166
RECREATION FACILITIES	Playground/Swimming pool	0.099	0.074	0.004	0.184
	Playground/Swimming pool/Ecological park	0.603***	0.083	0.463***	0.142
HOUSEKEEPING SERVICES	Medium	0.123*	0.075	0.126	0.275
	High	0.473***	0.081	0.401***	0.154
AMENITIES INSTALLED	HD TV/Wood-burning stove	0.010	0.072	−0.213	0.201
	HD TV/Wood-burning stove/Private bathroom	0.656***	0.087	0.501***	0.133
DINING OPTIONS	Barbecue dinner only	0.260***	0.078	−0.152	0.266
	Barbecue dinner/Traditional breakfast	0.144*	0.074	0.296*	0.158
SITE SEPARATION	3-m distance between unit ends	0.712***	0.095	0.668***	0.135
	Partitioned by wood fencing	0.127	0.078	0.703***	0.138
FEE		−0.016***	0.002		
Alternative specific constant (ASC)		5.430***	0.410	2.115***	0.258
Log likelihood		−1,394.944			
N		311			

*$p < .1$. **$p < .05$. ***$p < .01$.

option. The quantitative FEE attribute indicated the significant negative mean parameter, suggesting that family glampers were reluctant to visit a higher priced glamping travel site. The significant positive mean coefficient for the "High" level in the EQUIPMENT QUALITY attribute revealed our respondents' strong preferences for the highest quality glamping equipment compared with the base "Low" level. Family glampers were also interested in a higher quality of bedding and hygiene services, which was corroborated by the significant positive mean coefficients in both levels of the HOUSEKEEPING SERVICES attribute.

The "Playground/Swimming pool/Ecological park" level in the RECREATION FACILITIES attribute showed a positively significant mean coefficient, indicating that respondents preferred using diverse recreation facilities at glamping travel sites. Further, our respondents favored using more amenities in their glamping holiday sites, as substantiated by the positive mean coefficient for the "HD TV/Wood-burning stove/Private bathroom" level in the AMENITIES INSTALLED attribute. The positive mean coefficients for the two levels in the DINING OPTIONS attribute revealed that family glampers preferred varied dining options including a barbecue dinner. Our respondents also favored choosing glamping travel sites with a 3-meter separation distance between each unit border, which was confirmed by the significant positive mean coefficient of the relevant level in the SITE SEPARATION attribute. Nevertheless, they were not sensitive to privacy protection through partitioning their glamping units using wood fences.

The RPL model provides important information regarding the heterogeneous preference patterns by using the standard deviations of each random parameter estimate commonly assumed to follow a normal distribution (Hensher et al., 2015). The standard deviations of parameter estimates exhibited different statistical significance patterns from the mean values of each parameter. The distinctive statistical significance suggests respondents' heterogeneous preferences for each attribute comprising the hypothetical family glamping travel sites. The result of the RPL model estimation for the aggregate sample indicated that almost 70% (i.e., nine out of 13) of standard deviations of random parameters were significant, supporting the existence of family glampers' inherent preference heterogeneity.

4.3 | Family functioning models

Table 5 presents the RPL model estimation results for segmented family glampers. All significant mean coefficient signs of parameter estimates in the two models were consistent with those of the aggregate model addressed above. The two family functioning models revealed different numbers and configurations of statistical significance, which reflects the embedded preference heterogeneity in our sample of family glamping vacationers.

Unlike other glamping travel components, the three attributes of HOUSEKEEPING SERVICES, DINING OPTIONS, and AMENITIES INSTALLED failed to reveal identical significance patterns across the two groups. Specifically, balanced family glampers indicated their preferences for two levels of HOUSEKEEPING SERVICES, whereas unbalanced family members revealed significant tastes only for the best quality of unit maintenance. Similarly, balanced families favored both dining conditions (i.e., "Barbecue dinner only" and "Barbecue dinner/Traditional breakfast"), whereas unbalanced families failed to

TABLE 5 Results of RPL model estimations for two segmented families

		Balanced family		Unbalanced family	
Attributes and levels		Mean Coeff. (*SE*)	*SD* Coeff. (*SE*)	Mean Coeff. (*SE*)	*SD* Coeff. (*SE*)
EQUIPMENT QUALITY	Medium	0.075 (0.097)	0.291 (0.217)	0.061 (0.137)	−0.362 (0.282)
	High	0.178** (0.088)	0.215 (0.279)	0.365*** (0.138)	−0.230 (0.300)
RECREATION FACILITIES	Playground/Swimming pool	0.073 (0.092)	0.134 (0.283)	0.153 (0.136)	−0.058 (0.229)
	Playground/Swimming pool/Ecological park	0.625*** (0.106)	0.588*** (0.164)	0.634*** (0.148)	0.284 (0.377)
HOUSEKEEPING SERVICES	Medium	0.261*** (0.100)	0.385* (0.224)	0.064 (0.131)	0.070 (0.288)
	High	0.509*** (0.104)	−0.289 (0.229)	0.465*** (0.149)	−0.507** (0.226)
AMENITIES INSTALLED	HD TV/Wood-burning stove	−0.131 (0.091)	0.159 (0.224)	0.234* (0.132)	0.324 (0.414)
	HD TV/Wood-burning stove/Private bathroom	0.713*** (0.111)	0.364* (0.191)	0.642*** (0.148)	0.499* (0.255)
DINING OPTIONS	Barbecue dinner only	0.200** (0.096)	0.164 (0.271)	0.408*** (0.141)	0.201 (0.326)
	Barbecue dinner/Traditional breakfast	0.205** (0.088)	0.237 (0.225)	0.040 (0.136)	0.474** (0.240)
SITE SEPARATION	3-m distance between unit ends	0.680*** (0.116)	0.654*** (0.159)	0.775*** (0.173)	0.822*** (0.249)
	Partitioned by wood fencing	0.107 (0.099)	0.713*** (0.160)	0.211 (0.135)	0.710*** (0.229)
FEE		−0.017*** (0.002)		−0.015*** (0.003)	
ASC		5.245*** (0.502)	2.103*** (0.318)	6.241*** (0.896)	2.487*** (0.592)
Log likelihood		−920.780		−460.400	
N		199		112	

*$p < .1$. **$p < .05$. ***$p < .01$.

reveal their tastes for the conventional Korean breakfast services when choosing a glamping travel site. Dissimilar to unbalanced family glampers, our respondents from balanced families did not exhibit their significant interest in the wood-burning stoves installed in their glamping units.

The standard deviation coefficients of random parameter estimates indicated a different profile compared with the mean statistics. Unlike the aggregate model, which suggested that nine out of 13 standard deviation parameters were significant, only six standard deviation parameter estimates demonstrated statistical significance in each family functioning model. This result indicates that the preference heterogeneity inherent in our sample of family glampers was to some extent addressed through the segmentation strategy. Family functioning, in other words, may serve as an important source of respondents' heterogeneous preferences for family glamping travel sites.

4.4 | Marginal WTP values

The most conspicuous advantage of the DCE approach involves valuable information associated with the marginal MWTP values or implicit prices. The MWTP values can be computed by $-\beta_k/\beta_{Fee}$, where β_k indicates different mean parameter estimates of each nonfee attribute k, and β_{Fee} represents the parameter of the price-related attribute (Hensher et al., 2015). Table 6 presents the results of the MWTP value calculations.

Among different attributes representing the hypothetical family glamping travel sites, our respondents placed the greatest importance on the SITE SEPARATION attribute. This is substantiated by the largest amount of money for their privacy protection. Specifically, family glampers demonstrated their willingness to spend US$43.79 given the 3-meter separation distance between glamping unit boundaries. Respondents also exhibited the second highest intention to pay for the different amenities (i.e., "HD TV/Wood-burning stove/Private bathroom") installed inside each unit. Further, family glampers put relatively heavy weight on a variety of recreation facilities including ecological parks, as substantiated by the MWTP values for the "Playground/Swimming pool/Ecological park" level.

The MWTP values varied according to the extent of family functioning. Collectively, unbalanced family glampers demonstrated higher MWTP values for the proposed attributes. This result supported the assertion that unbalanced families tend to consider glamping travel as an important family holiday activity. Unbalanced family glampers were also willing to pay US$15.37 more for the "Barbecue dinner only" category in the DINING OPTIONS attribute than their balanced counterparts. The MWTP values for the "High" level in the EQUIPMENT QUALITY attribute demonstrated that unbalanced families were willing to pay US$13.84 more for the highest quality glamping equipment and kitchenette.

5 | DISCUSSION

5.1 | Study implications

The DCE results indicated that family glamping travelers put the heaviest weight on site separation policy when choosing their glamping sites. This interpretation was derived from the greatest MWTP values for the SITE SEPARATION attribute. Specifically, our respondents were willing to pay US$43.79 for the 3-meter separation distance between each unit. This result provided supportive evidence that family glampers indicated stronger preferences for securing their privacy through sufficient separation distances rather than physical fences or hedges artificially installed by glamping site operators. Because family vacation is considered a unique small group dynamic where family members share the exclusive togetherness (Lehto et al., 2009), our respondents likely revealed their aspirations for minimal interference from neighboring sites. From a managerial perspective, a wider glamping unit separation may contribute to the control of site

TABLE 6 Results of MWTP value computations

Attributes		Level changes	Aggregated sample (N = 311)	Balanced family (N = 199)	Unbalanced family (N = 112)
EQUIPMENT QUALITY	Low	Medium	5.10	4.35	4.02
		High	14.20	10.34	24.18
RECREATION FACILITIES	Playground only	Playground/Swimming pool	6.07	4.25	10.12
		Playground/Swimming pool/Ecological park	37.06	36.29	41.99
HOUSEKEEPING SERVICES	Low	Medium	7.58	15.18	4.21
		High	29.07	29.58	30.79
AMENITIES INSTALLED	HD TV	HD TV/Wood-burning stove	0.59	−7.62	15.50
		HD TV/Wood-burning stove/Private bathroom	40.30	41.45	42.50
DINING OPTIONS	Not available	Barbecue dinner only	15.99	11.65	27.02
		Barbecue dinner/Traditional breakfast	8.83	11.91	2.67
SITE SEPARATION	No boundary and separation	3-m distance between unit ends	43.79	39.50	51.35
		Partitioned by wood fencing	7.81	6.19	13.98

Note. Unit: US$.

safety and the prevention of hazardous accidents. Local disaster control authorities often enforce enough campsite separation distances to prevent the spread of fire (Avin, 2002); thus, glamping site operators need to allocate sufficient space to each unit to maximize their family customer satisfaction.

Family glamping travelers exhibited a relatively great amount of MWTP values (i.e., US$40.30) regarding different entertainment and decorative devices in addition to private bathrooms in the AMENITIES INSTALLED attribute. Unlike traditional camping travel, which is characterized by uncomfortable and arduous settings, most glamping holidays involve a variety of hospitable amenities and high-quality equipment, as well as different tailored staff services (Boscoboinik & Bourquard, 2012). These glamping travel packages have considerably lessened potential perceptions of camping travel constraints, a series of factors that limit the formation of camping preferences and the frequency of camping travel participation (Nyaupane & Andereck, 2008). The DCE result revealed that furnishing an en suite bathroom encouraged family glampers to spend more money for their holidays. This finding may be foreseeable because many camping tourists have raised frequent complaints about the unpleasant public bathroom facilities (Garst, Williams, & Roggenbuck, 2009). In order to maximize family customers' satisfaction level, glamping site operators need to improve overall quality of amenities and facilities, which leads to the alleviation of travel constraints.

The results of the MWTP value calculations additionally indicated that our respondents considered different types of family recreation and entertainment facilities as another critical factor in choosing a family glamping site. To be more specific, family glampers were willing to pay US$30.99 more provided that a glamping site included recreational opportunities through developing swimming pools and ecological parks in addition to the basic level (i.e., playgrounds). Respondents' preferences for ecological parks may be closely associated with the educational benefits emanating from family glamping holidays. Most parents are eager to provide their offspring with various nature-related learning experiences while visiting a glamping site. Accordingly, different programs and facilities for educating children are needed for meeting family glampers' relevant expectations of nature-based experiences.

It can be worth noting that our respondents revealed their greater MWTP value on the "Barbecue dinner only" level rather than the highest "Barbecue dinner/Traditional breakfast" level in the DINING OPTIONS attribute. Specifically, family glampers were willing to pay US$15.99 for the barbecue dinner alone but demonstrated their intention to spend US$8.83 only if both meals are included. This unexpected result may be attributed to the distinguished family glamping behaviors among South Koreans. In other words, our respondents may be reluctant to choose the two-meal option, which unnecessarily results in expensive glamping holiday packages. According to a survey report released by Macromill Embrain (2014), a larger percentage of family glampers returned home at midnight after enjoying dinner and campfire at their glamping sites. A valuable managerial implication can be stemmed from this finding; glamping managers need to provide diversified family vacation opportunities including short-stay programs and develop alternative pricing policies to attract more family glampers to their sites.

An important theoretical contribution involves the role played by the notion of family functioning as an effective market segmentation base. The alternative segmentation approach offered useful opportunities for deeper knowledge on preference heterogeneity embedded in our study sample of family glamping vacationers. The DCE results exhibited that significant standard deviation parameters in the aggregate model outnumbered those in the two segmented models. The smaller number of standard deviation parameter estimates in the segmented models indicated that family functioning acted as an important source of family glampers' preference heterogeneity. The results of the MWTP value computations using the segmented samples also revealed that the two family patterns placed distinctive importance on each glamping site attribute. Overall, respondents from unbalanced families indicated their greater emphasis on all attributes with the exception of the HOUSEKEEPING SERVICES attribute. This result may reflect a strong belief among unbalanced family members that family vacations contribute to the formation of family bonding and active communication among each family member (Lehto et al., 2009). The substantial meanings and functions of family vacations may also lead to more frequent glamping travel of unbalanced families, which was confirmed by a series of difference tests.

Our respondents from unbalanced families revealed a greater MWTP value for the RECREATION FACILITIES attribute than balanced family glampers. This finding suggests that unbalanced family glampers indicated strong preferences for more recreational opportunities over the base option of "Playground only" facilities. Accordingly, much effort is needed for glamping site operators to develop diverse recreational and amusement experiences (e.g., outdoor movie lounge, hiking and mountain biking trails, and animal watching) for the distinctive demand of family customers with unbalanced functioning. Unbalanced families demonstrated their eagerness to spend more for different types of glamping amenities and the highest quality equipment installed at each unit, supported by the relatively high MWTP value for both EQUIPMENT QUALITY and AMENITIES INSTALLED attributes. Gram (2005) noted that traveling to unfamiliar places encourages family members to perceive increased levels of tension and conflict, which is attributed to their incompetence in eschewing uncomfortable situations. Anxiety over family travel may be more apparent in unbalanced families due to their previous experiences with unstable leadership and unfair role relationships while on vacations (Lehto et al., 2009). In this sense, glamping vacationers from the unbalanced family environment may be highly satisfied with the improved quality of glamping equipment and amenities, which likely relieve their emotional stress resulting from different unusual travel circumstances.

Unbalanced families showed an intention to pay US$11.85 more for a 3-meter separation distance compared with balanced families. This result provides an important management implication to glamping site operators that unbalanced families can be satisfied with more spacious glamping sites to protect their privacy. One possible explanation for this finding can be derived from the distinctive characteristics of unbalanced families. According to Olson (1993), family members with

unbalanced functioning tend to display biased roles and poor communication; thus, it is likely that they are in control of each other during their travel. This family quality results in the emphasis on protecting their privacy to conceal inharmonious interactions among family members. Furthermore, glampers from the unbalanced family system were willing to pay more for the "Barbecue dinner only" option, whereas they indicated less preference for the two-meal condition. The distinctive features may encourage unbalanced families to be more reluctant to stay overnight at unfamiliar accommodations and surroundings, which suggest meaningful marketing strategies for glamping site operators.

5.2 | Study limitations and future research

Although the concept of family functioning provided useful opportunities to better recognize family glamping tourists' diversity in site preferences, other segmentation bases applying family notions can enhance knowledge on their inherent travel needs. For example, parent–child communication is known to play an important role in shaping family vacation patterns (Lehto et al., 2009). Family communication serves as a facilitative dimension in the circumplex model of family systems and encourages families to transform their levels of cohesion and flexibility (Olson, 2000). Accordingly, further studies that include parent–child communication in their models may contribute to an improved awareness of family travel preferences as well as the distinctive decision-making process.

We recruited several RPL models to diagnose family glampers' heterogeneous preferences for different glamping vacation settings. Nevertheless, we provided limited knowledge on specific causes of preference variability. Other innovative choice experimental approaches can be advantageous to future studies for a more comprehensive understanding of the embedded between-group diversity in glamping site preferences. In particular, several studies (e.g., Kim, Rasouli, & Timmermans, 2014; Yáñez, Raveau, & Ortúzar, 2010) have recently employed different hybrid choice models to more precisely capture the effects of respondents' subjective factors on their preference systems. Merging the classic DCE with structural equation modeling techniques for intangible latent elements may contribute to our enhanced understanding of consumers' complex decision-making processes.

The present study may be limited in generalizing its findings to other cultural backgrounds. Future studies can be expanded into a broader array of intercultural differences in family travel preferences. Due to the budget constraints, we segmented our respondents to two family groups once merging midrange families and extreme families, which result in the limited generalizability of study findings. A larger sample can offer more comprehensive understanding of different preference mechanisms embedded in the three family systems, originally proposed by Olson's (1993) circumplex model. We failed to compare our respondent profile with larger population of glamping vacationers. Accordingly, a caution is needed to generalize our results to other glampers. This study is further limited due to the exclusion of single-parent families from our sample.

5.3 | Conclusion

Using an innovative family vacation context of glamping, this study attempted to examine which glamping travel site attributes are considered fundamental, which results in useful management implications for generating adequate glamping holiday products and services. This study also provided an opportunity for better recognizing family glamping vacationers' preference configurations, which vary according to their levels of family functioning. An enhanced awareness of preference differences between the two family systems can allow glamping site operators to deliver tailored services to repetitive family customers. Although family structure is rapidly changing in various ways, tourism professionals need to contemplate that family vacations are still considered principal means for sharing the most memorable experiences. We hope that several findings from this study will assist glamping operators to effectively fulfill their customers' needs.

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