



LA FONDATION POUR LA FORMATION HÔTELIÈRE

QUALITY OF CAMPING TOURISM BUSINESS INFORMATION, AS THE WAY FOR WINNING THE GAME

MILENA PERŠIĆ, PhD, Full Professor

milena.persic@fthm.hr

DUBRAVKA VLAŠIĆ, PhD, Ass. Professor

dubravka.vlasic@fthm.hr

**University of Rijeka, Faculty of Tourism and Hospitality Management ,
Croatia**

<http://www.fthm.uniri.hr/>



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CONTENT of the presentation

- Research question
- Design, methodology, approach
- Existing campsites benchmarking
- Findings
- Integrate reporting as a challenge
- Way of implementation
- New approach at campsites benchmarking
- Conclusion





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Research question



How is it possible to improve current level of information for Croatian camping business in a way to become more successful on the global tourism market?

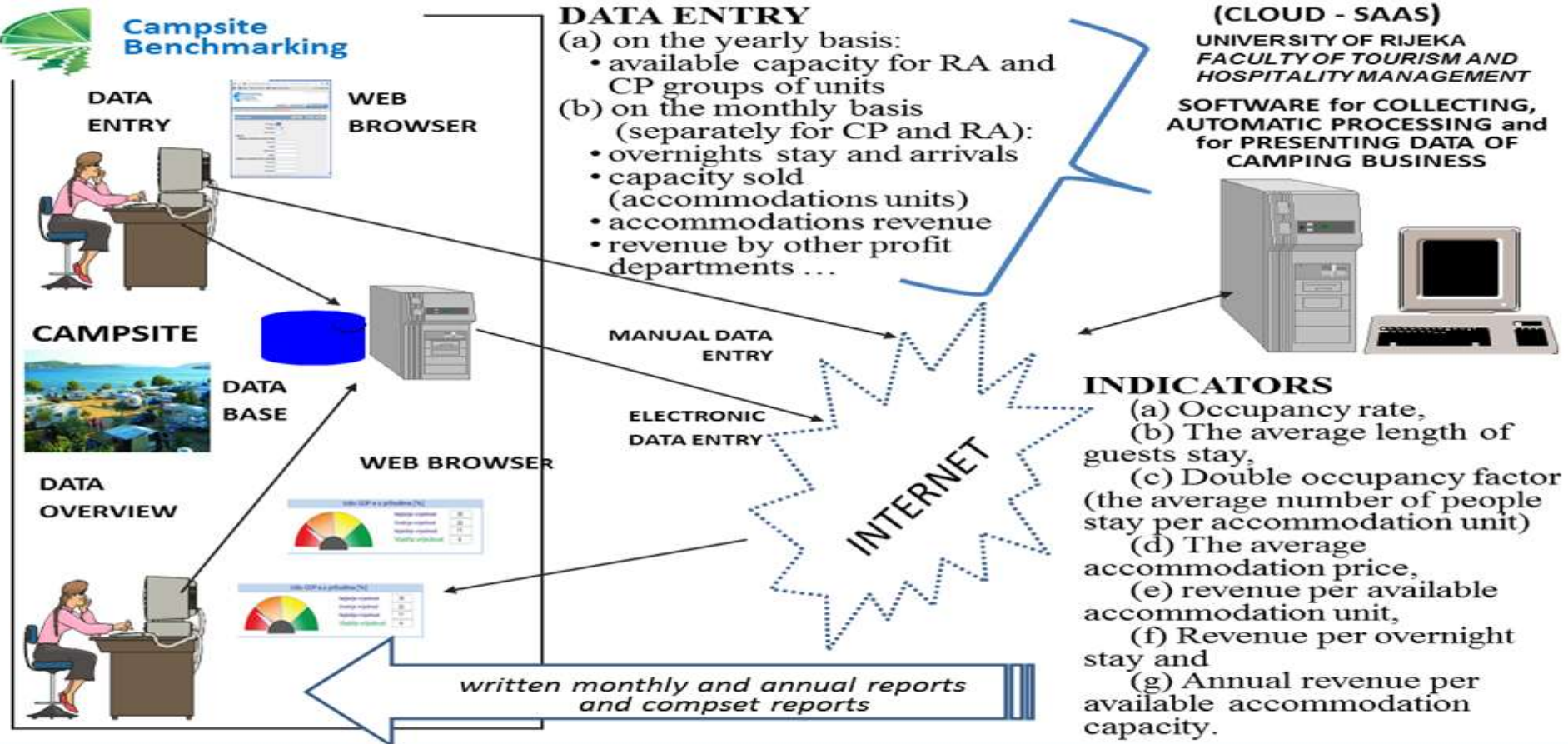


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Design, methodology, approach

- **Sample: 30 campsites (2016), compared with 13 (2015)**
- **By region: Istria (11), Kvarner (12), Dalmatia (4), Inland Croatia (3)**
- **By category: 4* (13), 3* (11), 2* (6)**
- **By size: up to 500 accommodation units (16), between 500 – 1000 (9), more than 1000 (5)**
- **RA – rental accommodation (mobile homes, glamping accommodation, bungalows ...)**
- **CP – camping pitches (tents, caravans, motorhomes ...) – significantly dominates (90%)**

Existing model of benchmarking and reporting system in the Croatian campsites



Research results of benchmarking in Croatian campsites

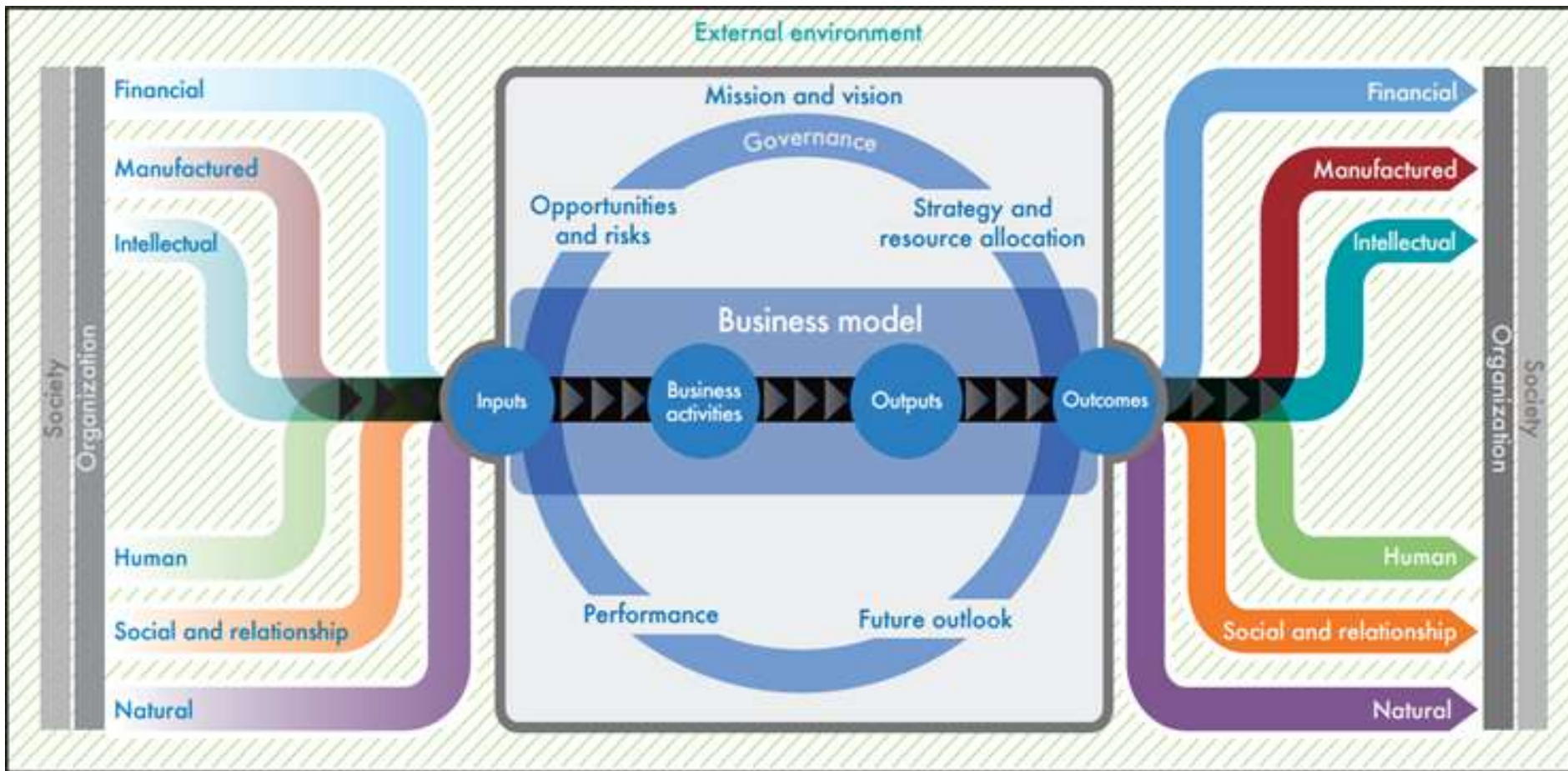
INDICATORS	Average		Groups of accommodation units				Season (average)		Global level
	2015	2016	RA*		CP**		high	low	
			2015	2016	2015	2016	2016	2016	
(a) occupancy rate	49% 	37%	50% 	43%	48% 	36%	85%	25%	**** 18 – 56%
(b) the average length of guests stay (in days)	5,6 	5,5	6,2 	5,7	5,6 	5,4	7-8	3-6	***** 14,9 days through Ø 4,9 camping trips
(c) double occupancy factor (Ø number of people stay per accommodation unit)	2,4 	2,2	3,3 	3,2	2,4 	2,1	3,2	1,8	***** AP Ø 25 – 27 €
(d) the average accommodation price (AP)***	30€ 	34€	103€ 	74€	29€ 	32€	37€	23€	***** RevPAR Ø 10 – 36 €
(e) revenue*** per available accommodation unit (RevPAR)	15€ 	12€	43€ 	47€	11€ 	10€	37€	4€	*****
(f) revenue*** per overnight stay	12€ 	17€	25€ 	24€	10€ 	16€	15€	13€	*****
(g) annual revenue*** per available accommodation capacity	3013 € 	3542 €	8581 € 	11865 €	2301 € 	2645 €			

Legend:
 *RA - rental accommodation include all rental units such as mobile homes, glamping accommodation and bungalows operated by campsites.
 **CP - camping pitches designed for camping equipment of individual guests (tents, caravans, motorhomes ...) and pitches occupied by tour operators camping equipment such as mobile homes, caravans or tents.
 *** Price and revenue are converted from HRKN and \$ value, in the value of €

 increase 

 decrease 

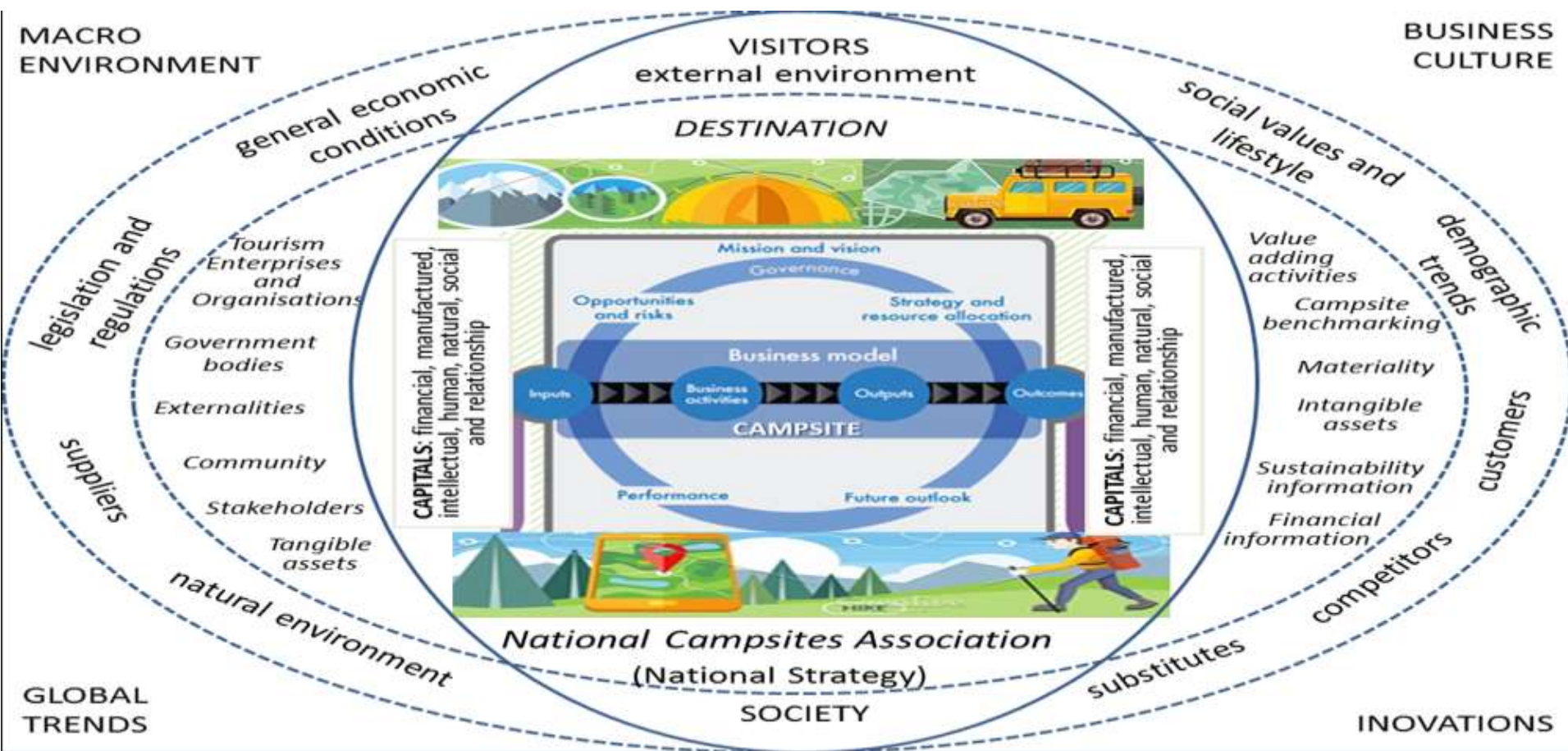
Framework of value creation in the integrated reporting process





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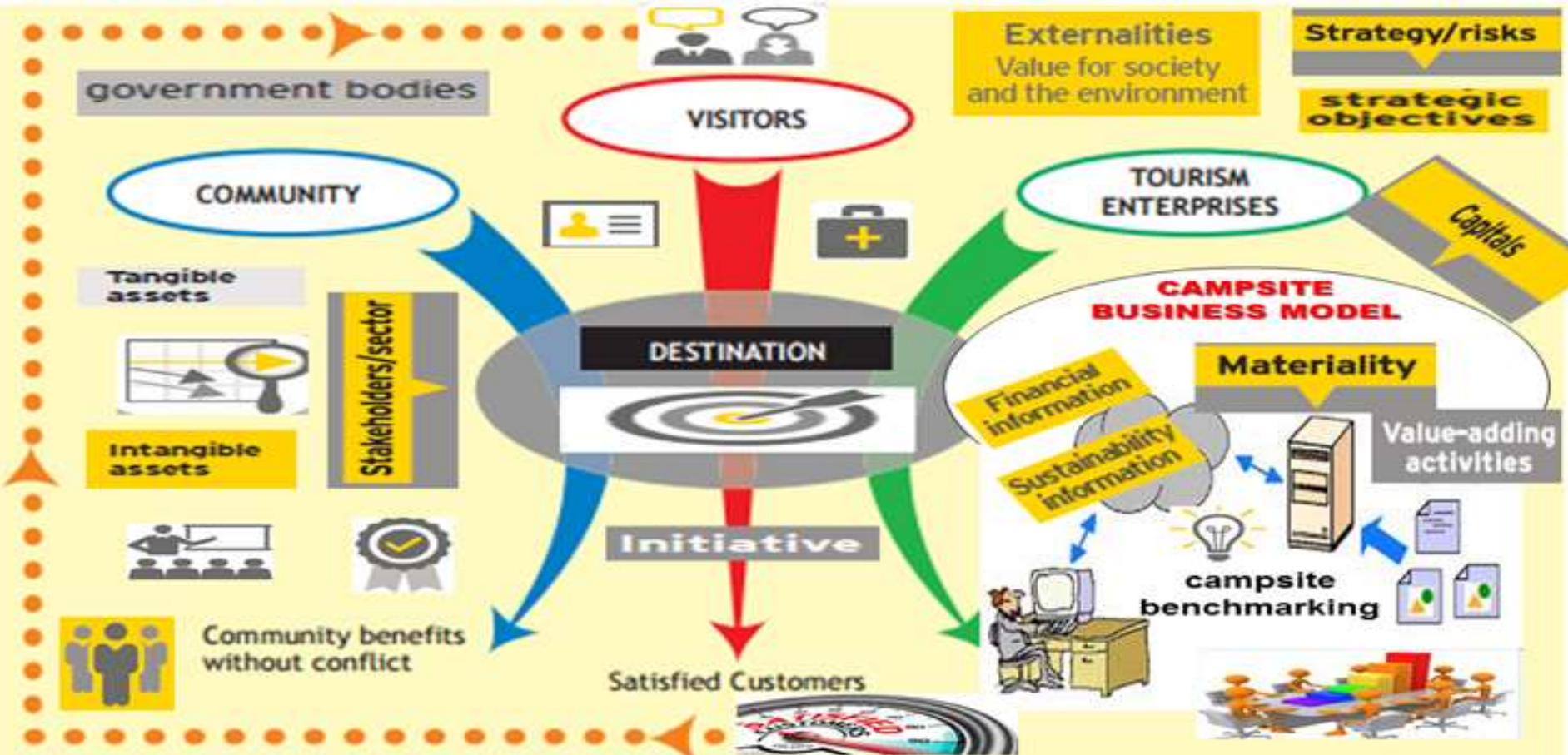
Framework of integrated reporting and value creation process in the camping business





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Upgraded campsites benchmarking based on the integrated reporting model





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CONCLUSION

- Existing benchmarking process has to be upgraded with all relevant non-financial information in order to ensure information, important for managing the development of camping business in Croatia.
- Emphasis should be placed on linking all campsites through the national camping-organization in order to attain the strategy goals, defined through the Croatian Tourism Development Strategy (CTDS)
- Within the framework of common concept of integrated reporting system, each campsite can developed its own business model, as a way for transforming inputs through its business activities into outputs and outcomes that aim to fulfil the campsite's strategic purposes and create value over the short, medium and long term
- Reporting boundary of each campsite has to be harmonized on the national level in order to enable the examination whether the camping-business is developed in the way defined through the CTDS,



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Thank you for your attention!



MILENA PERŠIĆ, PhD, Full Professor (milena.persic@fthm.hr)

DUBRAVKA VLAŠIĆ, PhD, Ass Professor (dubravka.vlašić@fthm.hr)

**University of Rijeka, Faculty of Tourism and Hospitality
Management , Croatia** (<http://www.fthm.uniri.hr/>)