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

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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
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?
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

(a) on the yearly basis:
- available capacity for RA and CP groups of units
(b) on the monthly basis (separately for CP and RA):
- overnights stay and arrivals
- capacity sold (accommodations units)
- accommodations revenue
- revenue by other profit departments …

INDICATORS
(a) Occupancy rate,
(b) The average length of guests stay,
(c) Double occupancy factor (the average number of people stay per accommodation unit)
(d) The average accommodation price,
(e) revenue per available accommodation unit,
(f) Revenue per overnight stay and
(g) Annual revenue per available accommodation capacity.

written monthly and annual reports and compset reports
## Research results of benchmarking in Croatian campsites

<table>
<thead>
<tr>
<th>INDICATORS</th>
<th>Average</th>
<th>Groups of accommodation units</th>
<th>Season (average)</th>
<th>Global level</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) occupancy rate</td>
<td>49%</td>
<td>37%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>(b) the average length of guests stay (in days)</td>
<td>5,6</td>
<td>5,5</td>
<td>6,2</td>
<td>5,7</td>
</tr>
<tr>
<td>(c) double occupancy factor</td>
<td>2,4</td>
<td>2,2</td>
<td>3,3</td>
<td>3,2</td>
</tr>
<tr>
<td>(d) the average accommodation price (AP)***</td>
<td>30€</td>
<td>34€</td>
<td>103€</td>
<td>74€</td>
</tr>
<tr>
<td>(e) revenue*** per available accommodation unit</td>
<td>15€</td>
<td>12€</td>
<td>43€</td>
<td>47€</td>
</tr>
<tr>
<td>(f) revenue*** per overnight stay</td>
<td>12€</td>
<td>17€</td>
<td>25€</td>
<td>24€</td>
</tr>
<tr>
<td>(g) annual revenue*** per available accommodation capacity</td>
<td>3013</td>
<td>3542</td>
<td>8581</td>
<td>11865</td>
</tr>
</tbody>
</table>

**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 S value, in the value of €
Framework of value creation in the integrated reporting process
Framework of integrated reporting and value creation process in the camping business
Upgraded campsites benchmarking based on the integrated reporting model
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,
Thank you for your attention!

Any Question?

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