

NOVI TREND OVI KAMPING TURIZMA - GLAMPING I OBITELJSKI KAMPOVI

NEW TRENDS IN CAMPING TOURISM - GLAMPING AND FAMILY CAMPSITES

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U radu se iznosi pregled novih trendova u kamping turizmu Hrvatske i svijeta, s naglaskom na *glamping* i obiteljske kampove. Nakon povijesnog pregleda razvoja kamping i *glamping* turizma slijedi pregled stanja u kamping turizmu Hrvatske. Analizom postojeće znanstvene i stručne literature iznosi se pregled dosadašnjih istraživanja kamping i *glamping* turizma te problemi s kojima se istraživači kamping turizma susreću. U završnom dijelu rada naglasak je na predviđanjima znanstvenika o kamping turizmu. U radu su primijenjene metoda analize i sinteze, statistička metoda te metoda kompilacije. Zbog zrelosti ponude kamping turizam na Mediteranu doživljava značajne promjene, poput pojave *glampinga* kao luksuznog i cjenovno skupljeg oblika. Hrvatski kamping turizam, unatoč značajnom udjelu kampova u ukupnoj strukturi smještajnih kapaciteta, bilježi manjak istraživanja i autora koji se bave trendovima kamping turizma te obiteljima, ali i slabu iskorištenost domicilnih turista. Istarska županija istodobno bilježi porast broja kampista kao i potražnje za *glampingom*.

KLJUČNE RIJEČI: *glamping*, obiteljski turizam, Istarska županija, trendovi

The paper presents an overview of new trends in camping tourism in Croatia and the world, with an emphasis on *glamping* and family camps. After the historical review of the development of camping and *glamping* tourism, there is an overview of the situation in Croatian camping tourism. The analysis of the existing scientific and professional literature presents an overview of previous research on camping and *glamping* tourism and the problems that camping tourism researchers face. In the final part of the paper, the emphasis is on the predictions of scientists about the future of camping tourism. The methods used throughout the work are: analysis and synthesis method, statistical method, and compilation method. Camping tourism is experiencing significant changes today, due to the maturity of the Mediterranean offer, such as the emergence of *glamping* as a luxurious and more expensive form. Croatian camping tourism, despite the significant share of campsites in the overall structure of accommodation capacities, notes a lack of research and the authors dealing with new trends in camping tourism and families, but also low utilization by resident tourists. At the same time, the County of Istria is registering an increase in the number of campers as well as in the demand for *glamping*.

KEY WORDS: *glamping*, family tourism, Istria County, new trends

UVOD

Turizam kao jedna od najunosnijih gospodar-
skih grana uvelike je vezan uz atraktivnost desti-
nacije i kvalitetu ponude sve zahtjevnijih turista.
S obzirom na povijesna obilježja i trendove, kam-
ping turizam svakako je jedna od strateški zna-
čajnih sastavnica turizma. Faza zrelosti turističkih
destinacija Mediterana te nužnost inovacija u
kamping turizmu s naglaskom na koncepte ze-
lenog, zdravog i pustolovnog iskustva pretvaraju
ga u način života onih koji u njemu sudjeluju.
Kako kamping turizam u Hrvatskoj obuhvaća
petinu ukupnih smještajnih kapaciteta, a obitelji
značajnu turističku skupinu u Europi, istraživa-
nja ovoga oblika turizma važna su za budućnost
proučavanog prostora (*Statistički ljetopis Republi-
ke Hrvatske 2018*, 2018.). U istraživanju kam-
ping turizma istraživači su naglašavali probleme
kao što su nedovoljno definirana i neusklađena
nomenklatura te manjak istraživanja i sustavne
statistike na svjetskoj razini (CVELIĆ-BONIFAČIĆ,
MILOHNIĆ, 2013.; MIKULIĆ I DR., 2017.). Jedan
od najznačajnijih trendova je *glamping*, luksuzni
i cjenovno skuplji oblik kamping turizma koji je
u Hrvatskoj u začetku te se svodi na proširenu
ponudu postojećih kampova na obali.

Analizom dosadašnjih radova ističe se nekoli-
ko tema vezanih uz kamping turizam: trendovi,
budućnost kamping turizma, lojalnost turista –
kampista te obitelji u kamping turizmu. Unutar
njih sve su izraženije razlike između kampista i
glampista. Marginaliziranost kamping turizma
u Hrvatskoj posljedica je nepostojanja svijesti o
njegovim pozitivnim stranama kod domicilnog
stanovništva te prevladavajućim privatnim smje-
štajnim jedinicama čija se ponuda temelji na sun-
cu i moru.

Prema Rječniku turizma (VUKONIĆ, ČAVLEK,
2001.), kamp je ugostiteljski objekt za smještaj
u kojem je pružanje usluge smještaja organizira-
no na otvorenom prostoru. Smještajna jedinica
kampa je kampirališno mjesto, odnosno kamp
jedinica (parcela) koja može, ali i ne mora biti
označena. Ovisno o kategoriji koja se označava
zvjezdicama od jedne do četiri te o načinu poslo-
vanja, kamp uz nužne infrastrukturne priključke
(voda, struja), mora raspolagati prostorima i ure-

INTRODUCTION

Tourism as one of the most profitable industries
today is largely related to the attractiveness of the
destination and the quality of the offer for increas-
ingly demanding tourists. Given the historical fea-
tures and new trends, camping tourism is certainly
one of the strategically important components.
The maturity phase of Mediterranean tourist des-
tinations and the need for innovation in camp-
ing tourism with an emphasis on the concepts of
green, healthy and adventurous experience turn it
into a way of life for those who take part in it. As
camping tourism in Croatia covers 1/5 of the total
accommodation capacity, and families are a sig-
nificant tourist group in Europe, research on this
form of tourism is important for the future of the
studied area (*Statistički ljetopis Republike Hrvatske
2018*, 2018). When researching the topic of camp-
ing tourism, researchers highlighted problems such
as insufficiently defined and inconsistent nomen-
clature, as well as the lack of research and systemat-
ic statistics at the global level (CVELIĆ-BONIFAČIĆ,
MILOHNIĆ, 2013; MIKULIĆ ET AL., 2017). One of
the most significant new trends is *glamping*, a lux-
urious and more expensive form of camping tour-
ism, which is in its infancy in Croatia and comes
down to an expanded offer of the existing camp-
sites on the coast.

The analysis of previous works highlights several
topics related to camping tourism: new trends, the
future of camping tourism, the loyalty of camp-
er tourists and families in camping tourism. The
differences between campers and glampers are be-
coming more pronounced. The marginalization of
camping tourism in Croatia is a consequence of
the lack of awareness of its positive aspects among
the resident population and the predominant pri-
vate accommodation units whose offer is based on
the sun and the sea.

According to the Dictionary of Tourism (VU-
KONIĆ, ČAVLEK, 2001), a camp is an accommo-
dation facility in which the provision of accommo-
dation services is organized in the open air. The
accommodation unit of a camp is a camping site,
i.e. a camping unit (pitch) that may or may not
be marked. Regardless of the category indicated
by stars from one to four and the way of doing

đajima za zajedničko korištenje (higijenski prostori, rashladni uređaji i dr.) te objektima raznih namjena (ugostiteljski objekti, sportsko-rekreativni sadržaj i dr.). Kamping turizam može se definirati kao oblik turizma u kojem je kampiranje temelj boravka i smještaja. Stanje s *glampingom* nešto je složenije zbog nepostojanja općeprihvaćene definicije, no sve su češći pokušaji istraživača za njezinim kreiranjem (CVELIĆ-BONIFAČIĆ I DR., 2017.). U bližoj budućnosti *glamping* je nužno definirati uz pomoć stručnjaka za kamping turizam.

Unatoč nerijetko negativnoj konotaciji kamping turizma, kao oblika jeftinog odmora u nepraktičnim šatorima na goloj zemlji, trendovi pokazuju kako se ova vrsta turizma itekako mijenja. Transformacijom i diversifikacijom ponude kamping turizam postao je jedan od luksuznijih i cjenovno skupljih oblika odmora radi zadržavanja postojećih kampista i privlačenja nekampista. Kamping turizam je boravak ekološki osviještenog, socijalnog i uglavnom visokoobrazovanog čovjeka spremnog za iskušnje novih sadržaja u prirodi (SUNARA I DR., 2013.; STYLOS I DR., 2016.; BROCHADA, PEREIRA, 2017.).

Turizam 21. stoljeća kao gospodarska djelatnost izložen je mnogobrojnim šokovima i remetilackim čimbenicima s različitim ishodom – kratkoročnim i dugoročnim. Iako se zbog veće medijske pozornosti više govori o akutnim čimbenicima, kronični imaju dalekosežnije posljedice (npr. klimatske promjene). Društvo je sve izloženije opasnim katastrofama (cikloni, tsunami) s velikim ekonomskim i ljudskim gubicima koji se teško nadomješćuju, a turizam je tu značajna posrednica (OOI I DR., 2018.). Zbog toga u suvremenom turizmu posebnu važnost ima koncept održivoga razvoja. Ubrzo po pojavi, termin „održivi razvoj“ počeo se primjenjivati na turizam nastojeći uskladiti ekonomsku razinu s ekološkom kako bi se umanjile negativne posljedice turizma. Zbog specifičnosti kamping turizma navedeni se pojmovi primjenjuju i u njemu. Održivi turizam nastoji održivim razvojem pomiriti interese ekonomskog razvoja s boljim životnim standardom uz pokušaj održavanja harmonije između modernog i tradicionalnog. Pritom se nerijetko naglašava uloga lokalnog

business, in addition to the necessary infrastructure (water, electricity), the camp must arrange spaces and devices for common use (hygiene spaces, refrigeration appliances, etc.) and facilities for various purposes (catering facilities, sports and recreational activities, etc.). Camping tourism can be defined as a form of tourism in which camping is the basis of stay and accommodation. The situation with glamping is somewhat more complex due to the lack of a generally accepted definition, but there are more and more frequent attempts by researchers to define it (CVELIĆ-BONIFAČIĆ ET AL., 2017). In the near future, it is certainly necessary to define it with the help of experts in camping tourism.

Despite frequently negative connotations of camping tourism, as a form of cheap holidays in impractical tents on bare ground, today's trends show that this type of tourism is changing. With the transformation and diversification of the offer, it has become a luxurious and expensive form of holidays, with the goal of retaining the existing campers and attracting non-campers. Camping tourism as such represents the stay of an ecologically aware, social and mostly highly educated person ready to experience new content in nature (SUNARA ET AL., 2013; STYLOS ET AL., 2016; BROCHADA, PEREIRA, 2017).

21st century tourism as an economic activity is exposed to numerous shocks and disruptive factors, which have different outcomes, both long and short term. Although there is greater media attention to acute factors, the chronic ones have more far-reaching consequences (e.g. climate change). Human society is increasingly exposed to devastating disasters (cyclones, tsunamis) with large economic and human losses that are difficult to compensate, and tourism is a significant mediator (OOI ET AL., 2018). Due to the above, the concept of sustainable development is of special importance in modern tourism. Soon after its emergence, the term “sustainable development” began to be applied to tourism in an effort to align the economic level with the ecological one, in order to reduce the negative consequences of tourism. Due to the specifics of camping tourism, these terms are also applied here. Sustainable tourism seeks to reconcile the interests of economic development

stanovništva koje je temelj održivog razvoja (MARZO-NAVARRO I DR., 2015.).

Konceptija održivog razvoja turizma uvjetuje zaštitu i održivost svih turističkih resursa zadovoljenjem potreba svih generacija koje će u njemu egzistirati. Održivi turizam zahtijeva upravljanje resursima koji će zadovoljiti ekonomske, socijalne i zaštitarske potrebe, te očuvaju kulturne, ekološke i biološke raznolikosti (KUŠEN, 2002.). Turizam bi trebao biti onaj dio gospodarstva koji pokreće sve ostale gospodarske djelatnosti. Trebao bi djelovati dvostruko, istovremeno podignuti kvalitetu života domicilnog stanovništva i prilagoditi se zahtjevima turističke potražnje (SUNARA I DR., 2013.; VIDAČ, SINDIČ, 2015.). U okviru održivog turizma zbog važne povezanosti s prirodom, kamping i *glamping* turizam imaju važnu ulogu.

S obzirom na relativno slabu istraženost kamping turizma u odnosu na ostale oblike turizma u Hrvatskoj, a još više *glampinga*, cilj rada je prikazati dosadašnja domaća i strana istraživanja ovoga sve značajnijeg oblika turizma, sagledati položaj obitelji u kampu i *glampingu* te pridonijeti kreiranju novih pojmova unutar njega. U ovome radu primijenjene su metoda analize i sinteze, metoda klasifikacije, metoda komparacije i kompilacije. (ZELENKA, 2000.).

POVIJESNI RAZVOJ KAMPING I GLAMPING TURIZMA

Kamping je u prošlosti bio jeftin i skroman način za bijeg u prirodu. Prva kamping organizacija u svijetu počela se graditi 1861. godine u Americi, a prvi standardi kampa uspostavljeni su 1948. godine. Porast popularnosti kampovi bilježe razvijanjem zdravih životnih navika 1920-ih i 1930-ih. Za vrijeme ratova, boravak u kampovima bio je bijeg od bombi u gradovima, a 1950-ih prilika za siromašne obitelji da okuse odmor. Poboljšanje kampova započinje 1970-ih povećanjem površine i poboljšanjem kvalitete usluge. Tradicionalni kampisti tada počinju mijenjati lokacije odmora ili prihvaćaju za to vrijeme modernije kampove koji se razvijaju. Povećava se socijalizacija i smanjuje prirodna marginalnost, što počinje smetati

with a better standard of living through sustainable development while trying to maintain harmony between the modern and the traditional. The role of the local population, which is the foundation of sustainable development, is often emphasized (MARZO-NAVARRO ET AL., 2015).

The concept of sustainable development of tourism insists on the protection and sustainability of all tourist resources while meeting the needs of all generations involved. Sustainable tourism requires the management of resources that will meet economic, social and conservation needs, and preserve cultural, ecological and biological diversity (KUŠEN, 2002). In the future, tourism should be the part of the economy that drives all other economic activities. It should act in two ways, raise the quality of life of the resident population and simultaneously adapt to the tourist demand (SUNARA ET AL., 2013; VIDAČ, SINDIČ, 2015). Camping and glamping tourism play an important role within sustainable tourism owing to their important connection with nature.

Given the relatively poor research of camping tourism in relation to other forms of tourism in Croatia, and even more to glamping, the aim of this paper is to present previous domestic and international research of this increasingly important form of tourism, to look at the position of families in camping and glamping and contribute to the creation of new concepts within it. According to Zelenika, the following methods are used in the paper: analysis and synthesis, classification, comparison and compilation (ZELENKA, 2000).

HISTORICAL DEVELOPMENT OF CAMPING AND GLAMPING TOURISM

In the past, camping was a cheap and modest way to escape to nature. The first camping organization in the world was founded in 1861 in America, while the first camping standards were established in 1948. Campsites recorded an increase in popularity with the development of healthy living habits in the 1920s and 1930s. During the wars, staying at a campsite was an escape from the bombings in the cities, and in the 1950s an op-

mnogim tradicionalnim kampistima. Zbog toga dolazi do raskoraka tradicionalnih i *modernih* kampista (CLARK I DR., 2018.). Tržište kamping turizma doživljava značajnu diversifikaciju 1990-ih specifikacijom usluga za određene skupine turista. Porast broja prijevoznih sredstava utjecao je na povećanje mobilnosti turista i porast onih koji odmor provode u kampovima.

Povijest luksuznog kampiranja, iako nedovoljno definirana, poprilično je duga. Luksuzni šatori *geçmiş* postoje od vremena osmanskih sultana (OLCAY, TURHAN, 2017.). U ranim 1900-ima šatorima se na safari putovanjima počinju koristiti američki i europski putnici. *Glamping* je relativno nov oblik kampiranja, koji eliminira nedostatke kampa što se tiče udobnosti. Kao termin prvi se put pojavio u engleskom rječniku 2005. godine, dok je u Francuskoj prisutan posljednjih dvadesetak godina (BROOKER, JOPPE, 2013.). Primjerice, *Goglamping.net* prva je *glamping* putnička agencija koja posluje u Velikoj Britaniji, gdje sve veći broj kampova nudi *glamping* kao dio proširene ponude.

VAŽNOST KAMPING TURIZMA U HRVATSKOJ

Kamping turizam unatoč velikom udjelu u sveukupnom turizmu Hrvatske karakterizira marginaliziranost za domaće goste. Prema podacima EUROSTAT-a, trećina svih kampista u Europi kampira u domicilnim kampovima, dok je u Hrvatskoj taj udio daleko manji (CEROVIĆ, 2014.). Trenutačno kamping turizam u Hrvatskoj obuhvaća 25 % ukupnih smještajnih jedinica, ima prosječnu zauzetost 19 % i ostvaruje 11 % ukupnih noćenja (*Strategija razvoja turizma Republike Hrvatske do 2020. godine*, 2013.). Strategijom je planiran rast od 12 %, otvaranje 7 000 novih kamp mjesta i 20 000 smještajnih jedinica, gradnja srednjih te pedesetak malih kampova ulaganjem 400 milijuna eura (URL 1). Za kvalitetniji i dugoročni razvoj hrvatskih kampova, nužno je koordinirati i podržati aktivnosti kampinga, nadograditi i implementirati modele vrednovanja kako bi se postigla konkurentnost u kamping biznisu, ali i poboljšala suradnja privatnog i javnog

portuniti for poor families to go on holiday. The improvement of the campsites began in the 1970s through an increase of camp area and an improvement in the quality of service. It was a time when traditional campers began to change holiday locations and embrace more modern and evolving campsites. Socialization was increasing and natural marginality was decreasing, which started to bother many traditional campers. This led to a gap between traditional and modern campers (CLARK ET AL., 2018). The camping tourism market experienced significant diversification in the 1990s through specialized services for certain groups of tourists. The increase in the number of means of transport influenced the increase in the mobility of tourists and the increase of those who spend their holidays at campsites.

Although insufficiently defined, the history of luxury camping is quite long. Luxury tents *geçmiş* have been present since the period of the Ottoman sultans (OLCAY, TURHAN, 2017). In the early 1900s, American and European travellers began to use tents on safari trips. Glamping is a relatively new form of camping, which eliminates the shortcomings of a campsite in terms of comfort and which first appeared as a term in the English dictionary in 2005, while in France it has been present for the last 20 years (BROOKER, JOPPE, 2013). For example, *Goglamping.net* was the first glamping travel agency to operate in the UK, where an increasing number of campsites offers glamping as part of an expanded offer.

IMPORTANCE OF CAMPING TOURISM IN CROATIA

Camping tourism, despite its significant share in the overall tourism of Croatia, is characterized by marginalization for domestic guests. According to EUROSTAT data, 1/3 of all campers in Europe camp at domicile campsites, whereas in Croatia this share is much smaller (CEROVIĆ, 2014). Camping tourism in Croatia currently covers 25% of total accommodation units, has an average occupancy of 19% and achieves 11% of total overnight stays (*Strategija razvoja turizma Republike Hrvatske do 2020. godine*, 2013). The strategy fur-

sektora (PERŠIĆ I DR., 2017.).

Potencijal daljnjeg razvoja je velik s obzirom na to da hrvatski kamping turizam na Mediteranu sudjeluje sa samo 13 %. Hrvatski kampovi rade u prosjeku sedam mjeseci godišnje, s prosječnom zauzetošću od 37 %. Najveća je razina zauzetosti u rentalnim kampovima tijekom srpnja i kolovoza, što hrvatski kamping turizam čini sličnim svjetskome. Prosječan boravak je 5,5 dana, dnevna potrošnja iznosi 17 eura po danu, a prosječna cijena smještaja po danu je 34 eura (PERŠIĆ I DR., 2017.).

Noviji podaci DZS-a za 2018. godinu govore da je u Hrvatskoj 785 kampova što čini 0,8 % ukupnih smještajnih objekata (privatni smještaj 97,7 %), s kapacitetom od 248 522 (23 %) ležaja. Iste godine ostvareno je 2 920 316 dolazaka (15,6 %) i 19 275 307 (21,5 %) noćenja. Prosječan broj dana boravka iznosi 6,6 (više od privatnog smještaja u kojem je to 5,6 i hotela 3,1), dok godišnja popunjenost iznosi 21 %. Istarska županija dominantna je hrvatska kamping regija s ukupno 92 kampa, privlačna kampistima i glampistima iz svijeta i sve više iz Hrvatske, u kojoj se trendovi najprije zamjećuju. Prema podacima DZS-a, kamp s pet zvjezdica u Istarskoj županiji je Istra Premium Camping Resort (Funatana – Poreč).¹ Kvalitetu kampova u Istarskoj županiji prepoznao je i ADAC, koji je 2019. godine oznaku Superplatz dodijelio kampovima: Amines Maravea CAMPING Resort (četiri zvjezdice, Novigrad, ex-Mareda) te Lanterna Premium Camping Resort (četiri zvjezdice Poreč) (URL 2). Istu oznaku ranije su dobili naturistički kampovi Valalta te Val Saline.

Iako je najviše kampova u Zadarskoj županiji (Tab. 1.), tamo prevladava kategorija ostalih kampova koji imaju puno manji broj smještajnih jedinica. Zasad u Hrvatskoj jedino Istarska i Primorsko-goranska županija imaju kampove s pet zvjezdica. Iz prikazane tablice vidljivo je da Istarska županija s 39 kampova prednjači u kampovima viših kategorija (tri i četiri zvjezdice). Navedeni podaci pokazuju kako je Sjeverno primorje

ther plans a growth of 12%, the opening of 7,000 new campsites and 20,000 accommodation units, the construction of medium and about 50 small camps through investments of EUR 400 million (URL 1). For better and long-term development of Croatian campsites, it is necessary to coordinate and support camping activities, upgrade and implement evaluation models to achieve competitiveness in the camping business, but also to improve cooperation between the private and public sectors (PERŠIĆ ET AL., 2017).

The potential for further development is great given that Croatian camping tourism in the Mediterranean participates with only 13%. Croatian camps operate on average 7 months a year, with an average occupancy rate of 37%. The highest level of occupancy of rental camps is during July and August, which makes Croatian camping tourism similar to the world. The average stay is 5.5 days, daily consumption is 17 euros per day, and the average price of accommodation is 34 euros per day (PERŠIĆ ET AL., 2017).

Recent CBS data for 2018 show that there are 785 campsites in Croatia, which is 0.8% of the total accommodation facilities (private accommodation 97.7%), with a capacity of 248,522 (23.0%) beds. In the same year, there were 2,920,316 arrivals (15.6%) and 19,275,307 (21.5%) overnight stays. The average number of days of stay is 6.6 (more than in private accommodation, which is 5.6 days, and in hotels, 3.1 days), while the annual occupancy is 21%. Istria County is the dominant Croatian camping region with a total of 92 campsites, attractive to campers and glampers from around the world and increasingly from Croatia, where new trends are noticed first. According to the CBS, the 5* camp in the Istria County is Istra Premium Camping Resort (Funtana-Poreč).¹ The quality of campsites in the Istria County was also recognized by ADAC, which awarded the Superplatz label in 2019 to the following campsites: Amines Maravea CAMPING Resort (4*, Novigrad, ex-Mareda) and Lanterna Premium Camping Resort (4*, Poreč) (URL 2). The same label

¹ Prema podacima camping.hr iz veljače 2020. godine, Santa Marina Boutique Camp iz Vabrige također ima pet zvjezdica. Statistički podaci toga kampa nisu navedeni u tablicama unutar kampova s 5*.

¹ According to camping.hr data from February 2020, Santa Marina Boutique Camp from Vabriga also has 5 stars. The statistics of that camp are not listed in the tables with the 5* camps.

TABLICA 1. Broj kampova u Hrvatskoj 2018. godine po županijama

TABLE 1 Number of camps in Croatia in 2018 by county

Županija / County	Vrsta kampa / Type of camp						Ukupno / Total
	1*	2*	3*	4*	5*	Ostalo / Other	
Istarska / Istria	3	16	18	21	1	37	96
Primorsko-goranska / Primorje-Gorski Kotar	1	11	16	9	2	27	66
Ličko-senjska / Lika-Senj	/	3	2	1	/	17	23
Zadarska / Zadar	4	16	13	11	/	260	304
Šibensko-kninska / Šibenik-Knin	/	4	8	2	/	99	113
Splitsko-dalmatinska / Split-Dalmatia	2	10	6	8	/	55	81
Dubrovačko-neretvanska / Dubrovnik-Neretva	/	8	7	5	/	62	82
Karlovačka / Karlovac	/	/	2	2	/	4	8
Ostale / Other	/	/	/	2	/	10	12
Republika Hrvatska / Republic of Croatia	10	68	72	61	3	571	785

Izvor / Source: URL 2

tradicionalna kamping regija, koju su prepoznali pružatelji usluga, ali i strani kampisti koji se tu odmaraju.

Najveći broj kampova nalazi se u kategoriji „ostalo“, koja obuhvaća manje kamp jedinice: kampirališta, kamp odmorišta, kampove u kućanstvu, kampove na OPG-u, kamp odmorišta

was previously given to the naturist camps Valalta and Val Saline.

Although the largest number of campsites is in Zadar County (Tab. 1), the prevailing category there is the “other campsites,” which have a much smaller number of accommodation units. Only Istria and Primorje-Gorski Kotar counties have 5*

TABLICA 2. Broj smještajnih jedinica u kampovima 2018. godine po županijama

TABLE 2 Number of accommodation units in camps in 2018 by county

Županija / County	Vrsta kampa / Type of camp						Ukupno / Total
	1*	2*	3*	4*	5*	Ostalo / Other	
Istarska / Istria	1.614	23.776	43.214	50.827	429	1207	121.067
Primorsko-goranska / Primorje-Gorski Kotar	250	7.635	17.327	15.808	2.325	845	44.190
Ličko-senjska / Lika-Senj	/	417	627	6.054	/	/	7.098
Zadarska / Zadar	339	8.399	4.636	11.710	/	7.442	32.526
Šibensko-kninska / Šibenik-Knin	/	2.910	5.073	3.477	/	3.060	14.520
Splitsko-dalmatinska / Split-Dalmatia	429	3.910	4.595	4.180	/	2.112	15.226
Dubrovačko-neretvanska / Dubrovnik-Neretva	/	2.475	2.580	2.100	/	2.078	9.233
Karlovačka / Karlovac	/	/	2.145	408	/	265	2.818
Ostale / Other	/	/	/	305	/	409	714
Republika Hrvatska / Republic of Croatia	2.632	49.522	80.197	94.869	2.754	17.418	247.392

Izvor / Source: URL 2

u kućanstvu, kamp odmorišta na OPG-u, kamp odmorišta u kućanstvu – robinzonski smještaj. Brojem smještajnih jedinica u kampovima 2018. godine (Tab. 2.) ističe se Istarska županija, koja sa svojih 121 067 čini 48,71 % svih smještajnih jedinica u kampovima Hrvatske. Slijedi je Primorsko-goranska županija sa 17,78 %, dok sve ostale županije zajedno čine 33,51 % smještajnih jedinica u kampovima Hrvatske.

Prema podacima prikupljenim preko internet-ske stranice Kamping udruženja Hrvatske (URL 2), u Hrvatskoj je 2019. godine bilo registrirano 597 kampova (Sl. 1.).² Većina tih kampova nalazi se u turističkoj regiji Južnog primorja (69,8 %) u koju se ubrajaju zadarska, šibenska, splitska i dubrovačka subregija. Slijede Sjeverno primorje (25,8 %), unutar kojeg Istra obuhvaća 15,4 %, a Kvarner 10,4 %) te Peripanonska, Panonska i Gorska regija (4,4 %) (URL 2). Iako Južno primorje čini površinom najveću regija s najvećim brojem kampova, Sjeverno primorje je zbog Istre ispred ostalih regija u turističkom prometu (broju noćenja i broju dolazaka kampista), ali i smještajnim kapacitetima.

Za potrebe rada izdvojeni su kampovi na osnovi kriterija *glamping* ponude i onih s ponudom za obitelji s djecom (kampovi s dječjim igralištem). Najviše *glamping* kampova, kako su pokazala i dosadašnja istraživanja, je na Sjevernom primorju sa 60,9 % (od čega se u Istri nalazi 43,6 %), s očekivanom tendencijom rasta i razvoja. Južno primorje, koje prema broju kampova prednjači u Hrvatskoj, obuhvaća samo 30,4 % svih *glamping* kampova. Kampova s dječjim igralištem kao osnovnim elementom ponude koji govori da je kamp namijenjen i djeci, prema podacima iste stranice, u Hrvatskoj ima 173, što čini 30 % ukupne ponude. U skladu s ukupnom raspodjelom kampova u Hrvatskoj, slična je situacija i s udjelima onih koji imaju dječje igralište prema regijama. Tako je navedenih kampova najviše na Južnom primorju (46,2 %), a slijedi Sjeverno pri-

camps in Croatia so far. The table shows that Istria County leads in the number of camps of higher categories (3* and 4*) with 39 of them. These data show that the North Adriatic Coast is a traditional camping region, recognized by service providers, but also by foreign campers who spend their holidays there.

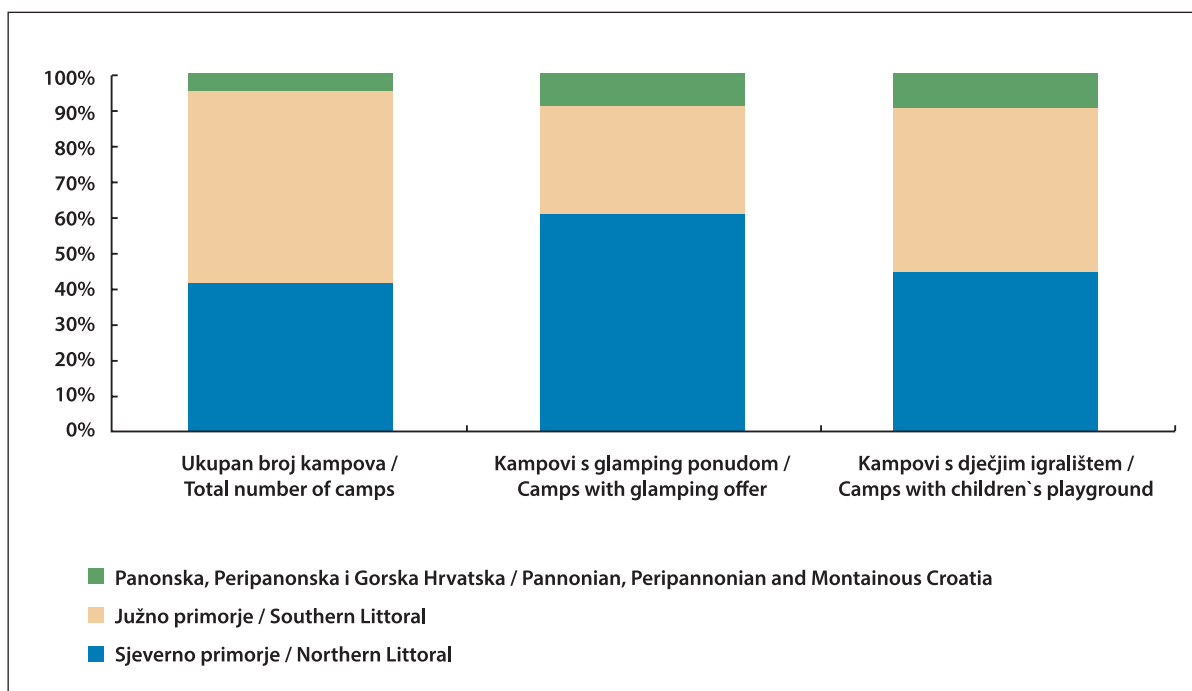
The largest number of campsites is in the “other” category, which includes smaller camping units: campsites, camping resorts, household campsites, campsites on family farms, camping resorts in the households, camping resorts on family farms, camping resorts in households - Robinson Crusoe style accommodation. Istria County stands out by the number of accommodation units in camps in 2018 (Tab. 2), which makes up 48.71% of all accommodation units in Croatian camps with its 121,067 units. It is followed by Primorje-Gorski Kotar County with 17.78%, while all other counties together make up 33.51% of accommodation units in Croatian camps.

According to data collected via the Croatian Camping Association website (URL 2), in Croatia there were 597 campsites registered in 2019 (Fig. 1).² Most of these campsites are located in the tourist region of the South Littoral (69.8%), which includes Zadar, Šibenik, Split and Dubrovnik sub-regions. They are followed by the North Littoral (25.8%), within which Istria comprises 15.4% and Kvarner 10.4%, and the Peripannonian, Pannonian and Mountain regions (4.4%) (URL 2). Although the South Littoral is the largest region with the largest number of campsites, thanks to Istria, the North Littoral is ahead of other regions in tourism activity (number of overnight stays and number of campers), but also in accommodation capacities.

For the research purposes, camps were singled out on the basis of the criteria of *glamping* offer and those with offer for families with children (camps with children's playground). As previ-

² Udruženja tipa Kamping udruženje Hrvatske (KUH) nema podatke istovjetne Državnom zavodu za statistiku jer nisu svi kampovi članovi udruženja. KUH na svojim stranicama okuplja 579 kampova, tj. toliko kampova je u članstvu udruge. Njihovi podaci potrebni su za istraživanje zbog mogućnosti filtriranja ponude, tj. izdvajanja *glamping* ponude i ponude za djecu.

² Data from associations such as Croatian Camping Union (Croat. Kamping udruženje Hrvatske – KUH) are not identical to those of the Central Bureau of Statistics because not all campsites are members of the association. KUH gathers 579 camps on its website i.e. that is the number of camps that are members of the association. Their data are needed for research due to the possibility of filtering the offer, i.e. selecting the *glamping* offer and the offer for children.



SLIKA 1. Ponuda kamping turizma u Hrvatskoj
 FIGURE 1 Camping tourism offer in Croatia

Izvor / Source: URL 2

morje (Istra s 26,6 % i Kvarner sa 17,9 %). U sve tri promatrane kategorije, Peripanonska, Panonska i Gorska regija su slabo razvijene u ovoj specifičnoj grani turizma (URL 2).

Iscrpno istraživanje glampista u Hrvatskoj provele su J. Cvelić-Bonifačić i I. Milohnić (2013.) anketiranjem stranih turista u *glamping* kampovima. Prikupljeni rezultati pokazuju da su glampisti uglavnom obitelji i mladi s društvom koji imaju određena znanja o Hrvatskoj. S obzirom na to da većina njih dosad nije odsjedala u kampovima, a spremni su potrošiti dosta novca i ostati u prosjeku desetak dana, postoji potencijal razvoja. Glampisti su novi menadžerski izazov u kamping turizmu (CVELIĆ-BONIFAČIĆ I DR., 2017.). Internet je u 21. stoljeću značajan čimbenik promjena na kamping tržištu i važan instrument menadžmentskog marketinga u smislu postizanja i održavanja konkurentske prednosti u sektoru kampova (CVELIĆ-BONIFAČIĆ, MILOHNIĆ, 2013.).

Za bolje plasiranje kampinga važno je razumjeti razmišljanja poduzetnika. Prema njihovu mišljenju, najveći problemi danas su: komplicirani zakoni, nesuretljivost javnog sektora, česte izmjene zakona i uvjeta poslovanja, porezna presija te loše riješena infrastruktura za pokretanje poduzetničkih aktivnosti (SMOLČIĆ-JUR-

ous research has shown, glamping camps are the most numerous on the North Coast with 60.9% (43.6% of which are in Istria), with the expected tendency of further growth and development. The South Coast, which leads in the number of camps in Croatia, includes only 30.4% of all glamping camps. According to the same website, there are 173 campsites with a children's playground as the basic element of the offer, which shows that the camp is intended for children as well, which makes 30.0% of the total offer. Distribution of campsites with children's playground by region is in accordance with the overall distribution of camps in Croatia. Thus, most of these camps are on the Southern Littoral (46.2%), followed by the Northern Littoral (Istria with 26.6% and Kvarner with 17.9%). In all three observed categories, the Peripannonian, Pannonian and Mountain regions are poorly developed in this specific branch of tourism (URL 2).

A comprehensive study of glampers in Croatia was conducted by J. Cvelić-Bonifačić and I. Milohnić (2013) by surveying foreign tourists in glamping camps. The collected results show that glampers are mostly families and young people with friends who have certain knowledge about Croatia. There is a potential for future development because most of them have not stayed in camps so far, they

DANA, MILOHNIĆ, 2018.). A. Vrtodušić-Hrgović i dr. (2018.) proveli su istraživanje na 120 stručnjaka predstavnika kampova u Republici Hrvatskoj (18 % svih kampova u Republici Hrvatskoj) te 30 proizvođača kamping opreme (90 % ukupno u Republici Hrvatskoj – većina proizvođači mobilnih kućica). Većina ih smatra da mobilne kućice nisu *glamping* te da su atraktivnost i prirodnost ambijenta, uz razinu komfora i opremljenosti najvažniji (VRTODUŠIĆ-HRGOVIĆ I DR., 2018.). J. Cvelić-Bonifačić i I. Milohnić (2013.) smatraju da bi formiranje pojmovia *competitiveness*, e-krug snova (maštanje i biranje – rezervacija – posjet – komunikacija nakon putovanja) pridonijelo konkurentnosti kamping turizma u budućnosti. *Glamping* je jedan od važnih elemenata toga procesa jer omogućuje pretvaranje kampinga u kamping resorte te predstavlja simbiozu hotelske i kamping industrije (MIKULIĆ I DR., 2017.). Unatoč tome, u Hrvatskoj je *glamping* još uvijek velikim dijelom samo dio proširene ponude postojećih kampova (PETRUŠA, VLAHOV, 2019.).

Prilagođavanje promjenama u svjetskim turističkim tokovima odrazilo se na ulaganje u podizanje kvalitete proizvoda i usluga te izgradnju turističkih kapaciteta koji su pridonijeli turističkom razvoju. Bez obzira na brojne nedostatke turizma u Hrvatskoj (sezonalnost, kvaliteta i raspon usluga, nedovoljno sudjelovanje primarnog i sekundarnog sektora u turizmu, niska prosječna potrošnja turista...), pozicija Hrvatske na međunarodnom tržištu je stabilna i treba je iskoristiti i pozicionirati kao kvalitetnu destinaciju. Da bi se povećala konkurentnost, nužna je suradnja privatnog i javnog sektora na svim razinama. Hrvatska može ponuditi zdrav i netaknut prirodni okoliš, zdravu i organski proizvedenu hranu te prirodno okruženje, što bi trebalo biti temelj za daljnji razvoj turističkih usluga, istovremeno zadržavajući i štiteći ono što Hrvatsku čini posebnom (SUNARA I DR., 2013.; SLADOLJEV I DR., 2017.).

Problemi istraživanja kamping turizma

U dosadašnjim istraživanjima autori su naglašavali dva važna problema: problem nomenklature

are willing to spend a lot of money and stay for an average of 10 days. Glampers represent a new managerial challenge in camping tourism (CVELIĆ-BONIFAČIĆ ET AL., 2017). In the 21st century, the Internet is a significant factor in changes in the camping market and an important marketing management instrument in terms of achieving and maintaining a competitive advantage in the camping sector (CVELIĆ-BONIFAČIĆ, MILOHNIĆ, 2013).

In order to achieve a better positioning of camping on the market, it is important to understand the mindset of entrepreneurs. According to them, the biggest problems today are: complicated laws, incompetence of the public sector, frequent changes in laws and business conditions, tax pressure and poorly resolved infrastructure for starting entrepreneurial activities (SMOLČIĆ-JURDANA, MILOHNIĆ, 2018). A. Vrtodušić-Hrgović et al. (2018) conducted a survey on 120 experts representing campsites in the Republic of Croatia (18% of all campsites in the Republic of Croatia), and 30 camping equipment manufacturers (90% in total in the Republic of Croatia - most of them were mobile home manufacturers). Most of them believe that mobile homes do not represent glamping, and that the attractiveness and natural environment, along with the level of comfort and equipment are the most important factors (VRTODUŠIĆ-HRGOVIĆ ET AL., 2018). J. Cvelić-Bonifačić and I. Milohnić (2013) believe that the formation of the concepts of competitiveness, e-circle of dreams (imagination and choice - reservation - visit - communication after the trip) would contribute to the competitiveness of camping tourism in the future. Glamping is one of the important elements of this process because it enables the transformation of camping into camping resorts and represents a symbiosis of the hotel and camping industry (MIKULIĆ ET AL., 2017). Despite this, it is still mostly only a part of the expanded offer of the existing camps in Croatia (PETRUŠA, VLAHOV, 2019).

Adapting to the changes in world tourist activities has been reflected in investing in raising the quality of products and services and building tourist capacities that have contributed to tourism development. Despite numerous shortcomings of tourism in Croatia (seasonality, quality and range of services, insufficient participation of primary

te manjak znanstvenih i stručnih radova. Problem proučavanja trendova u kamping turizmu svakako su razlike u nomenklaturi: Australija (*boondocking*), Sjeverna Amerika (*travel park, RV park, campground, RV resort, trailer park*), Danska (karavanning), (MIKKELSEN, 2015.). U Europi *campiste* označava parcelu na kojoj se može nalaziti šator ili prikolica, dok u SAD-u to označava jednu parcelu u kampu. Da se izbjegnu nejasnoće, neki istraživači predlažu zajednički termin *outdoor hospitality*.

Iako još nije jasno određena, kategorija *glamping* smještaja sve se više koristi u turizmu. *Glamping* neki smatraju posljedicom zahtjeva za komforom i luksuzom, pri čemu se uklanja negativna konotacija kampinga (BROOKER, JOPPE, 2013.).

Nadalje, problemom u istraživanju ove tematike pokazao se manjak stručnih i znanstvenih radova, nepostojanje metodološkog okvira, ali i nepostojanje višegodišnje sustavne statistike na svjetskoj razini kamping turizma koji bi olakšao praćenje promjena. Malo je istraživanja o odabiru kamp lokacije i kamping turizmu općenito (MIKULIĆ I DR., 2017.). U Hrvatskoj se, zahvaljujući bazama podataka Državnog zavoda za statistiku i Hrvatske turističke zajednice, sustavno prati turistički promet te smještajni kapaciteti u kampovima od 1963. godine.

Kamping turizam kroz dosadašnja istraživanja

Slijedeći vlastita uvjerenja, vođeni željom za boravkom u prirodi, socijalizacijom s drugim ljudima tijekom odmora, boravak u kampovima postaje načinom života za one koji ih posjećuju u 21. stoljeću. Promjene koje ujedno vode popularizaciji boravka u prirodi posljedica su globalizacije i mobilnosti društva te demografskih promjena sa sve većim udjelom starog stanovništva. Dosadašnja istraživanja pokazuju usmjerenost istraživača na nekoliko tema vezanih uz kamping turizam: trendovi, budućnost kamping turizma, lojalnost turista i obitelji u kamping turizmu.

Trendovi u kamping turizmu

Promjene koje prate kamping turizam posljedica su načina života stanovništva Zapadne Eu-

and secondary sector in tourism, low average consumption by tourists...), Croatia's position on the international market is stable and should be used and positioned as a quality destination. In order to increase competitiveness, cooperation between the private and public sectors at all levels is necessary. Croatia can offer a healthy and untouched natural environment, healthy and organically produced food and natural environment, which in the future should be the basis for further development of tourist services, while retaining and protecting what makes Croatia special (SUNARA ET AL., 2013; SLADOLJEV, 2017).

Problems of camping tourism research

Upon the analysis of previous research, the authors highlighted two significant problems: the problem of nomenclature and the lack of scientific and professional papers. The problem of studying trends in camping tourism is certainly the differences in nomenclature: Australia (*boondocking*), North America (*travel park, RV park, campground, RV resort, trailer park*), Denmark (*caravanning*), (MIKKELSEN, 2015). In Europe, a *campsite* means a plot on which a tent or trailer can be located, while in the USA it also means one plot in a camp. To avoid ambiguity, some researchers suggest *outdoor hospitality* as a common term.

Glamping accommodation category is increasingly used in tourism, although it is not clearly defined yet. *Glamping* is considered by some to be a consequence of the demand for comfort and luxury, removing the negative connotation of camping (BROOKER, JOPPE, 2013).

Furthermore, the lack of professional and scientific papers, the lack of a methodological framework, but also the lack of multi-year systematic statistics at the world level of camping tourism, which would facilitate the monitoring of changes, proved to be a problem in researching this topic. There is not enough research on camp site selection and camping tourism in general (MIKULIĆ ET AL., 2017). Thanks to the databases of the Central Bureau of Statistics and the Croatian Tourist Board, tourist traffic and accommodation capacities in campsites in Croatia have been systematically monitored since 1963.

rope gdje se sve više cijeni priroda i okoliš, kao i činjenica da ljudi žele nova iskustva umjesto pukog odmora na plaži. Turisti koji sudjeluju na prirodnoj osnovi zasnovanom turizmu³ najviše se oslanjaju na usmenu preporuku i doživljaj destinacije. Takva vrsta turizma uvelike ovisi o strateškom planiranju lokalnih, regionalnih i nacionalnih tijela. Glavni motivacijski čimbenici su želja za bijegom od svakodnevnog života u prirodu te zdravlje, obiteljsko zajedništvo, avantura i nova prijateljstva (O'NEILL I DR., 2010.; FILIPE I DR., 2018.).

Trendovi kampinga nameću nužnost osmišljavanja strateških planova koji će pridonijeti konkurentnosti na tržištu. Današnji su trend velike i komforne mobilne kućice, porast potražnje kamp vozila i najma opreme za kampiranje. Ovakvo stanje pruža mogućnost inovacija te kreiranja proizvoda u novim destinacijama, kao što su Crna Gora, Rumunjska i Bugarska. Turisti kojima su preko interneta dostupne različite vrste informacija traže personaliziranu uslugu, ali i produljenje sezone. Dva su identificirana trenda u razvoju kamping turizma: 7 RE-TREND (povratak kamping vrijednostima) i NEOCAMPING (novi diversificirani proizvodi kamping turizma) (CEROVIĆ, 2014.). U *glampingu* kao trenutačno najpopularnijem trendu ističu se motivacijski čimbenici (komfor, privatnost, suživot s prirodom; doza luksuza, direktan odnos s prirodom), ali i oni ograničavajući (cijena, manjak znanja, ograničena ponuda, autentičnost kontakta s prirodom). U Zapadnoj Europi i Kanadi sve su popularniji trendovi: *glamping*, u kojem se za smještaj s kamp opremom izdaju privatna dvorišta te stvaranje franšiza kampova. Pri kreiranju budućih proizvoda u kamping turizmu, svakako treba paziti na razlike između kampista i glampista (želja za izoliranošću u *glampingu*, komunikacija sa susjedima u *kampingu*). Kampisti *glamping* smatraju alternativom hotelu (ANDREY I DR., 2014.). Sve zahtjevniji turisti kojima je kampiranje način života traže kvalitetniju uslugu koju su spremni platiti (BROOKER, JOPPE, 2014.; HAN ERGUVEN, 2015.; ÇELIK, 2017.; OOI I DR., 2018.).

³ Prijevod pojma *Nature based tourism* (NBT)

Camping tourism in previous research

Following their own beliefs, guided by the desire to stay in nature, socialize with other people during the holidays, staying in camps becomes a way of life for those who visit them in the 21st century. All the changes that also lead to the popularization of living in nature are the result of globalization and mobility of society and demographic changes with an increasing share of the elderly population. Previous research shows the focus of researchers on several topics related to camping tourism: new trends, the future of camping tourism, the loyalty of tourists and families in camping tourism.

New trends in camping tourism

The changes that accompany camping tourism are a consequence of the way of life of the population of Western Europe, where nature and the environment are increasingly valued, as well as the fact that people want new experiences instead of just beach holidays. Tourists who participate in nature-based tourism are tourists who rely mostly on word of mouth and destination experience. This type of tourism largely depends on the strategic planning of local, regional and national authorities. The main motivating factors are the desire to escape from everyday life into nature and health, family togetherness, adventure and new friendships (O'NEILL ET AL., 2010; FILIPE ET AL., 2018).

New camping trends impose the necessity of devising strategic plans that will contribute to market competitiveness. Today's trend are large and comfortable mobile homes, an increase in demand for caravans and rental of camping equipment. This situation provides the opportunity to innovate and create products in new destinations, such as Montenegro, Romania and Bulgaria. Tourists who have access to various types of information via the Internet are looking for a personalized service, but also an extension of the season. There are two identified trends in the development of camping tourism: 7 RE-TREND (return to camping values) and NEOCAMPING (new diversified products of camping tourism), (CEROVIĆ, 2014). In *glamping* as the currently most popular new trend, motivational factors stand out (comfort, privacy, coexistence

Lojalnost turista u kempingu

Namjera turista da ponovno posjeti destinaciju definira se kao spremnost ili volja pojedinca da ponovno posjeti istu destinaciju. Takva pojava nastavak je zadovoljstva posjetom, pri čemu se naglašava da je bolje ponovno privući stare posjetitelje, nego tragati za novima. Za očekivati je da turisti koji teže raznolikostima i alternativama neće ponovno posjetiti istu destinaciju (STYLOS I DR., 2016.). Iako je pitanje lojalnosti nerijetko diskutabilno među znanstvenicima i onima koji rade u kempingu, mnogi se slažu da su kampisti lojalni gosti, pogotovo kada su zadovoljni kvalitetom usluge. Povećanje zadovoljstva turista izravno je određeno kvalitetom usluge i stoga utječe na konkurenciju i profitabilnost kroz buduće namjere turista. Turisti su danasiskusni putnici, jača je konkurencija i viši su standardi kvalitete u turizmu. Menadžeri u turizmu nositelji su promjena te bi trebali znati što turisti žele kako bi prevladali jaz prema kampista.

Istraživanja su pokazala da oslanjanje na usvojenaznanja nije dostatno za razumijevanje potreba turista. S druge strane, kampisti nerijetko pretjeruju u reakcijama prema onome što im se ne sviđa u kampovima (O'NEILL I DR., 2010.; CVELIĆ-BONIFAČIĆ, MILOHNIĆ, 2013.; CVELIĆ-BONIFAČIĆ I DR., 2017.). Istraživači poput A. Parasurama i dr. (1988.), te J. J. Cronina i S. A. Taylora (1994.) predlažu formiranje instrumenata SERVQUAL (gost uspoređuje očekivano i ostvareno) i SERVPERF (gost mjeri kvalitetu usluge bez uključivanja unaprijed određenih stavki očekivanja), koji bi omogućili mjerljivost stava o kvaliteti kod gostiju (BROCHADA, PEREIRA, 2017.). M. A. O'Neill i dr. (2010.) dokazali su da je zadovoljstvo pod snažnim utjecajem specifične dimenzije kamping iskustva. Stoga se menadžerima u kempingu savjetuje da što više ulažu u najvažniji čimbenik odabira kampa: u sanitarije, opskrbljenost električnom energijom i vodom.

Ekološki standardi nisu primarno navedeni kao izrazito značajni, ali pridonose pozicioniranju kampa na tržištu (takve usluge trebale bi biti temelj povećanju kvalitete usluge u budućnosti) (MIKULIĆ I DR., 2017.; BULTENA, KLESSIG, 2018.). Također se važnim navodi razumijevanje

with nature; a dose of luxury, direct relationship with nature), but also limiting ones (price, lack of knowledge, limited offer, authenticity of contact with nature). New trends are becoming increasingly popular in Western Europe and Canada: gamping, in which private yards are rented out for accommodation with camping equipment, and the creation of camping franchises. When creating future products in camping tourism, one should definitely pay attention to the differences between campers and glampers (desire for isolation in glamping, communication with neighbours in camping). Campers consider glamping as an alternative to a hotel (ANDREY ET AL., 2014). Increasingly demanding tourists for whom camping is a way of life in the 21st century are looking for a better service they are willing to pay for (BROOKER, JOPPE, 2014; HAN ERGUVEN, 2015; CELIK, 2017; OOI ET AL., 2018).

Loyalty of tourists in camping

The intention of a tourist to revisit a destination is defined as the readiness or willingness of an individual to revisit the same destination. Such a phenomenon is a continuation of the satisfaction of the visit, emphasizing that it is better to attract old visitors again than to look for new ones. It is to be expected that tourists striving for diversity and alternatives will not revisit the same destination (STYLOS ET AL., 2016). Although the issue of loyalty is often debatable among researchers and those working in camping, many agree that campers are loyal guests, especially when they are satisfied with the quality of service. The increase in tourist satisfaction is directly determined by the quality of service and therefore affects competition and profitability through the future intentions of tourists. Tourists today are experienced travellers, competition and quality standards in tourism are stronger. Tourism managers are the bearers of change in the future and should know what tourists want in order to bridge the gap towards campers.

Research has shown that relying on acquired knowledge is not enough to understand the needs of tourists. On the other hand, campers often exaggerate in their reactions to what they do not like in camps (O'NEILL ET AL., 2010; CVELIĆ-BONIFAČIĆ, MILOHNIĆ, 2013; CVELIĆ-BONIFAČIĆ ET AL., 2017).

ponašanja turista kako bi se poboljšala kvaliteta turističkih proizvoda, pri čemu se treba težiti onome što si turisti zamisle, ali uz ekološku održivost (DEREK I DR., 2017.).

Obitelji u kamping turizmu

Obitelj u turizmu danas predstavlja jedinstvenu dinamičnu grupu koja ima posebne potrošačke karakteristike te zahtijeva posebnu pozornost kod kreiranja proizvoda i usluga. Obiteljski odmor često znači terapiju za sve sudionike (pozitivno utječe na brak i zdravlje, socijalne odnose i koheziju obitelji, pomaže u rješavanju obiteljskih problema) (POMFRET, VARLEY, 2019.). Moderni kampovi smatraju se prikladnijima za obitelji s djecom, ali i onima koji umanjuju stres majkama.

Kroz rezultate istraživanja M. V. Mikkelsena i S. A. Cohena (2015.), G. Pomfreta (2018.) te I. Jiráseka i dr. (2017.), kao i njihovim vlastitim višegodišnjim boravcima u kampu, pokazalo se da obitelji vole privatnost, ne nužno izoliranost, ali i kako obitelji s različitom starosti djece trebaju različite aktivnosti. Istraživanje H. A. Schänzela i I. Yeomana (2015.) naglašava kako je obiteljski turizam jedan od najvažnijih sektora svjetskog turizma (30 % svjetskog tržišta), a obitelj kao njezin nositelj traži novitete u ponudi te destinacije koje nude aktivnosti na otvorenom kakve im pruža kamping turizam. Nedostatkom se smatra jednostranost istraživanja koja analiziraju jedino roditeljski pogled na odmor. Na putovanju roditelji naglasak stavljaju na zadovoljstvo djece, koja se razvijaju i mijenjaju stajališta vezana za odmor pri čemu nastaju razlike između roditelja i djece. Iako mogu biti ometena svađama, najsretnija su putovanja poput kampinga u čijim aktivnostima sudjeluju svi. Do sukoba često dolazi zbog generacijskog jaza i pokušaja roditelja da zadovolje želje djece. Nerijetko se kampisti s djecom susreću i s negativnom konotacijom kampa kao divljine, što zbog različitih interesa i razlika u generaciji nije ispravno razmišljanje. Istraživanje I. Jiráseka i dr. (2017.) pokazalo je kako je obiteljsko kampingiranje djelotvoran i kvalitetan način provođenja slobodnog vremena roditelja sa svojom djecom, pri čemu se promiču vještine ustrajnosti, timskog rada i suradnje (CLARK, CAMPBELL, 1971./2018.;

Researchers such as A. Parasuraman (1988) and J. J. Cronin and S. A. Taylor (1994) propose the formation of SERVQUAL (guest compares the expected and the achieved) and SERVPERF (guest measures service quality without including pre-determined expectations) instruments, which would allow measurability of guest attitudes about quality. (BROCHADA, PEREIRA, 2017). O'Neill et al. have proven that satisfaction is strongly influenced by the specific dimensions of the camping experience. Therefore, camp managers are advised to invest as much as possible in the most important factors in choosing a camp: sanitation, electricity and water supply.

Environmental standards are not primarily listed as very significant, but contribute to the positioning of the camp on the market (such services should be the basis for increasing the quality of service in the future), (MIKULIĆ ET AL., 2017; BULTENA, KLESSIG, 2018). It is also important to understand the behaviour of tourists in order to improve the quality of tourist products, whereby one should strive for what tourists imagine, but with environmental sustainability (DEREK ET AL., 2017).

Families in camping tourism

Nowadays a family in tourism represents a unique dynamic group that has special consumer characteristics and as such requires special attention when creating products and services. Family holiday often means a therapy for all participants (positively affects marriage and health, social relationships and family cohesion, helps solve family problems), (POMFRET, VARLEY, 2019). Modern camps are considered more suitable for families with children, that also reduce stress for mothers.

Through the results of research by M. V. Mikkelsen and S. A. Cohen (2015), G. Pomfret (2018) and I. Jirasek et al. (2017), as well as their own experience with many years of staying in camps, it was shown that families love privacy, not necessarily isolation, but also that families with different ages of children need different activities. The H. A. Schänzel and I. Yeoman (2015) research emphasizes that family tourism is one of the most important sectors of world tourism (30% of the world market), and the family as its bearer is looking for novelties in the offer, and destinations that offer outdoor

MIKKELSEN, COHEN, 2015.; SCHÄNZEL, YEOMAN, 2015.; DEREK I DR., 2017.; JIRASEK I DR., 2017.; POMFRET, 2018.). Kamping turizam više nije samo šator i logorska vatra. U kampovima SAD-a 2013. godine zabilježeno je gotovo 500 milijuna noćenja (77 % kampista bira smještaj pod šatorom, a 16 % u kamperima/kamp prikolicama) (MIKULIĆ I DR., 2017.).

Budućnost kamping turizma

Gospodarsku djelatnost koja je izravno ovisna o meteorološkim promjenama s različitim ishodima teško je dugoročno planirati (HEWER I DR., 2016.). Kamping turizam 21. stoljeća obilježen je globalizacijom koja se ogleda kroz liberalizaciju proizvoda i usluga, kao i sve izraženije demografske promjene koje dovode do porasta udjela starijeg stanovništva.⁴ Ekološki osviještenim turistima dostupne su brojne informacije, što nameće nužnost personifikacije proizvoda i usluga koje počivaju na temeljima održivog razvoja (CEROVIĆ, 2014.). Budućnost kamping turizma uvelike ovisi o strateškom planiranju, o suradnji privatnog i javnog sektora te edukaciji djelatnika u kamping turizmu. Porast potražnje usluge u kamping turizmu ne prati broj znanstvenih istraživanja. Naglasak bi u budućnosti trebao biti na povećanju broja tematskih kampova i poboljšanju kvalitete, diversifikaciji ponude prema ciljanim skupinama te raznovrsnim aktivnostima. Navedeno pak nameće nužnost usklađenja s europskim zakonima (KOŠAK, LUGOMER, 2015.).

Voditelji kampova danas nastoje shvatiti potrebe gostiju za inovativnim oblicima smještaja i uskladiti ih sa strategijama turističkog razvoja. Menadžeri u turizmu trebaju znati da je kamping turizam važan element sveukupnog turizma. Uspješno upravljanje promocijom turističke destinacije je, uz kvalitetan proizvod, izrazito važno za približavanje potencijalnim turistima te njihov dolazak u destinaciju (JAKOVLJEVIĆ, 2012.). Unatoč tome, među kampistima je danas još uvijek važan element oglašavanja usmena preporuka. Sigurnost i ekološki standardi, sportske i zabav-

activities as camping tourism. One-sided research that analyses only the parent's view of holidays is considered to be a disadvantage. When travelling, parents emphasize the satisfaction of children, who develop and change attitudes related to holidays, creating differences between parents and children. Although they can be hampered by quarrels, the happiest trips are those such as camping, where everyone can participate in activities. Conflicts often arise because of the generation gap and the parents' attempts to satisfy their children's desires. Also, it is not uncommon for campers with children to encounter the negative connotation of camping as wilderness, which due to different interests and generational differences is not the right thinking. Research by I. Jirásek et al. (2017) has shown that family camping is an effective and quality way for parents to spend their free time with their children, while promoting the skills of perseverance, teamwork and cooperation (CLARK, CAMPBELL, 1971/2018; MIKKELSEN, COHEN, 2015; SCHÄNZEL, YEOMAN, 2015; DEREK ET AL., 2017; JIRASEK ET AL., 2017; POMFRET, 2018). Camping tourism is no longer just a tent and a campfire. In 2013, almost 500 million overnight stays were recorded in US campsites (77% of campers choose accommodation under a tent, and 16% in campers/caravans), (MIKULIĆ ET AL., 2017).

The future of camping tourism

An economic activity directly dependent on meteorological changes with different outcomes is difficult to plan for in the long run (HEWER ET AL., 2016). 21st century camping tourism is marked by globalization reflected in the liberalization of products and services, as well as increasingly pronounced demographic changes that result in an increase in the share of older people.³ Numerous information is available to today's environmentally aware tourists, which imposes the need to personalise products and services that are based on sustainable development (CEROVIĆ, 2014). The future of camping tourism largely depends on strategic planning, on coopera-

⁴ Pojava tzv. sivog turizma (CEROVIĆ, 2014.) i sivih nomada (BROOKER, JOPPE, 2013.)

³ The emergence of the so-called gray tourism (CEROVIĆ, 2014) and gray nomads (BROOKER, JOPPE, 2013)

ne aktivnosti trebaju se uzeti u obzir kao kompetentne u odnosu na konkurenciju. Kada se tome doda emocionalna sastavnica zadovoljstva posjetitelja, kreiraju se vjerni turisti (CHRISTOU, 2011.; STYLOS I DR., 2016.; CVELIĆ-BONIFAČIĆ I DR., 2017.; MIKULIĆ I DR., 2017.).

Veliki potencijal leži u promociji kamping turizma u Peripanonskoj, Panonskoj i Gorskoj regiji, odakle dolazi najveći broj domicilnih turista na jadransku obalu, te među mladima koji tek kreiraju vlastite stavove pa se tako povećava mogućnost stvaranja nove generacije kampista.

Specifičnosti glamping turizma

Sve veća konkurentnost na turističkom tržištu vodi poboljšanju kvalitete usluge i smještaja. *Glamping* je jedan od važnih elemenata toga procesa jer omogućuje pretvaranje kampova u kamping resorte te predstavlja simbiozu hotelske i kamping industrije. *Glamping* je u postojećoj literaturi prikazan s predznakom luksuza, komfora, visoke kvalitete usluge itd. B. Rebecho i A. Correia (2016.) naglašavaju kako turski istraživači poput Erguvena, Yilmaza, Kutlua (2015.) gledaju *glamping* kao hibridni proizvod koji kombinira kamping i luksuz. *Glamping* je idealan za one koji žele eliminirati negativno poimanje kampa (REBECHO, CORREIRA, 2016.; GÖKTAS I DR., 2017.).

A. Vrtodušić-Hrgović i dr. (2018.) objedinjuju postojeće prijedloge definiranja *glampinga* u svijetu (Tab. 3.). U tablici je vidljivo da su najčešće riječi luksuz i udobnost/komfor. No, kao što i autori navode, potrebno je još mnogo inovacija u kreiranju proizvoda i usluga unutar *glampinga* da bi postao prepoznatljiv turistički proizvod na tržištu.

Unatoč nepostojanju znanstveno utemeljene terminologije, *glamping* je sve prisutniji u turizmu. *Glamping* smještaj obuhvaća širok spektar smještajnih jedinica: šatori, jurte, kućice na drvetu, šatori od kože, pamuka, s naglaskom na inovacije. Većina istraživača slaže se da *glamping* podrazumijeva glamurozni luksuzni smještaj u prirodnom okruženju (BOSCOBINIK, EJDERYAN, 2014., URL 3). Poželjan je što neobičniji smještaj uz različite aktivnosti. Naglasak je na izravnom uživanju u prirodi, blagostanju

tion between the private and public sectors and the education of employees in camping tourism. The number of scientific researches does not follow the increase in the demand for services in camping tourism. In the future, the emphasis should be on the increasing the number of thematic camps and improving quality, diversifying the offer according to target groups and various activities. All of the above impose the need to harmonize with the European laws (KOŠAK, LUGOMER, 2015).

Today, camp managers try to understand the needs of guests for innovative forms of accommodation and align them with tourism development strategies. Managers in tourism should keep in mind that camping tourism is an important element of tourism as a whole. Successful management of the promotion of a tourist destination is, along with a quality product, of immeasurable importance for approaching potential tourists and their arrival to the destination (JAKOVLJEVIĆ, 2012). Nevertheless, word of mouth is still an important element of advertising among campers today. Safety and environmental standards, sports and entertainment activities should be considered as competent in relation to the competition. When the emotional component of visitor satisfaction is added to this, we create loyal tourists for the 21st century (CHRISTOU, 2011; STYLOS ET AL., 2016; CVELIĆ-BONIFAČIĆ ET AL., 2017; MIKULIĆ ET AL., 2017).

A great potential lies in the promotion of camping tourism in the Peripannonian, Pannonian and Mountain regions, from where the largest number of resident tourists arrives to the Adriatic coast; also, among young people who are just forming their own opinions, thus increasing the possibility of creating a new generation of campers.

Specifics of glamping tourism

Increasing competitiveness in the tourism market leads to improved quality of service and accommodation. Glamping is one of the important elements of this process because it enables the transformation of camps into camping resorts and represents a symbiosis of the hotel and camping industry. Glamping is presented in the existing literature with a sign of luxury, comfort, high quality of service etc. B. Rebecho and A. Correia (2016) emphasize that Turk-

koje proizvodi okoliš i potpunom bijegu od svakodnevnog života. Porast broja turista na Mediteranu vodi većoj potrebi za smještajnim jedinicama u čemu leži potencijal kamping turizma kao prirodi bliskijem obliku turizma (LUCIVERO, 2012.).

ish researchers like Erguven, Yilmaz, Kutlu (2015) view glamping as a hybrid product that combines camping and luxury. Glamping is ideal for those who want to eliminate negative perceptions of camping (REBECHO, CORREIRA, 2016; GÖKTAS ET AL., 2017).

TABLICA 3. *Prijedlozi glamping definicija*
TABLE 3 *Suggestions for glamping definitions*

Autor, godina / Author, year	Definicija / Definition	Ključne riječi / Key words
Cambridge Dictionary, 2017.	Tip udobnijeg i luksuznijeg kampa od klasičnog kampa. More comfortable and luxurious camp than a classic camp.	Udobnost Luksuz Comfort Luxury
Leci Sakačova, 2013.	Glamping je luksuzan kamp najčešće smješten u izvanrednom prirodnom okruženju. Karakterizira ga udobnost i visokokvalitetna usluga, koja nudi mogućnost iskušavanja različitih pustolovnih aktivnosti, dobru hranu i ukusna pića. Pruža mogućnost bijega i odmora u ekološkom okruženju. Glamping is a luxury campsite most often located in an extraordinary natural setting. It is characterized by comfort and high quality service, which offers the opportunity to try different adventure activities, good food and delicious drinks. Provides the opportunity to escape and rest in an ecological environment.	Luksuzan kamp Prirodno okruženje Udobnost/komfor Visokokvalitetna usluga Pustolovne aktivnosti Ukusna hrana i pića Bijeg Odmor Ekološko okruženje Luxury camp Natural environment Comfort High quality service Adventure activities Delicious food and drinks Escape Holiday Ecological environment
Guardian, 2010.	Neobična kombinacija ekstravagantnog odmora uz kvalitetu 5* i mira okruženja divljine u prirodi. An unusual combination of extravagant vacation with 5* quality and the peace of the wilderness in nature.	Ekstravagancija Smještaj s pet zvjezdica Mir Divljina Extravagance 5 star accommodation Peace Wilderness
Glamping.com, 2017.	Sinonim za luksuzan smještaj najčešće u formi šatora, no sve češće i u formi brojnih inovativnih oblika smještaja (jurte, kućice na drvetu, mobilne kućice). A synonym for luxury accommodation that most often takes the form of tents, but it also includes numerous more innovative types of accommodation (yurts, tree houses and mobile homes).	Luksuzan smještaj Inovativni oblici smještaja Luxury accommodation Innovative forms of accommodation

Autor, godina / Author, year	Definicija / Definition	Ključne riječi / Key words
Cvelić-Bonifačić, Milohnić, 2014.	<p>Glamping, trend neokomfora, omogućuje povratak kampinga u fokus turizma kroz suvremeni i luksuzni način kampiranja; značajna uloga šampiona i moćnog promotora inovativnoga kamping turizma. Mogućnošću da privuče hotelske goste koji žele glamur i udobnost, <i>glamping</i> ujedinjuje ono najbolje od kampinga i hotelske djelatnosti.</p> <p>Glamping, a trend of neo-comfort, allows putting camping back in the focus of tourism interests through a modern and luxurious way of camping; significant role of champion and powerful promoter of innovative camping tourism. With the ability to attract hotel guests who want glamor and comfort, glamping combines the best of camping and hotel business.</p>	<p>Trend neokomfora Luksuzni oblici kampiranja Kombinacija kampa i hotela</p> <p>The trend of neo-comfort Luxury forms of camping A combination of camp and hotel</p>
Brochado, Pereira, 2017.	<p>Nudi jedinstveno iskustvo života u luksuznom kampiranju, glamurozan dodir udobnosti i luksuza, te jedinstveno mjesto s puno detalja.</p> <p>It offers a unique experience of living in luxury camping, a glamorous touch of comfort and luxury, and an absolutely unique spot with a lot of great details.</p>	<p>Jedinstveno iskustvo Luksuzno kampiranje Glamurozan dodir Udobnost Intimnost Jedinstvena mjesta</p> <p>Unique experience Luxury camping Glamorous touch Comfort Intimacy Unique spots</p>
Ahn, Lee, 2015.	<p>Promatra ga se divnim zbog savršene kombinacije, no ujedno je kritiziran zbog smanjenja autentičnih vrijednosti tradicionalnog kampiranja.</p> <p>It is admired as the perfect combination of nature and luxury, but it is also criticized as diminishing the authentic values of traditional camping.</p>	<p>Kombinacija prirode i luksuza Smanjenje autentičnih vrijednosti tradicionalnog kampiranja</p> <p>Combinaton of nature and luxury Diminishing the authentic values of traditional camping</p>

Izvor / Source: Vrtodušić-Hrgović i dr., 2018., 625

Koncept luksuza povezan je s kvalitetom, prestižem, ekskluzivnošću, individualnim i socijalnim značenjem, priuštivosti (FILIPE I DR., 2018.). Za daljnji razvoj je, uz usmenu preporuku i doživljaj destinacije, ključna kvaliteta, i to kvaliteta sadržaja i prirode u destinaciji. *Glamping* se u razvijenim zemljama zapada primjetno povezuje sa skrivenim mjestima, dalekim destinacijama i tradicionalnim *glamping* ponudama (safari, savane).

Glamping treba promatrati kao obećavajuću

A. Vrtodušić-Hrgović et al. (2018) consolidated the existing proposals for defining glamping in the world through her research (Tab. 3). The table shows that the most common words are luxury and comfort. However, as Vrtodušić-Hrgović herself stated, many more innovations are needed in creating products and services within glamping in order to establish its history.

Despite the lack of scientifically based terminology when it comes to glamping, it is increasingly present

aktivnost za zajednicu te je nužna njegova implementacija u strateške planove i daljnja diversifikacija (*ekoglamping* i *glamp detox*). H. Horáková i A. Boscoboinik (2012.) navode kako će *glamping* biti važan element ruralnog razvoja i održivosti u 21. stoljeću. Istraživanje J. Cvelić-Bonifačić i dr. (2017.) upućuje na činjenicu kako su glampisti mladi, stalno zaposleni, visokih primanja i visoko obrazovani koji odmor planiraju mjesecima unaprijed. Uglavnom putuju obitelji ili mladi s društvom, a destinaciju biraju prema blizini plaže, cijeni, sigurnosti i privatnosti u kampu (CVELIĆ-BONIFAČIĆ I DR., 2017.).

Istraživanje A. Vrtodušić-Hrgović i dr. (2018.) pokazalo je kako mobilne kućice nisu *glamping*. Sveukupno stajalište ispitanika naglašava važnost atraktivnosti i prirodnosti ambijenta, zatim komfora i opremljenosti *glampinga*. Mnogobrojni elementi *glamping* smještaja važni su za pružatelje i primatelje usluga. Najvažnija je atraktivnost, prirodni okoliš te inovacije i privlačan izgled smještajnih objekata *glampinga*. *Glamping* promovira inovativni kamping turizam s naglaskom na savršenu kombinaciju glamura i luksuza koja istodobno umanjuje autentične vrijednosti tradicionalnog kampinga. Iako se kamping i *glamping* razlikuju, neka istraživanja upućuju na to da su kampisti i glampisti ipak sličnih, podjednakih stajališta: kampiste karakterizira interakcija s prirodom, bijeg kroz pustolovinu, dok su glampisti gledatelji prirode, žive bijeg kroz bajku (VRTODUŠIĆ-HRGOVIĆ I DR., 2018.).

Glamping je održivi turistički proizvod za ljude koji prihvaćaju zdrav način života (HAN ERGÜVEN, 2015.). Rastuće cijene smještaja ne smanjuju atraktivnost *glampinga*. Koncept *glampinga* može se smatrati alternativnim oblikom prirodi bliskog turizma s elementima luksuza hotelskog smještaja (REBECHO, CORREIRA, 2016.).

ZAKLJUČAK

Republika Hrvatska ima izrazito povoljan turistički položaj s obzirom na činjenicu da se nalazi na Mediteranu, najznačajnijoj turističkoj regiji i ujedno kolijevci starih civilizacija i kultura u kombinaciji s pogodnom klimom. Unatoč tome,

in the world of tourism. Glamping accommodation includes a wide range of accommodation units: tents, yurts, tree houses, leather and cotton tents, with an emphasis on innovation. Most researchers agree that glamping implies glamorous luxury accommodation in a natural setting, (BOSCOBOINIK, EJDERYAN, 2014, URL 3). It is desirable to have as unusual accommodation as possible with various activities. The emphasis is on the direct enjoyment of nature, the well-being created by the environment and the complete escape from everyday life. The increase in the number of tourists in the Mediterranean leads to a greater need for accommodation units, which is the potential of camping tourism as a tourism closer to nature (LUCIVERO, 2012).

The concept of luxury is associated with quality, prestige, exclusivity, individual and social significance, affordability (FILIPE ET AL., 2018). Quality, namely regarding content and nature, is the key for further development, along with the word-of-mouth recommendations and experience of the destination. Glamping in the developed western countries is noticeably associated with hidden places, distant destinations and traditional glamping offers (safaris, savannas).

Glamping should be seen as a promising activity for the community, which is why its implementation in strategic plans and further diversification (eco-glamping and glamp detox) is necessary. H. Horáková i A. Boscoboinik (2012) state that glamping will be an important element of rural development and sustainability in the 21st century. J. Cvelić-Bonifačić et al. research (2017) points to the fact that glampers are younger, permanently employed, with a good income and well-educated guests who plan their holidays months in advance. Campers are mostly families or young people with friends, and they choose the destination according to the proximity of the beach, price, security and privacy in the camp (CVELIĆ-BONIFAČIĆ ET AL., 2017).

The A. Vrtodušić-Hrgović et al. research (2018) showed that mobile homes are not considered as glamping accommodation. The overall attitude of the respondents goes in the direction of emphasizing the importance of the attractiveness and naturalness of the environment, then the comfort and equipment of glamping. Numerous elements of glamping accommodation are important for service providers

obilježena je određenim nedostacima koji bi zbog velike konkurencije mogli poljuljati njezinu poziciju na međunarodnom tržištu. Kako bi se pozicionirala kao kvalitetna destinacija, treba se prilagoditi promjenama u svjetskim turističkim tijekovima. Zbog toga naglasak treba staviti na podizanje kvalitete proizvoda i usluga, ali i povećanje zadovoljstva lokalnog stanovništva zapošljavanjem i poboljšanjem kvalitete života.

Kamping turizam kao sve značajniji element turizma općenito kako u Europi, tako i u Hrvatskoj, izložen je izazovima odabira strategija daljnje razvoja. Inovativni proizvodi i usluge stvaraju novo tržište kamping turizma što treba biti misao vodilja za pozicioniranje Hrvatske kao kamping destinacije. Uz voditelje i menadžere kampova, važna je i uloga znanosti, tj. daljnjih istraživanja, od proučavanja trendova, preko formiranja načina vrednovanja i unaprjeđenja postojećih elemenata radi privlačenja novih turista, razloga zbog kojih se kampisti odvajaju od masovnih turista do detektiranja ekonomskih dobiti od specifičnih trenutačno prisutnih trendova poput *glampinga* ili obiteljskih motiva putovanja. Široka znanstvena podloga s usklađenom nomenklaturom i kvalitetnim strateškim planiranjem trebala bi stvoriti bazu konkurentnih kampova.

S obzirom na nepostojanje općeprihvaćenog pojma za *glamping* u Hrvatskoj, to će zasigurno biti jedan od zadataka koji će odraditi znanstvenici, ali i kampisti, kao prenositelji toga izraza. U postojećoj literaturi nema spomena o tome hoće li to biti glampiranje, luksuzno kampiranje, glamurozno kampiranje ili nešto drugo. U ovome trenutku to je teško odrediti jer su neki od navedenih prijedloga već sadržani u postojećim kampovima (npr. luksuzno kampiranje moguće je u kampovima unutar luksuzno opremljenih mobilnih kućica s bazenima ili s luksuzno opremljenim kamper vozilima). U definiciji *glampinga* ističe se činjenica da se radi o trendu kamping turizma, koji počiva na temeljima luksuznog kampiranja u prošlosti, a privlači turiste koji žele luksuz hotelskog smještaja u prirodnom okruženju. Prirodno okruženje treba biti inovativno iskorišteno, bilo neobičnim smještajnim objektima ili nesvakidašnjim pustolovnim aktivnostima koje upotpunjavaju ponudu i podižu kvalitetu usluge.

and guests (the most important are attractiveness, natural environment and innovation and the attractive appearance of glamping accommodation facilities). Glamping promotes innovative camping tourism, with an emphasis on double importance (the perfect combination of glamor and luxury that at the same time diminishes the authentic values of traditional camping). Although camping and glamping are different, some research suggests that campers and glampers have similar, mostly equal views: Campers experience nature by interaction and escape through an adventure, while glampers do so as spectators of nature, escaping through a fairy tale (VRTODUŠIĆ-HRGOVIĆ ET AL., 2018).

Glamping is a sustainable tourism product for people who embrace a healthy lifestyle (HAN ERGÜVEN, 2015). Rising accommodation prices do not diminish the attractiveness of glamping. The concept of glamping can therefore be considered as an alternative form of tourism close to the nature, with the luxury elements of hotel accommodation (REBECHO, CORREIRA, 2016).

CONCLUSION

Croatia has a very favourable tourist position due to the fact that it is located in the Mediterranean, the most important tourist region, which is also the cradle of ancient civilizations and cultures, combined with a favourable climate. Nevertheless, it is characterized by certain shortcomings that could shake its position in the international market due to strong competition. In order to position itself as a quality destination, it needs to adapt to changes in world tourism flows. Therefore, in the future, the emphasis should be placed on raising the quality of products and services, but also increasing the satisfaction of the local population through employment and improving the quality of life.

Camping tourism as an increasingly important element of tourism in general, both in Europe and in Croatia, is facing the challenges of choosing strategies for further development. New innovative products and services are creating a new market for camping tourism and this should certainly be the guiding thought for positioning Croatia as a camping destination in the 21st century. Along with camp

Jedan od najvećih izazova kamping turizma je privući i zadržati „nekampiste“, odnosno ljude koji su prijašnje odmore provodili u hotelima, a sada su iz nekih vlastitih uvjerenja pružili priliku kampu. S obzirom na sve izraženiji trend *glampinga*, izazov će biti privući mlade i dobrostojeće nekampiste odgovarajućom kvalitetom ponude. Pred menadžerima je da identificiraju promjene u zahtjevima kampista i u skladu s tim djeluju.

directors and managers, the role of science is also very important, i.e. further research, from analysing new trends, through forming ways of evaluation and improvement of existing elements in order to attract new tourists, the reasons why campers separate from mass tourists, to the detection of economic benefits from specific current trends such as glamping or family travel motives. A broad scientific basis with coordinated nomenclature and quality strategic planning should create a base of competitive camps.

Given the lack of a generally accepted term for glamping in Croatia, this will certainly be one of the tasks in the future, which will be determined by scientists, but also campers, as those who will transmit the term. There is no mention in the existing literature whether it will be glamping, luxury camping, glamorous camping or something else. At this point, it is difficult to determine because some of the above proposals are already contained in existing campsites (e.g. luxury camping is possible in campsites within luxuriously equipped mobile homes with swimming pools or with luxuriously equipped campers). The most pronounced fact so far when trying to define glamping is that it is a new trend of camping tourism, which rests on the foundations of luxury camping in the past, and attracts tourists who want the luxury of hotel accommodation in a natural environment. The natural environment should be used innovatively, either through unusual accommodation facilities or through unusual adventure activities that complement the offer and raise the quality of service.

One of the biggest challenges of camping tourism will be how to attract and retain non-campers, i.e. people who used to spend holidays in hotels, and now, thanks to certain convictions, have given camping a chance. Given the increasingly pronounced trend of glamping, the challenge will be to attract young and well-to-do non-campers with the appropriate quality of the offer. It is up to managers to identify changes in the needs of campers and act accordingly.

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