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SAFETY AS AN ADVANTAGE OF A KMAPING DESTINATION-EMPIRICAL RESEARCH

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Abstract

Today, camping tourism is increasingly popular. Many families, partners, business associates and the like decide to go on vacation to camping destinations. Many companies organize business meetings at various destinations that include camping. It is a great way for business colleagues to get closer, get to know each other better, and also have fun and relax. Managers of camping destinations must take care of safety in all segments of accommodation. Accommodation facilities must be safe to stay in, and sightseeing must also be safe in the destination. Leaders are obliged to explain to visitors before each activity what they should do and how they should behave in order to stay safe. The army, police and rescue services must cooperate with the camp at all times in case of unwanted events. If the camping destination is unsafe to stay in, such a destination will certainly not have many visitors. The subject of this paper is safety as an advantage of a camping destination. A high level of security is certainly an advantage when choosing a camping destination to visit. Safety is also one of the key factors when making a decision on choosing a place for travel and vacation. The purpose of the work is to provide well-argued information about the safety of the camping destination and to encourage the managers of camping destinations to always put the safety of visitors first, who will be happy to return to the destination if they feel safe there.

Keywords: *camping tourism, safety, destination*

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INTRODUCTION

Camping tourism, i.e. camping, is defined as the stay of a guest under a tent, in a camping trailer and other suitable equipment for accommodation in an open space. Camping tourism means traveling in freedom, with a touch of adventure because it is an innate drive for people, living and staying in nature, an ideal form of freedom and independence (Rudancic, et.al. 2021). Camping tourism is a real discovery for all lovers of nature and fresh air. This is one recreational activity that is recommended to everyone from the young, the elderly, families with or without children, business people, etc. We can all agree that sometimes everyone needs a vacation in nature that provides various activities, both fun and educational. You can camp with your own equipment or with the equipment offered in the camping destination. This is also an advantage of camping tourism, that visitors can use the equipment they want and that suits them best at that moment. Camping has changed so much that today it has turned into an economic or recreational activity, while in its beginnings it was used as a place for soldiers to stay. Times change and all activities are modernized, and this is also the case with camping. Nowadays, people who camp do not have an essential need for shelter on cold nights, but this need is exclusively of a touristic nature. Camps are made for nature lovers who truly enjoy being in the clean and fresh air. Just as the needs have changed, so has the type of equipment used in the camps, which has been greatly modernized compared to the past.

FEATURES OF TRADITIONAL AND MODERN CAMPING

Traditional camping was practiced in the past and has somewhat different characteristics from the modern camping that is current today. The biggest differences are in equipment, type of guests and behaviour during camping. And the biggest similarity is that the camps are visited by all those nature lovers and that will never change. Below is a table showing the characteristics of traditional camping and showing how and with what people used to camp.

Table 1. Characteristics of traditional camping tourism

DURATION TIME	1950 - 1990
CHARACTERISTICS OF CAMPING	A cheap way to spend your vacation
The basic motive of the trip	Stay in nature
A basic prerequisite for travel	Nice weather without precipitation
Travel features	Great freedom, freedom and mobility of campers
Mode of travel	Road traffic
Travel period	In summer
Duration of the trip	Transit or longer stay due to a more acceptable price of accommodation

CAMPING EQUIPMENT	Cheap equipment
	Tent or caravan
	All equipment is bought at home and taken with you
CAMP GUESTS	Nature lovers
	Naturists
	Many families with small children/group of friends
	Young people
	Mass - all: tourists of lower financial status
BEHAVIOR IN CAMP	Caring attitude towards environmental protection and ecology
	Emphasized social dimension of mutual association
	Passive rest, swimming and sunbathing

Source: adaptation of the author according to Hendija, Z., "Camping tourism", in Čorak, S. (ed.), *Croatian tourism: blue, white, green*, Zagreb, Institute for Tourism, 2006, p. 70.

It is evident from this table that traditional camping tourism lasted until 1990, when it was taken over by modern camping tourism. Traditional camping was a cheaper way to spend a vacation and was therefore more accessible to everyone. It was spent in the summer and travelled by road. The goal of each participant was to camp during nice weather without precipitation, in order to spend an undisturbed stay in nature. Camping equipment was cheap and consisted of tents or caravans that guests bought at home and took with them to their destination. The guests of the camp were naturally all nature lovers, numerous families with small children or groups of friends who decided to spend their vacation together, young people and all tourists of lower financial status who found this type of vacation affordable. The guests in the camp had a caring attitude towards environmental protection and ecology, mutual socializing was held and it was a time for socializing in nature, swimming and sunbathing.

Table 2 Characteristics of modern camping tourism

DURATION TIME	1991 onwards
CHARACTERISTICS OF CAMPING	An expensive way to spend your vacation
	Outdoor hotel industry
The basic motive of the trip	Stay in nature
A basic prerequisite for travel	Nice weather without precipitation
Travel features	Great freedom, freedom, and mobility of campers
Mode of travel	Road traffic
Travel period	In summer
Duration of the trip	Transit or longer stay due to acceptable price of accommodation
CAMPING EQUIPMENT	Expensive special equipment

	Superior technical and technologically well-equipped luxury and comfortable motor home or mobile home
	A tent set up in a rental camp
	Equipment is brought and rented at the camp
CAMP GUESTS	Nature lovers
	Naturists
	Couples/with partner, families, group of friends
	Middle age and youth
	Certain market segments: wealthier tourists who are very environmentally conscious or poorer families and young people
BEHAVIOR IN CAMP	Careful attitude towards the environment and ecology
	Mutual socializing, but with respect for privacy
	Active vacation, participation in various activities and contents of the stay

Source: adaptation of the author according to Hendija, Z., "Camping tourism", in Čorak, S. (ed.), *Croatian tourism: blue, white, green*, Zagreb, Institute for Tourism, 2006, p. 70.

According to the data in the table, it is evident that modern camping started in 1991 and is still going on today. One of the characteristics of contemporary, modern camping is that it is an expensive way to spend a vacation and that it is considered an open-air hotel industry because it has numerous offers that traditional camping did not have. The motive of the trip is the same as that of traditional camping, which is to stay in nature. The basic prerequisite for the trip is also good weather without precipitation. Campers have great freedom of movement. It is travelled by road and also takes place in the summer. Camping equipment is very expensive and special equipment. Today, it is a highly technical, technologically well-equipped, luxurious and comfortable motorhome or mobile home, while in traditional camping the equipment was much more modest, a tent or a camping house. Equipment can be brought from home, but it can also be rented at the camp. Camp guests are also nature lovers, couples, families, groups of friends, middle-aged or young campers. These are different market segments, from tourists with higher paying power and developed economic awareness, to families with a weaker budget and young people. Visitors take care of the environment and ecology. They socialize with each other, but still respect the privacy of other guests. They spend an active vacation participating in various activities and contents of their stay.

SAFETY IN CAMPING TOURISM

Camping destination safety is very important to visitors when choosing which camping destination to visit. Safety is perhaps the most important segment when choosing a destination, because every visitor expects that his stay at the camp will be completely safe and that there will be no problems. Of course, it is also important that the place of visit is interesting and that it will be ideal for resting and socializing with family, friends or other visitors, but again, most visitors, when researching the camp, want to find out if the camp is safe to stay in and make sure that the environment of the destination will not be harmful affect their health. Especially now at the time of the Covid 19 pandemic and the situation in the world where Russia is at war with Ukraine, visitors want to be completely safe and protected from possible unexpected situations. Security implies a complex definition of the state of feelings and the need to protect vital life functions, as well as an assessment of the absence of serious threats and possible threats. It represents one of the conditions of normal life and existential survival of the individual and the community. It refers to the focus on maintaining a level of security that guarantees that under normal circumstances the functioning of society will not be threatened and that living conditions will not deteriorate (Ogorec, 2010). In order to operate successfully, each camping destination must ensure a high-quality level of protection, which includes the possession of various tools that will reduce risks and save lives in the event of a threat to the safety of staff and guests. Thus, every camp must have fire extinguishers, which are the main means of assistance in the event of a fire. In accordance with the regulation on the operation of the camp, it is mandatory to install fire extinguishers at certain distances from each other. The work of the firefighters will be made much easier by installing hydrants that are distributed throughout the camp. In cases of fire disasters, saving time can be a decisive factor in preventing the spread of fire (Sladoljev, 1998). Firefighters are also a key factor when it is impossible to put out a fire because they help to save the victims and get them to safety. Visitors to the camp must be protected from other disasters that may occur, therefore the camps cooperate with various protection bodies such as the police, army, civil protection and others. The area of the camp and the construction itself, as well as the infrastructure, are also important for the safety of the camp's visitors and its smooth operation. Possible threats that will threaten safety in tourism in general, and also affect camping tourism, are (Santana, 2004): terrorism, crime, wars, health hazards (epidemics, pollution, injuries), natural disasters, political unrest, false advertising and fraud. State services and private organizations are used as protection instruments in tourism and camping tourism. This is to achieve maximum protection of tourists and prevent endangering their health. Protection instruments are present

and available in all branches, including tourism. All measures should be taken so that tourists remain maximally protected.

Table 3. Protection instruments in tourism

STATE SERVICES	PRIVATE ORGANIZATIONS
Security services	Security companies
Secret services	Warden service
Police	Rescue services
Civil protection	Body protection
Firemen	Supervisory marina and port
State Inspectorate	Technical protection
Customs service	Road service
Coast Guard	
Port Authority	
Army	

Source: edited by the author according to Ogorec (2010): Protection and security in tourism, Basic terms of security and contemporary security threats

In the event of a potential disaster, an evacuation and contingency plan can help prevent personal and property damage. In France, legislation contains recommendations for evacuation plans and forced camp evacuations. In several other countries, there are national and local plans to coordinate the procedures carried out by officials and the public in the event of a disaster. In emergency situations, the government can apply the evacuation of the camp (Sladoljev, 1998). If a potential disaster threatens, it is necessary to have an evacuation and action plan that is designed for uncertain events and situations. The evacuation plan in each camping destination must be displayed in a visible place, so that in the event of disasters that put human lives at risk, all tourists can leave the threatened area in a timely and safe manner. Coordination of procedures is carried out by officials and the public. Also, the government can apply the evacuation of the camp if it sees that a disaster is about to happen. To assess the risk of lightning strikes, usually only the number of fatalities is taken from the statistics. Although this number is not large compared to traffic accidents, it is good to know that the majority of lightning strikes occur in open spaces. At the same time, the number of wounded should not be ignored, which cannot be seen from the statistics, and especially the number of people who experience stress, the consequences of which can be felt for a long time. Science and technology have solved the problem of lightning protection. However, hardly anyone is willing to pay for the complete protection against lightning of the entire space of one square kilometer, which is what modern motorhomes have. Attempts to protect motorhomes with a radioactive lightning rod achieved only commercial success.

EMPIRICAL RESEARCH OF CAMPING DESTINATION SECURITY

This chapter analyses and interprets the data and results of the research conducted through an electronic survey. The survey was sent to respondents via e-mail. The survey was distributed to 100 camp guests, and 60 responses were collected, which is a response rate of 60%. The survey questions were asked in order to collect the necessary information about the views of respondents on the safety of the camping destination and to conduct research based on the answers received for the purposes of writing this paper. The survey consists of 14 questions that are divided into two categories. The first category of questions refers to general information about the respondents and these questions represent the independent variables of the research. The questions from the second category are related to the topic of the final paper, and in that category the respondents express their personal opinion about safety as an advantage of the camping destination. In this category, part of the questions are formulated according to a Likert scale of five degrees of agreement with the assumption. In order to statistically process the answers, numerical values were added to them in this way: 1 - least important factor, 2 - not important, 3 - somewhat important factor, 4 - important factor, 5 - most important factor.

RESEARCH RESULTS

Table 4. Distribution of respondents by age and gender

Age of the respondents	Male	%	Female	%	In total	%
18-25 years	16	26,67	4	6,67	14	33,34
26-35 years old	10	16,67	4	6,67	20	23,33
36-45 years old	2	3,33	10	16,66	12	20,00
46-55 years old	0	0,00	3	5,00	3	5,00
56-65 years	0	0,00	9	15,00	9	15,00
65 and over	0	0,00	2	3,33	2	3,33
In total	28	46,67	32	53,33	60	100,00

Source: processing by the author according to the completed questionnaire

Female respondents make up the majority of 53.33%, while male respondents make up 46.67%. Most respondents are between 18 and 25 years old. 33.34% of respondents belong to this age group. Of these, 26.67% of respondents were male and 6.67% were female. 23.33% of respondents belong to the age group of 26 to 35, of which 16.67% are male and 6.67% are female. 20.00% of the respondents belong to the age group of 36 to

45, of which 16.67% are female respondents and 3.33% are female respondents. The age of 56 to 65 years belongs to 15.00% of respondents and all respondents are female. Furthermore, the majority of respondents have higher and higher education, 53.33% of them. Of these, 30.00% of respondents are male and 23.33% are female. 18.34% of the respondents are masters of profession or science and all respondents are female. 15.00% of respondents have a secondary education, of which 11.67% are male and 3.33% are female. 8.33% of them are doctors of profession or science and all respondents are female. 5.00% of them have a lower vocational education and all respondents are male.

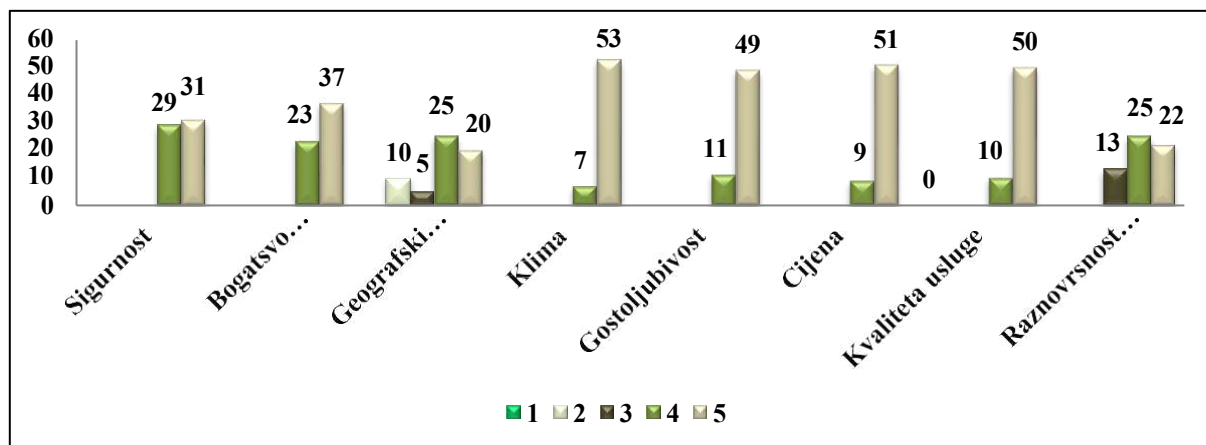
Table 5. Distribution of respondents' answers according to the question "How often do you decide to vacation in camping destinations?" according to age and gender

Frequency	Male	%	Female	%	In total	%
Once a year	0	0.00	15	25.00	15	25.00
18-25 years	0	0.00	3	5.00	3	5.00
26-35 years old	0	0.00	1	1.67	1	1.67
36-45 years old	0	0.00	6	10.00	6	10.00
46-55 years old	0	0.00	1	1.67	1	1.67
56-65 years	0	0.00	3	5.00	3	5.00
65 and over	0	0.00	1	1.67	1	1.67
Never	0	0.00	2	3.33	2	3.33
26-35 years old	0	0.00	2	3.33	2	3.33
Rarely	0	0.00	12	20.00	12	20.00
26-35 years old	0	0.00	1	1.67	1	1.67
36-45 years old	0	0.00	2	3.33	2	3.33
46-55 years old	0	0.00	2	3.33	2	3.33
56-65 years	0	0.00	6	10.00	6	10.00
65 and over	0	0.00	1	1.67	1	1.67
Several times a year	17	28,33	0	0.00	17	28,33
18-25 years	16	26,67	0	0.00	16	26,67
26-35 years old	1	1.67	0	0.00	1	1.67
Once a month	11	18,33	3	5.00	14	23,33
18-25 years	0	0.00	1	1.67	1	1.67
26-35 years old	9	15.00	0	0.00	9	15.00
36-45 years old	2	3.33	2	3.33	4	6.67
In total	28	46,67	32	53,33	60	100.00

Source: processing by the author according to the completed questionnaire

Most respondents decide to vacation in camping destinations several times a year, 28.33% of them. All respondents are male, mostly between the ages of 18 and 25. 25.00% of them decide to go on vacation in camping destinations once a year, all respondents are female, mostly between the ages of 36 and 45. 23.33% of them decide to go on vacation in camping destinations once a month, of which 18.33% are male respondents and 5.00% are female respondents, mostly between the ages of 26 and 35. 20.00% of them rarely decide to vacation in camping destinations and all respondents are female, mostly aged 56 to 65. 3.33% of them never decide to vacation in camping destinations and all respondents are female, mostly between the ages of 26 and 35.

Chart 1. Distribution of respondents' answers according to the question "Choose with numbers from 1-5 the factors that influence the choice of a camping destination"



Source: processing by the author according to the completed questionnaire

29 of them marked safety as the most important factor, while the other 31 respondents marked safety as the most important factor. 23 of them marked the wealth of natural resources as a very important factor, while the other 37 respondents marked the wealth of natural resources as the most important factor. 10 of them marked the geographical location as a mostly unimportant factor, 5 respondents could not decide on this factor, 25 respondents marked the geographical location as a very important factor, while the remaining 20 respondents considered it the most important factor. 7 of them marked the climate as a very important factor, while the remaining 53 respondents marked the climate as the most important factor. 11 of them marked hospitality as a very important factor, while the remaining 49 respondents marked hospitality as the most important factor. 9 of them marked the price as a very important factor, while the remaining 51 respondents marked the price as the most important factor. 10 of them marked service quality as a very important factor, while the other 50 respondents marked service quality as the most important factor. 13 of them cannot decide on the importance of variety of events as a factor when choosing a camping destination, 25 respondents

marked this factor as very important, while the remaining 22 respondents marked this factor as the most important.

Table 6 Distribution of respondents' answers to the question "I believe that the safety of visitors is very important, if not the most important factor when choosing a camping destination" by age and gender

	Male	%	Female	%	In total	%
An important factor	7	11.67	22	36,67	29	48,34
18-25 years	5	8.34	1	1.67	6	10.00
26-35 years old	0	0.00	2	3.33	2	3.33
36-45 years old	2	3.33	7	11.67	9	15.00
46-55 years old	0	0.00	3	5.00	3	5.00
56-65 years	0	0.00	7	11.67	7	11.67
65 and over	0	0.00	2	3.33	2	3.33
The most important factor	21	35.00	10	16.66	31	51,66
18-25 years	11	18.33	3	5.00	14	23,33
26-35 years old	10	16.67	2	3.33	12	20.00
36-45 years old	0	0.00	3	5.00	3	5.00
56-65 years	0	0.00	2	3.33	2	3.33
In total	28	46,67	32	53,33	60	100.00

Source: processing by the author according to the completed questionnaire

Most respondents completely agree that safety is a very important, if not the most important factor when choosing a camping destination, 51.67% of them. Of these, 35.00% of respondents are male and 16.66% are female, most of them between 18 and 25 years old. 48.34% of them mostly agree with the stated assumption, of which 36.67% are female respondents and 11.67% are male respondents, mostly aged 56 to 65.

Table 7. Distribution of respondents' answers according to the question "Do you think that camping destinations in cooperation with the army and the police should be ready at all times to protect visitors in case of terrorist attacks?" according to age and gender

	Male	%	Female	%	In total	%
An important factor	2	3,33	0	0,00	2	3,33
18-25 years	2	3,33	0	0,00	2	3,33
The most important factor	26	43,34	32	53,33	58	96,67
18-25 years	14	23,34	4	6,67	18	30,00
26-35 years old	10	16,67	4	6,67	14	23,34
36-45 years old	2	3,33	10	16,11	12	20,00
46-55 years old	0	0,00	3	5,55	3	5,00
56-65 years	0	0,00	9	15,00	9	15,00
65 and over	0	0,00	2	3,33	2	3,33
In total	28	46,67	32	53,33	60	100,00

Source: processing by the author according to the completed questionnaire

Most of the respondents indicated as the most important factor that camping destinations in cooperation with the army and the police should be ready at all times to protect visitors in case of terrorist attacks, 96.67% of them. Of these, 53.33% of the respondents are female and 43.33% are male, most of them between the ages of 18 and 25. 3.33% of them mark it as an important factor.

Table 8. Distribution of respondents' answers according to the question "Do you think that camping destinations must at all times implement measures and ensure the physical distance of visitors for the duration of Covid-19 in order to protect their visitors?" according to age and gender

	Male	%	Female	%	In total	%
The least important factor	16	26,67	0	0,00	16	26,67
18-25 years	16	26,67	0	0,00	16	26,67

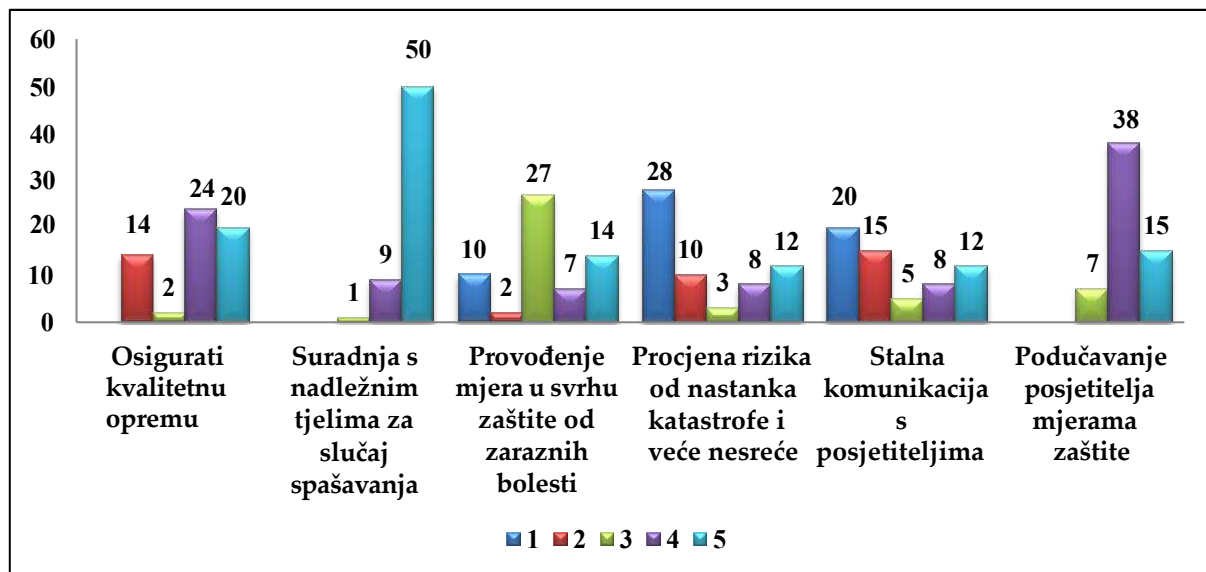
It is not an important factor	10	16.67	0	0.00	10	16.67
26-35 years old	10	16.67	0	0.00	10	16.67
A somewhat important factor	2	3.33	9	15.00	11	18.33
18-25 years	0	0.00	1	1.67	1	1.67
26-35 years old	0	0.00	1	1.67	1	1.67
36-45 years old	2	3.33	3	5.00	5	8.33
46-55 years old	0	0.00	1	1.67	1	1.67
56-65 years	0	0.00	3	5.00	3	5.00
An important factor	0	0.00	9	15.00	9	15.00
26-35 years old	0	0.00	1	1.67	1	1.67
36-45 years old	0	0.00	2	3.33	2	3.33
46-55 years old	0	0.00	2	3.33	2	3.33
56-65 years	0	0.00	3	5.00	3	5.00
65 and over	0	0.00	1	1.67	1	1.67
The most important factor	0	0.00	14	23,33	14	23,33
18-25 years	0	0.00	3	5.00	3	5.55
26-35 years old	0	0.00	2	3.33	2	3.33
36-45 years old	0	0.00	5	8.33	5	8.33
56-65 years	0	0.00	3	5.00	3	5.00
65 and over	0	0.00	1	1.67	1	1.67
Grand total	28	46,67	32	53,33	60	100.00

Source: processing by the author according to the completed questionnaire

Most of the respondents indicate as the least important factor the implementation of measures and ensuring physical distance within the camping destination during the duration of Covid-19, 26.67% of them, and all the respondents are male, mostly between the ages of 18 and 25. 23.33% of them indicate as the most important factor the implementation of measures and ensuring physical distance within the camping destination, and all respondents are female, mostly between the ages of 36 and 45. 18.33% of them indicate as a somewhat important factor the implementation of measures and the maintenance of physical distance, of which 15.00% are female respondents and 3.33% are male respondents, most of them between the ages of 36 and 45. 16.67% of them mark the mentioned measure as an unimportant factor, and all respondents are male, mostly between the ages of 26 and 35. 15.00% of them indicate

the mentioned measures as an important factor and all respondents are female, mostly between the ages of 56 and 65.

Chart 2. Distribution of respondents' answers according to the question "Determine with numbers from 1 to 5 what you think is important to do in order to keep visitors safe in the chosen camping destination"



Source: processing by the author according to the completed questionnaire

Ensuring quality equipment was rated 4 by most respondents, that is, it is very important. Most of the respondents rated the cooperation with competent authorities in case of rescue as 5, that is, it is the most important. Constant communication with visitors was rated 1 by the majority of respondents, that is, it is the least important. Teaching visitors about protection measures was rated 4 by most respondents, that is, it is very important.

CONCLUDING CONSIDERATIONS

Safety is important in all aspects of life and whatever a person does, he always wants to be safe. Likewise, during tourist visits, he expects maximum security, which should be provided in the best possible way. Today, camping destinations are very popular for vacations and more and more people are including them as places to visit, whether it's a vacation for a few days or a one-day vacation. On this type of vacation, visitors can carry their own equipment or use the camp's equipment. It is very important for visitors that the environment inside the camp is clean and that there is no pollution that can endanger their health. Also, it is very important that the camp cooperates with the police, army and civil protection in case of natural disasters, wars, terrorist attacks or criminal acts. Before deciding which camp to visit, visitors assess whether the camp

is safe to visit and whether they will endanger their own lives by coming to the camp. The aim of the research was to determine how many tourists decide to go camping and to gain an insight into their thoughts on safety in this type of accommodation. According to the responses from the survey, 28.3% of respondents never decide to vacation in camping destinations. A little more than half of the respondents believe that the most important factor influencing the choice of a camping destination is safety. 96.7% of them completely agree that camping destinations in cooperation with the army and the police should be ready at all times to protect visitors in case of terrorist attacks. Of the total number of respondents, 61.7% mostly agree that camping destinations in the Republic of Croatia are safe for visitors, while 63.7% get information about the safety of camping destinations through the official websites of camping destinations. According to the responses from the survey, it can be concluded that safety is the first priority for respondents and that they expect that it will be ensured when they go on vacation to the chosen camping destination.

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