

# MENADŽMENT KAMPING RESORTA

## PRVI TJEDAN

**14.02.**

PONEDJELJAK

09.00 - 09.15	Otvaranje programa (online) <b>Sandra Janković, dekanica</b>	09.00 - 11.00	Operacije u kampovima I. dio <b>Nenad Škuflić, MAISTRA</b>
09.15 - 10.00	Leadership u kampovima <b>Zdenko Cerović, FMTU</b>	13.00 - 15.00	Operacije u kampovima II. dio <b>Nenad Škuflić, MAISTRA</b>
10.00 - 11.30	Menadžment kampova I. dio <b>Josipa Cvelić Bonifačić, FMTU</b>	15.00 - 16.00	Priprema dokumentacije za menadžersko izvješćivanje <b>Gost predavač: Davorka Peruško, ISTRATECH</b>
13.00 - 14.00	Obilježja slovenskog tržišta <b>Klemen Hren, AVTOKAMP.SI</b>		
14.00 - 15.00	Menadžment kampova II. dio <b>Josipa Cvelić Bonifačić, FMTU</b>		
15.00 - 16.00	Menadžment malih kampova <b>Gost predavač: Lana Božović, KAMP OBONJAN</b>		

**15.02.**

UTORAK

**16.02.**

SRIJEDA

09.00 - 10.00	Recepcija u kamping resortu <b>Gost predavač: Nataša Radešić, VALAMAR</b>	09.00 - 11.00	Menadžment održavanja i održivog razvoja I. dio <b>Flavio Gregurević, VALAMAR</b>
10.00 - 11.00	Domaćinstvo u kamping resortu <b>Gost predavač: Karmela Liber, VALAMAR</b>	13.00 - 14.00	Menadžment održavanja i održivog razvoja II. dio <b>Flavio Gregurević, VALAMAR</b>
13.30 - 14.30	IT u kampovima <b>Gost predavač: Vlastimir Ivančić, VALAMAR</b>	14.00 - 15.00	Menadžment sigurnosti u kampovima <b>Gost predavač: Cvijetin Lukić, VALAMAR</b>
14.30 - 16.00	Ljudski potencijali u kampovima <b>Gost predavač: Nevena Tolanov, TERMINUS</b>	15.00 - 16.00	Nove tehnologije u poslovanju i sigurnosti kampova <b>Gost predavač: Renata Dončević, ALARM INFORMATIKA</b>

**17.02.**

ČETVRTAK

**18.02.**

PETAK

09.00 - 10.30	Digitalizacija marketinga - stvaranje digitalnog kanala prodaje <b>Goran Mrvoš, INFOSIT</b>
10.30 - 11.30	ADAC & PIN CAMP (na engleskom) <b>Uwe Frers, ADAC</b>
13.00 - 14.00	Društvene mreže <b>Martina Zdravec, KG MEDIA</b>
14.00 - 15.00	Brand marketing u kampovima <b>Gost predavač: Meri Vidulin, MAISTRA</b>
15.00 - 16.00	KUH - Aktivnosti u marketingu kampova <b>Gosti predavači: Adriano Palman i Denis Babić, KAMPING UDRUŽENJE HRVATSKE</b>



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# MENADŽMENT KAMPING RESORTA

## DRUGI TJEDAN

**21.02.**

PONEDJELJAK

08.30 - 09.30	Urbanizam u kampovima <b>Gost predavač: Tihomir Nikolaš, MAISTRA</b>
09.30 - 10.30	Iskustvo investitora i poduzetnika - inovativne investicije u kampovima <b>Gost predavač: Zvonimir Tudorović, EFFECTUS</b>
11.00 - 11.30	Sustainable living in nature (na engleskom) <b>Gost predavač: Christiano Bozzetti, CRIPPA</b>
13.30 - 15.00	Izrada investicijske studije <b>Marko Perić, FMTU</b>
15.00 - 16.00	Masterplaniranje u kampovima <b>Gost predavač: Ivan Plemenčić, ABSTRACTO STUDIO</b>

**22.02.**

UTORAK

09.00 - 11.00	Prodaja u kampovima <b>Frane Skoblar, TURISTHOTEL ZADAR</b>
13.00 - 14.00	Upravljanje prihodima u kampovima <b>Gost predavač: Marija Vukelić, VALAMAR</b>
14.00 - 15.00	Agencije u kampovima <b>Gost predavač: Alen Salamun, ADRIACAMPS</b>
15.00 - 16.00	Sustavi i trendovi u online rezerviranju kamping smještaja <b>Gost predavač: Vlaho Mihač - PHOBS</b>
16.00 - 17.30	Praktična radionica <b>Gost predavač: Vlaho Mihač - PHOBS</b>

**23.02.**

SRIJEDA

09.00 - 10.30	Menadžersko izvješćivanje I. dio <b>Sandra Janković, FMTU</b>
10.40 - 12.10	Menadžersko izvješćivanje II. dio <b>Sandra Janković, FMTU</b>
12.15 - 13.00	Menadžersko izvješćivanje III. dio <b>Sandra Janković, FMTU</b>
14.30 - 16.00	Animacija <b>Gost predavač: Marina Dukić, AMINESS</b>

**24.02.**

ČETVRTAK

09.00 - 09.15	Menadžment zadovoljstva gosta kroz nove trendove storytellinga i ekonomije doživljaja <b>Romana Lekić, EDWARD BERNAYS visoka škola za komunikacijski menadžment</b>
09.15 - 10.30	Menadžment kampova III. dio <b>Josipa Cvelić Bonifačić, FMTU</b>
10.30 - 12.00	Menadžment događaja <b>Ines Milohnić, FMTU</b>
13.00 - 14.00	Innovation & Trends in Outdoor Hospitality (na engleskom) <b>Gost predavač: Ward Wijngaert, CAG COSTA BRAVA/GIRONA</b>
15.00 - 16.00	Kamp budućnosti <b>Gost predavač: Bruno Radoš, VALAMAR</b>

TERENSKA NASTAVA

**22-25.04.2022.**



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# CAMPING RESORT MANAGEMENT

## WEEK ONE

**14.02.**

MONDAY

**15.02.**

TUESDAY

09.00 - 09.15	Program opening <b>Sandra Janković, dean</b>	09.00 - 11.00	Camping operations Part I. <b>Nenad Škuflić, MAISTRA</b>
09.15 - 10.00	Camping Leadership <b>Zdenko Cerović, FMTU</b>	13.00 - 15.00	Camping operations Part II. <b>Nenad Škuflić, MAISTRA</b>
10.00 - 11.30	Camping Management part I. <b>Josipa Cvelić Bonifačić, FMTU</b>	15.00 - 16.00	Preparation of documents for managerial reporting <b>guest lecturer: Davorka Peruško, ISTRATECH</b>
13.00 - 14.00	Features of the Slovenian market <b>Klemen Hren, AVTOKAMP.SI</b>		
14.00 - 15.00	Camping management part II. <b>Josipa Cvelić Bonifačić, FMTU</b>		
15.00 - 16.00	Small camping management <b>guest lecturer: Lana Božović, KAMP OBONJAN</b>		

**16.02.**

WEDNESDAY

**17.02.**

THURSDAY

09.00 - 10.00	Front office management in camping resorts <b>guest lecturer: Nataša Radešić, VALAMAR</b>	09.00 - 11.00	Maintenance and Sustainable Development Management Part I. <b>Flavio Gregurević, VALAMAR</b>
10.00 - 11.00	Housekeeping in a camping resorts <b>guest lecturer: Karmela Liber, VALAMAR</b>	13.00 - 14.00	Maintenance and Sustainable Development Management Part II. <b>Flavio Gregurević, VALAMAR</b>
13.30 - 14.30	IT in camping resorts <b>guest lecturer: Vlastimir Ivančić, VALAMAR</b>	14.00 - 15.00	Security management in camping resorts <b>guest lecturer: Cvijetin Lukić, VALAMAR</b>
14.30 - 16.00	Human capital in camping resorts <b>guest lecturer: Nevena Tolanov, TERMINUS</b>	15.00 - 16.00	New technologies in security management <b>guest lecturer: Renata Dončević, ALARM INFORMATIKA</b>

**18.02.**

FRIDAY

09.00 - 10.30	Digitization of marketing - creating a digital sales channel <b>Goran Mrvoš, INFOSIT</b>
10.30 - 11.30	ADAC & PIN CAMP (in english) <b>Uwe Frers, ADAC</b>
13.00 - 14.00	Social Media <b>Martina Zdravec, KG MEDIA</b>
14.00 - 15.00	Brand marketing in camping resorts <b>guest lecturer: Meri Vidulin, MAISTRA</b>
15.00 - 16.00	CCU - Marketing activities <b>guest lecturer: Adriano Palman i Denis Babić, KAMPING UDRUŽENJE HRVATSKE</b>



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# CAMPING RESORT MANAGEMENT

## WEEK TWO

**21.02.**

MONDAY

08.30 - 09.30	Urban planning in camping resorts <b>guest lecturer: Tihomir Nikolaš, MAISTRA</b>
09.30 - 10.30	Experience of investors and entrepreneurs - innovative investments in camps <b>guest lecturer: Zvonimir Tudorović, EFFECTUS</b>
11.00 - 11.30	Sustainable living in nature ( <i>in english</i> ) <b>guest lecturer: Christiano Bozzetti, CRIPPA</b>
13.30 - 15.00	Preparation of an investment study <b>Marko Perić, FMTU</b>
15.00 - 16.00	Master planning <b>guest lecturer: Ivan Plemenčić, ABSTRACTO STUDIO</b>

**22.02.**

TUESDAY

09.00 - 11.00	Sales in camping resorts <b>Frane Skoblar, TURISTHOTEL ZADAR</b>
13.00 - 14.00	Revenue management in camping resorts <b>guest lecturer: Marija Vukelić, VALAMAR</b>
14.00 - 15.00	Role of camping OTA <b>guest lecturer: Alen Salamun, ADRIACAMPS</b>
15.00 - 16.00	Systems and trends in online camping booking <b>guest lecturer: Vlaho Mihač - PHOBS</b>
16.00 - 17.30	Practical workshop <b>guest lecturer: Vlaho Mihač - PHOBS</b>

**23.02.**

WEDNESDAY

09.00 - 10.30	Managerial Reporting part I. <b>Sandra Janković, FMTU</b>
10.40 - 12.10	Managerial Reporting part II. <b>Sandra Janković, FMTU</b>
12.15 - 13.00	Managerial Reporting part III. <b>Sandra Janković, FMTU</b>
14.30 - 16.00	Animation <b>guest lecturer: Marina Dukić, AMINESS</b>

**24.02.**

THURSDAY

09.00 - 09.15	Management of guest satisfaction through new trends in storytelling and the economy of experience <b>Romana Lekić, EDWARD BERNAYS University College Zagreb</b>
09.15 - 10.30	Camp Management part III. <b>Josipa Cvelić Bonifačić, FMTU</b>
10.30 - 12.00	Event Management <b>Ines Milohnić, FMTU</b>
13.00 - 14.00	Innovation & Trends in Outdoor Hospitality ( <i>in english</i> ) <b>guest lecturer: Ward Wijngaert, CAG COSTA BRAVA/GIRONA</b>
15.00 - 16.00	Camping of the future <b>guest lecturer: Bruno Radoš, VALAMAR</b>

FIELD COURSE

**22-25 april 2022.**



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