



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	<b>Josipa Cvelić Bonifačić PhD, Assistant Professor</b>	
Name of the course	Campsite management	
Study programme	Sustainable Tourism Development	
Status of the course	Elective	
Year of study	4 <sup>th</sup> year	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<i>1. Course objectives</i>		
<p>Provide students with the basic knowledge, skills and competences about campsite management through theoretical and practical instructions and through the creation of thematic seminar papers. The objective is to define and teach students about the basic functions of campsite management. Teach the students the basics of Croatian and European campsite tourism, its historical development, the organisational systems of campsite tourism, the characteristics of campsite demand, the legal framework and the properties of campsite tourism in Croatia. Instruct the students on the construction and operation standards in campsites and on the characteristics of innovative campsite management. Provide the students with the knowledge and skills required to construct and develop a small campsite as an own business project. The objective is for the attending students to acquire new knowledge, skills and competences on the basics and functions of campsite management as a hospitality facility for providing accommodation and other services within a campsite facility.</p>		
<i>2. Course enrolment requirements</i>		
<i>3. Expected learning outcomes</i>		
<p>After studying for the course of Campsite management, the students will have the basic knowledge about campsite management and they will become familiar with the terms, history and basic characteristics of campsite management in Croatia and Europe. They will be able to explain the domestic and international organisation of campsite tourism and understand the standards of campsite services. They will master the knowledge about the best campsites in Europe and the trends in campsite tourism. The students will be able to interpret the properties of innovative campsite management and apply specific knowledge and tools for the quality management of campsite services and for the sustainable operation of campsites. They will also master the knowledge and skills in creating a business plan for the construction and development of a small campsite. The mastered subject matter and acquired knowledge in the field of campsite management will encourage students and managers in planning, organising, running and controlling facilities and programmes in the field of campsite tourism. The students must master the subject matter which will provide them with new knowledge, skills and competences in the comprehensive system of campsite management and especially in systems functions and the activities of management in campsites. Learning outcomes are reflected in acquiring new knowledge and skills and new competences in the system of campsite and hospitality facilities. The special outcomes acquired by the students refer to the requested standards in campsite services: construction and development, accommodation units, sanitary standards, catering and merchant services, recreational content, safety in campsites, environmental protection and energy, programmes, events, entertainment.</p>		
<i>4. Course content</i>		



- Campsite tourism in Europe and Croatia: conceptual definition, the history of campsite tourism development
- Organisational systems and the organisation of campsite tourism, naturism
- The properties and trends of campsite demand
- The most famous European campsites and campsite managers
- The legal framework and properties of campsite tourism in Croatia
- Types of campsites and business forms and systems in which the campsite offer functions
- The functions of campsite management: planning the business operations of a campsite, organisation, human resources, management, control
- Campsite service standards: construction and development, accommodation units, sanitary standards, hospitality and merchant services, recreation contents, campsite safety, environmental protection and energies, programmes, events, animation
- The management of campsite operations and process functions: the reception department, household, techniques, safety and horticulture; the department of entertainment, the department of food and beverages
- Management of the sustainable development of campsite tourism
- Campsite tourism and destination, the business environment of campsite operations
- The quality of campsite services, campsite quality evaluation systems in Europe and Croatia
- Innovative campsite management and trends in developing campsite services.

<i>5. Manner of instruction</i>	X lectures X seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning X fieldwork	X individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
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<i>6. Comments</i>	Emphasis on practical courses with the condition of visiting one campsite
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*7. Student responsibilities*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

*8. Monitoring of student work<sup>1</sup>*

Class attendance	1,2	Class participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							

*9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.  
 For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*10. Mandatory literature (at the time of submission of study programme proposal)*

- Cerović, Z.: Hotelski menadžment, Sveučilište u Rijeci, Faculty of Tourism and Hospitality Management, Opatija, 2010
- Cvelić-Bonifačić, J. (2012). Osnove hrvatskog i europskog kamping turizma. Poreč: Croatian Camping Union.

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



- Nitschke, H. (2011). Kamp budućnosti, kamping resort-odmorišno naselje. Poreč: IGL.,KUH, AS-press.

*11. Optional/additional literature (at the time of submission of the study programme proposal)*

- Cetinski, V. et al. (2009). Management malog i srednjeg ugostiteljskog poduzeca. Opatija: Faculty of Tourism and Hospitality Management.
- Čorak, S., Mikačić, V. Ur. (2006) Hrvatski turizam - plavo, bijelo, zeleno. Zagreb: Institut za turizam.

*12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process and teaching skills, as well as the level of subject matter acquisition will be established by conducting a written evaluation via comprehensive questionnaires and in other manners stipulated by adopted standards in accordance with the Ordinance on the quality system of the University of Rijeka and the Ordinance on ensuring and improving quality of the Faculty of Tourism and Hospitality Management