

THE IMPLEMENTATION OF ECOLOGICAL STANDARDS IN SUSTAINABLE DEVELOPMENT OFFER OF CROATIAN CAMPS

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Abstract

Camping tourism is an important segment of Croatian tourist supply which greatly affects extension of the tourist season. Despite the economic crisis in most of the emitive EU countries and lower travel inclination, growing demands and tourist activity in camps record increase in the turnover of about ten per cent. Implementation of ecological standards enables protection of the environment, responsible and quality supply, increase in business performance and financial savings. Monitoring and drafting of ecological laws is necessary for survival and future development of the camping supply. One of the current measures of adaptation to the EU legislation is introduction of the IPPC (Integrated Prevention Pollution Control) Directive into the Croatian legislation.

The objective of the paper is analysis of the significance of implementation of ecological standards. Pending accession to the EU dictates introduction of stricter legislation in the catering industry and preservation of the environment, and especially the necessity to raise awareness and educate managers in this industry. For this reason, research was conducted in Istria, the Kvarner, and in Dalmatia in order to analyse acceptability and importance of implementation of ecological standards in business activities of camps. The intention was to conclude whether the managers were familiar with and ready to implement the standards in their business activities.

The research has indicated that most managers are aware of their responsibility towards the environment and that they implement sustainable development principles in practice, but insufficiently. Therefore, camping is especially sensitive to the manner of regulation of ecological standards regarding which there are numerous unresolved issues in Croatian legislation, especially in practice.

Keywords ecological standards, socially responsible business activities, environmental management system, quality, business performance

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