

## **SUSTAINABLE CAMPING MANAGEMENT: A COMPARATIVE ANALYSIS BETWEEN CAMPSITES AND HOTELS IN CROATIA**

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### **Abstract**

**Purpose** – Camping tourism that emerged from the roots of meeting, enjoying and respecting the nature can provide a strong answer for the growing environmental issues generated by modern tourism. Sustainable campsite management is one of the key pillars of campsite competitiveness. The objective of the conducted research is connected to comparing the selected sustainable campsite management indicators with hotels, which are traditionally the most significant part of the accommodation offer.

**Methodology** – The target group are the hotels and campsites managers whose accommodation objects (campsites and hotels) make up 10 % of all accommodation in hotels and campsites in the Republic of Croatia and the research was conducted in 2014.

**Findings** – The research conducted based on the selected sustainability indicators of the selected sample of Croatian hotels and campsites presented evidence of a significantly higher sustainability of campsites than that of hotels, and the ratings for space utilization and energy use were shown to be especially significant. The evaluation results of the implementation of the sustainable management system indicate that hotels implement environmental systems in their activities significantly more than campsites as accommodation objects. The research of the level of environmental certificates in Croatian campsites compared to the European certificate systems indicates that there are further possibilities for stronger certifying of Croatian campsites.

**Conclusion** – The implications of the conducted research are relevant for the strategic management of accommodation companies that have several types of accommodation objects. The research results for using the environmental management system indicate that there is a need for a stronger implementation of this system in campsite management.

**Keywords** campsites, sustainable development, competitiveness, eco-management, hotels

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