



COURSE DESCRIPTION		
Course instructor	Josipa Cvelić Bonifačić, Ph.D., Assistant Professor, Faculty of Tourism and Hospitality Management	
Name of the course	Management and Operations	
Study programme	Master of Sustainable Outdoor Hospitality Management	
Status of the course	Compulsory	
Year of study	Year 1, Semester 2	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (30+0+45)
1. Course objectives		
<p>The course objective is to understand context, European environment and organisation of camping as well as history of camping. Through best practice in European camping, students will understand implementation of camping operations in sustainable camping resorts. They will also acquire basic knowledge in human capital resources, storytelling, experience and trends of outdoor hospitality. Students will be able to interpret quality measurements in camping resorts. Students will also acquire basic knowledge on how to manage a modern camp in a sustainable way.</p>		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
<p>After successfully mastering the programme of the course Sales and Customer Relationship Management, students will be able to:</p> <ol style="list-style-type: none">1. Understand context, history and features of camping tourism development in the frame of climate change and European green deal2. To understand and be able to use knowledge of stakeholders, organisations of camping tourism in Europe and how their business functions and processes are managed.3. To be able to implement basic principles and methods in human capital management and to apply methods and techniques of storytelling and economy of experience in the camping operations4. To understand operations of camping accommodation and different departments management in camping resorts including quality management5. To interpret basics of quality measurements in outdoor hospitalities6. To recognise trends of future tourism and camping development		
4. Course content		
<p>Content of lecture is based on understanding and ability to implement knowledge of camping management through theoretical knowledge and best-case examples. Through two (2) Field trips and field work with living in a campsite student will get practical experience in campsite management and operations.</p>		



Content of course is:

- Context of camping tourism in the world and Europe in the climate change frame
- History of camping tourism
- Features of camping tourism in different countries in Europe
- Main camping stakeholders in Europe including camping vehicle industry
- Types of campsites and legislation of camping in Europe
- Quality management in camping resorts with emphasise of online reputation management
- Human capital in camping resorts; recruiting, education, training, communication and problem-solving principles and methods
- Storytelling and economy of experiences methods and techniques in camping operations
- Entrepreneurship principles in opening of small campsite
- Operations of accommodations and departmental operations and management in camping resorts
- Future of open- air tourism and camping resort development

<i>5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input checked="" type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other Case study
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6. Comments

7. Student responsibilities

He students are obliged to actively participate in the lectures and aster obligatory literature

8. Monitoring of student work¹

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

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

1. Correctly explain and interpret the basics of context, history and features of camping tourism development in the frame of climate change and European green deal
2. Recognise and use methods for determining main stakeholders, organisations of camping tourism in Europe
3. Interpret and ability to use basic principles and methods in human capital management
4. Ability to apply methods and techniques of storytelling and economy of experience in the camping operations

¹ 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.



5. Properly interpret operations of camping accommodation and different departments management in camping resorts including quality management
6. Properly interpret and recognise trends of future tourism and camping development

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

- ETC (2021), Encouraging sustainable tourism practices, A report produced for the European Travel Commission by TOPOSOPHY Ltd
- OECD (2020) Rebuilding tourism for the future: Covid-19 Policy Responses and Recovery, available at: OECD.org McKinsey & Company (2018) True Gen': Generation Z and its implication for companies
- Tribe., (1999) The economics of Leisure and Tourism, Butterworth-Heinemann, Oxford
- Styles D., Schönberger H., Galvez Martos J. L., Best Environmental Management Practice in the Tourism Sector, EUR 26022 EN, doi:10.2788/33972.
- Enoksen, E., Lynch, P. (2018) Learning leadership: becoming an outdoor leader, Journal of Adventure, Education and Outdoor Learning, Vol. 18., Issue 2
- Briery, B.G. (2004) Family camping: Building a community at warp speed the special case of family camping. Camping Magazine, July/August.
- Leslie, D. (2012) Tourism Enterprises and the Sustainability Agenda across Europe, Routledge, London,
- Milohić, I., Cvelić Bonifačić, J., Licul, I. (2019), Transformation of Camping into Glamping - trends and perspectives, TooSEE, Vol. 5, pp. 457-473.
- Young, T. (2017), Heading Out: A History of American Camping, Cornell University Press.
- Conrady, R., Ruetz, D., Aeberhard, A. (2020), Glamping: camping, luxury, sustainability, in Luxury Tourism: Market Trends, Changing Paradigms, and Best Practices, Springer, Switzerland.
- Cvelić Bonifačić, J., Cerović, Z., Milohić, I. (2017), Glamping - Creative accommodation in camping resorts: Insights and Opportunities, ToSEE, Vol. 4, pp. 101-114.
- Young, T. (2017), Heading Out: A History of American Camping, Cornell University Press.
- Wellner, C. (2015), Introduction to the Research Field: Camping & Caravanning, User Innovators in the Silver Market, pp. 61-68.
- Burke, R.J., Hughes, J.C. ed. (2019), Handbook of Human Resource Management in the Tourism and Hospitality Industries, Edward Elgar Publishing Ltd, London.
- Nistoreanu, P. ed (2019), New Trends and Opportunities for Central and Eastern European Tourism, IGI Global, USA.
- Legrand, W., Sloan, P.m Chen, J.S. (2016), Sustainability in the Hospitality Industry : Principles of sustainable operations, Taylor & Francis Ltd, UK.
- Szende, P., Dalton, A. N., Yoo, M., (2021), Operations Management in the Hospitality Industry, Emerald Publishing Limited, UK



- [Brochado, A.](#) (2019), "Nature-based experiences in tree houses: guests' online reviews", [Tourism Review](#), Vol. 74 No. 3, pp. 310-326.
- Niamh, E., Stewart, E.J., Fitt H., Page S., Espiner, S. (2021): From tents and maps to vans and apps: Exploring camping mobilities, *Tourism Geographies*, Christchurch
- Saftić, D., Dropulić, M., Bošković, D. (2009), Istria's tourists' animation and sport preferences with a special view on rural areas, 28th International Conference on Organizational Science
- Lucivero, M. (2012) Camping and Open-Air Tourism: An Opportunity for Sustainable Tourism in Coastal Areas, Universitat Politècnica de Catalunya, Barcelona, Spain

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

Hendija, Z. (2006). „Kamping turizam“, Hrvatski turizam: plavo, bijelo, zeleno. Zagreb: Institut za turizam
 Rudančić, A., Sladoljev, J. (2021), "Kamping u hrvatskom turizmu", Libertas Međunarodno Sveučilište, Zagreb
 Cvelić-Bonifačić, J. (2012): Kamping Osnove hrvatskog i europskog kamping turizma, Kamping udruženje Hrvatske, Poreč
 Ultimate Campgrounds (2021), "Bureau of Land Management Camping", Roundabout Publications.
 Jenkins, J. and Pigram, J. (2006), Outdoor Recreation Management, Taylor & Francis Ltd, London.
 Eksteen, C. (2019), Campsite Management and Procedures, Panza Publishers.
 Chuck, Y. G., (2010), World of resorts, From Development to Management, Third edition, American Hotel & Lodging Educational Institute, Lansing, Michigan

12. Number of assigned reading copies in relation to the number of students currently attending the course

Title	Number of copies	Number of students
• ETC (2021), Encouraging sustainable tourism practices, A report produced for the European Travel Commission by TOPOSOPHY Ltd	Available online	30
• OECD (2020) Rebuilding tourism for the future: Covid-19 Policy Responses and Recovery, available at: OECD.org McKinsey & Company (2018) True Gen': Generation Z and its implication for companies	Available online	30
• Tribe., (1999) The economics of Leisure and Tourism, Butterworth-Heinemann, Oxford	Available online	30
• Enoksen, E., Lynch, P. (2018) Learning leadership: becoming an outdoor leader, Journal of Adventure, Education and Outdoor Learning, Vol. 18., Issue	Available online	30
• Briery, B.G. (2004) Family camping: Building a community at warp speed the special case of family camping.	Available online	30



Camping Magazine, July/August.		
<ul style="list-style-type: none"> Leslie, D. (2012) <i>Tourism Enterprises and the Sustainability Agenda across Europe</i>, Routledge, London 	Available online	30
<ul style="list-style-type: none"> Wellner, C. (2015), <i>Introduction to the Research Field: Camping & Caravanning, User Innovators in the Silver Market</i>, pp. 61-68. Young, T. (2017), <i>Heading Out: A History of American Camping</i>, Cornell University Press. 	Available online	30
<ul style="list-style-type: none"> Milohnić, I., Cvelić Bonifačić, J., Licul, I. (2019), <i>Transformation of Camping into Glamping - trends and perspectives</i>, <i>TooSEE</i>, Vol. 5, pp. 457-473. 	20	30
<ul style="list-style-type: none"> Young, T. (2017), <i>Heading Out: A History of American Camping</i>, Cornell University Press. 	Available online	30
<ul style="list-style-type: none"> Conrady, R., Ruetz, D., Aeberhard, A. (2020), <i>Glamping: camping, luxury, sustainability</i>, in <i>Luxury Tourism: Market Trends, Changing Paradigms, and Best Practices</i>, Springer, Switzerland. 	Available online	30
<ul style="list-style-type: none"> Cvelić Bonifačić, J., Cerović, Z., Milohnić, I. (2017), <i>Glamping - Creative accommodation in camping resorts: Insights and Opportunities</i>, <i>ToSEE</i>, Vol. 4, pp. 101-114. 	30	30
<ul style="list-style-type: none"> Burke, R.J., Hughes, J.C. ed. (2019), <i>Handbook of Human Resource Management in the Tourism and Hospitality Industries</i>, Edward Elgar Publishing Ltd, London. 	10	30
<ul style="list-style-type: none"> Nistoreanu, P. ed (2019), <i>New Trends and Opportunities for Central and Eastern European Tourism</i>, IGI Global, USA. 	7	30
<ul style="list-style-type: none"> Legrand, W., Sloan, P.m Chen, J.S. (2016), <i>Sustainability in the Hospitality Industry : Principles of sustainable operations</i>, Taylor & Francis Ltd, UK. 	8	30
<ul style="list-style-type: none"> Szende, P., Dalton, A. N., Yoo, M., (2021), <i>Operations Management in the Hospitality Industry</i>, Emerald Publishing Limited, UK 	7	30
<ul style="list-style-type: none"> Brochado, A. (2019), "Nature-based experiences in tree houses: guests' online reviews", Tourism Review, Vol. 74 No. 3, pp. 310-326. 	Available online	30
<ul style="list-style-type: none"> Niamh, E., Stewart, E.J., Fitt H., Page S., Espiner, S. (2021): <i>From tents and maps to vans and apps: Exploring camping mobilities</i>, <i>Tourism Geographies</i>, Christchurch 	Available online	30
<ul style="list-style-type: none"> Saftić, D., Dropulić, M., Bošković, D. (2009), <i>Istria's tourists' animation and sport preferences with a special view on rural areas</i>, 28th International Conference on Organizational Science 	Available online	30
<ul style="list-style-type: none"> Lucivero, M. (2012) <i>Camping and Open-Air Tourism: An Opportunity for Sustainable</i> 	Available online	30



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Tourism in Coastal Areas, Universitat Politècnica de Catalunya, Barcelona, Spain		
<ul style="list-style-type: none">• Styles D., Schönberger H., Galvez Martos J. L., Best Environmental Management Practice in the Tourism Sector, EUR 26022 EN, doi:10.2788/33972.	Available online	30
<i>13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of Faculty of Tourism and Hospitality Management and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management.		