

Naziv projekta / Project title	HR: Razvoj modela za evaluaciju revenue managementa u kamping industriji EN: Developing a model for revenue management evaluation in camping industry
Šifra projekta / Project code	ZIP-FMTU-018-1-2023
Znanstveno područje, polje i grana / Scientific area, field and branch	Društvene znanosti / Ekonomija / Računovodstvo / Ekonomika poduzetništva Social Sciences / Economics / Accounting / Economics of Entrepreneurship
Vrsta istraživanja / Type of research	Primijenjeno istraživanje Applied research
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Ključne riječi / Keywords	Revenue Management, Kamping industrija, Ključni indikatori poslovanja Revenue Management, Camping Industry, Key Business Indicators
Sažetak	HR: Posljednjih godina sve je veći interes u znanstvenoj literaturi za Revenue managementom (RM) u hotelijerstvu. RM kao alat s ciljem postizanja željene razine prihoda i bruto operativne dobiti najviše se koristi u hotelijerstvu, a služi identificiranju i distribuciji pravog proizvoda, pravim kupcima u pravo vrijeme i po pravoj cijeni, uz pravi kanal i njegov pravi trošak (Kimes i Wirtz, 2003; Ivanov i Zhechev, 2012). Primjena koncepta upravljanja prihodima u kampovima nije u literaturi dovoljno istražena, iako kampovi imaju vrlo slične karakteristike kao i hoteli – neuskладиštivi proizvod, ograničeni kapacitet, visoki fiksni troškovi, visoka sezonalnost, mogućnost predviđanja potražnje i obavljanja rezervacija unaprijed. Na to ukazuju pojedini autori koji istražuju problematiku poslovanja kampova i cjenovnih strategija (Brooker i Joppe's, 2013; Peršić, Janković, Bonifačić, 2017; Poldrugovac, Janković, Peršić, 2019; Saló et al., 2020; Grande, 2021). Stoga će se u sklopu ovog istraživanja razviti model za evaluaciju primjene koncepta Revenue managementa u kamping industriji (MERCAMP) te utvrditi njegova veza s ostvarenim rezultatima u poslovanju kampova. Razvoj modela temeljiti će se na dosadašnjim istraživanjima primjene RM-a u hotelima (upravljanje kapacitetom, upravljanje cijenama, analiza konkurencije, segmentacija tržišta i upravljanje kanalima distribucije, upravljanje informacijama i predviđanje, RM kultura) te prilagoditi specifičnostima kamping industrije, posebno uvažujući rezultate poslovanja mobilnih kućica te parcela i kamp mjesta. Istraživanje će se provesti u kampovima koji posluju u Hrvatskoj i Francuskoj. Projektom će se dokazati da dimenzije MERCAMP-a imaju značajan utjecaj na upravljanje prihodima u kamping industriji te da stupanj implementacije MERCAMP-a utječe na visinu ostvarenih KPI-jeva u kampovima.
Summary	EN: In recent years, interest in Revenue Management (RM) in the lodging industry in academic literature has increased. RM as a constellation of tools and actions is dedicated toward the achievement of an optimal level of the revenue and GOP, by offering the right product to the right customers at the right time and the right price via the right distribution channel and right distribution cost (Kimes and Wirtz, 2003; Ivanov and Zhechev, 2012). RM has been widely discussed scientifically in various service contexts and is mainly recognized in the hotel industry. Camping industry have similar characteristics to hotels, such as perishability of products, limited capacity, high fixed costs and low variable costs, high seasonality, ability to forecast demand, and advance bookings, but it has been neglected by researchers since very few academic papers have examined RM tools in the camping industry. The continued lack of development of RM in the camping

industry and its insufficient recognition in the academic hospitality literature is emphasized by some authors that explore the camping business from different perspectives (Brooker and Joppe's, 2013; Persić, Janković, Bonifačić, 2017; Poldrugovac, Janković, Peršić, 2019; Saló et al., 2020; Grande, 2021). Therefore, the goal of this research is to develop a model for the evaluation of the concept of RM in the camping industry (MERCAMP) and explore its relationship with the achieved business results. The Model development will be based on previous research on RM implementation in hotels (capacity management, price management, competitive analysis and revenue measures, market segmentation and distribution channels, information management and forecasting, RM culture) and will be adjusted to the specifics of the camping business, especially considering mobile homes, pitches and lots. The research will be conducted in campsites operating in Croatia and France. The project will prove that the dimensions of MERCAMP have a significant impact on revenue management in the camping industry and that the level of implementation of MERCAMP affects the level of achieved KPIs in campsites.

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