

Standardization of Croatian naturist camps and Stakeholder Policies

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Abstract

The quality of outdoor facilities and leisure activities significantly impacts tourists' destination choices and experiences, in the circumstances of changed prices and security. This paper researches the relationship between the quality of naturist camps and the overall quality of Croatian national camping. Using data for 5 selected ADAC indicators from 2012 to 2024, the study confirms the dynamics of camp development. The results were compared with the guidelines of the sustainable strategy for the development of Croatian tourism until 2030 and sustainable goals of Croatian Camping Union. The findings reveal that higher quality of naturist camps is positively associated with the sector development policies, supporting the improvement of camp supply, sanitary facilities, and disposable areas for tourists in accordance with sustainable practices. However, the quality of free time and swimming is weaker in naturist camps than in other parts of the sector, underscoring their structural vulnerability to outside pressures (change in preferences and trends). The study indicates imbalances in the valuation of naturist camps and the affirmation of coastal tourism through strategies. These results emphasize the challenges faced by unbalanced quality management within the tourism sector, in order to make future decisions regarding the development of natural camps and improvements in camping resorts management. Future researchers should analyze the dynamics of the tourism market, providing insights for managers and policymakers.

Keywords: tourism sector; camping, quality; indicators, offer positioning