

## GLOBAL TRENDS AFFECTING CAMPING TOURISM: MANAGERIAL CHALLENGES AND SOLUTIONS

Scientific paper

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### **Abstract**

The development of tourism worldwide is highly dependent on strong megatrends which mark the development of our society and the world economy. Urbanization, aging of the population and similar trends are becoming key challenges for the future development of campsites. Fundamental challenge is to find specific answers to global challenges which are tightly connected to camping tourism management.

Aim of this research is to deliver an analysis and estimation of future trends in the context of world tourist and economic trends. Further aim is to estimate the direction of the development of camping tourism, especially management activities increasing innovative camping services.

In the paper, specific trends of camping market development will be estimated, especially camping caravan market and specific key camping demand markets.

As an answer to the market, economical and sociological society challenges through the so-called "re-trends" the recommendations to camping management are tailored in creating competitive development of the camping services.

Advanced camping quality, innovative forms of camping accommodation with programs and outdoor activities, create and secure demand of new guest segments, such as the so-called silver generation, "millennials" and new types of families which generate sustainable long-term competitive development of the camping tourism.

Camping tourism as a return to primary values of the human civilization, through sustainability, rejuvenation of services, outdoor activities and sociological values gives answers to the negative trends of the societal development and becomes one of the highest quality answers of tourism to the numerous global challenges.

**Keywords** camping tourism, trends, management, innovation, competitiveness

### **INTRODUCTION**

The world we live in is changing quickly and radically. Constant changes and insecurities have left their mark on societal development, reflecting on all economic branches, including tourism.

This paper explores the megatrends that have a vital effect on societal development as well as the position of camping tourism and its opportunities for further development during the challenges presented by these global trends. The paper seeks to answer the following questions: Which are the key characteristics of tomorrow, and which solutions can camping tourism present under these new circumstances in order to ensure its competitiveness?

The paper investigates the trends of camping tourism in the context of overall tourism trends in Europe and the characteristics of camping tourism in the USA and Europe in order to identify potential development directions and trends. It also investigates the

European camping vehicle market and looks at potential effects of the camping equipment industry to the further camping development in Europe.

A market research conducted in Croatia among foreign camping tourists answers the questions about the characteristics of the modern camping demand and the comparison to similar previous researches in Croatia provides the possibility for conclusions on changes going on in the modern European market of camping demands that can have a crucial effect to camping management.

All the conducted researches mentioned in the paper, in addition to an overview of managerial challenges in camping tourism, provide an overview of potential solutions as guidelines for camping management with so called RE-trends. Innovative managerial solutions define which innovations of the camping product can contribute to a further development of camping tourism in Europe. Defining the key RE-trends for camping service management is the basis for potential reinventing and redesigning of the overall camping product in Europe that can this way contribute to the overall competitiveness of European tourism.

## **1. GLOBAL MEGATRENDS IN TOURISM**

Tourism today is marked by an extremely fast growth in terms of revenue, environmentalism and cultural singularity, the promotion of peace and understanding among nations. It makes up 6% of the global export and the value of the global tourism product is today 1,075 bn US\$<sup>1</sup>. The results of the research conducted by the Boston Consulting Group in collaboration with the World Economic Forum on a sample of the 50 biggest and most significant European tourism companies indicates there are 20 key megatrends arranged in four groups<sup>2</sup>: 1.) changing customer needs, 2.) new mobility frontiers, 3.) new technology vectors, 4.) key capabilities for the future.

The key attribute of future global growth is changing customer needs:

- The Great Economic Shift to the East
- Urbanization and expansion of megacities
- Global population aging
- Depopulation
- Globalization
- Stress due to the lack of time
- Tribalism
- Hyperconnectivity due to technological developments

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<sup>1</sup> World tourism Organization: UNWTO Tourism Highlights 2013 Edition, [www.unwto.org](http://www.unwto.org), January 15, 2014.

<sup>2</sup> The Boston Consulting group: Travel and tourism in hyper connected world: Trends, scenarios and solutions, ITB Global future and trends Summit, Berlin, 2013.

Instead of the joy and pleasure of travelling, it is evident that degrading the quality of life has become a trait of city life.<sup>3</sup>

Two megatrends accompany this expansion: urbanization and population aging as the most powerful economic, social and demographic phenomena of the future as key factors of global mobility.<sup>4</sup>

The trend of depopulation is observed alongside population aging, the reduction of the working population, and the trend of 'shrinking cities' – the reduced ability of the older population regarding consumption, mobility and overall housing and activity.

Globalization is the megatrend with the key effect on the singularity and cohesion of the global financial market. Time stress is becoming an illness of the modern man – 'tribalism' – belonging to a tribe, in other words to a social group, is becoming stronger in the modern world<sup>5</sup>.

Hyperconnectivity, along side the development of new technologies, as well as numerous projects which (aim to) enhance transport, connectivity and mobility have the goal of identifying megatrends, but also options and opportunities that tourism could take advantage of in the coming development cycle lasting 10 to 15 years.<sup>6</sup>

Schultze, for example, identifies several important megatrend theories: 1. More from less, 2. The silk highway (developments in the East), 3. Going, going... gone?, 4. Great expectations, 5. Forever young and 6. Virtually here.

Figure 1: A visual representation of the interconnectivity of the megatrends



Source: Schultze G.: Worldwide Megatrends; some of them we cannot avoid. Why we do not promote them?, <http://www.managementism.com>, February 24, 2014.

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<sup>3</sup> World economic forum: From pain points to opportunities in a Hyperconnected world, <http://reports.weforum.org/connected-world-2013/from-pain-points-to-opportunities-in-a-hyperconnected-world/>, February 20, 2014.

<sup>4</sup> United Nations: population aging and development 2012. [http://www.un.org/esa/population/2012PopAgeingDev\\_Chart/pdf.January.21.2014](http://www.un.org/esa/population/2012PopAgeingDev_Chart/pdf.January.21.2014).

<sup>5</sup> Mei-Pochtler A.: Travel And Tourism In A Hyperconnected World: Trends, Scenarios And Solutions, The Boston Consulting Group, ITB Berlin 2013.

<sup>6</sup> Mei-Pochtler A., Lang S. N., Rüßmann M., Maczat M.: „Connected World”: Transforming Travel, Transportation and Supply Chains, Boston Consulting Group, 2013., [https://www.bcgperspectives.com/content/articles/technology\\_transportation\\_travel\\_tourism\\_connected\\_world\\_transforming\\_travel\\_transportation\\_supply\\_chains](https://www.bcgperspectives.com/content/articles/technology_transportation_travel_tourism_connected_world_transforming_travel_transportation_supply_chains)[20 Jan 2014].

The globalized world has ever diminishing supplies of natural resources, energy, water and food and the lack of these basic goods could be the key factor for the development of our civilization.<sup>7</sup> Tourism and travel have a vital dependence on risk reduction and increased safety for the passengers, and environmentalism, green tourism and the economic aspects of sustained development are well noted.

New technologies are a challenge for the coming decades, including the issue of 'Big clouds', large databases and undreamed-of analysis features, E and M – Commerce, the Internet, smart transport and social networks. Mobile telephones enter a new era of integrated technologies such as: IPITA (Integrated Proactive Intermodal Travel Assistant), ACIS (Automated Check-in, Security and Border Control system).

Experts and scientists all around the world are raising the question as to which new capabilities are necessary to tackle these new trends.

## **2. CAMPING TOURISM IN THE CONTEXT OF OVERALL TOURISM TRENDS**

Europe is expected to maintain its position as the leading tourist destination in the coming decade.<sup>8</sup> In this sense European camping as one of the main components of European tourism, needs to build its competitiveness and strategic change planning as 'a view into the future to analyze the current status and the anticipated future status, determine the direction and means to accomplish a global future'.<sup>9</sup>

At the same time, as a traditional camping destination for Europeans, the Mediterranean enters a stage of maturity, or even stagnation and decline in its life cycle. The aforementioned implies a change in development strategies and introducing numerous activities that should ensure a strategic turnaround towards an increased competitiveness of the camping industry through innovation, know-how and sustainable development.<sup>10</sup>

The result of being familiar with trends is creating an innovative camping product for the change management. An innovative camping product contributes to the competitiveness of camping tourism in general in regard to other accommodation and the competitiveness of a tourist destination.

Potential strategies for the Mediterranean camping tourism to exit its maturity stage are singled out, and possible solutions in differentiation and innovativeness strategies are pointed out. Innovativeness is the response to complexities and societal insecurity in camping, too.

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<sup>7</sup> European Environmental Agency: Assessment of global megatrends - Global megatrends 5: Continued economic growth, EEA, 2013., 5.

<sup>8</sup> EPP initiative: Building Europe 2020 in Partnership, European Peoples Party Group in the Committee of the Regions, Brussel 2012, 4., <http://web.cor.europa.eu/epp/News/Documents/Tourism%20as%20a%20driver%20for%20EU2020.pdf>.

<sup>9</sup> Wehrich H., Koontz H.: Menadžment, MATE, Zagreb, 1998., 168.

<sup>10</sup> Ivandić, N., (2006), Trendovi ljetnog odmorišnog turizma u svijetu i Europi, Tourism Institute, Zagreb, 2.

With the aim of finding the solutions to the aforementioned issues as well as the core of camping trends, the basic characteristics of camping tourism in the USA and Europe have been analyzed as waypoints in order to answer the question as to how the camping industry can respond to global trends.

## 2.1. Camping trends in the USA

Camping is a part of the American tradition for people of all ages and it is a part of the American pride and their strong bond with their natural heritage. Camping is generally considered to contribute to the physical and mental health of the nation.

American campers (38 million, 13% of the entire nation over the age of 6) camped in 2012 for 13.6 days on average. Research has shown that 60% of all American active campers started camping when they were between 6 and 12 years old – at a very young age. It has been determined that a lifelong passion for camping – so called “Lifelong love” starts at a very young age. The most frequent reason why people stop camping is shortage of time.<sup>11</sup> Americans go camping several times per year: compared to 2012 when they camped 4.3 times on average, they planned to camp 5.5 times the following year. The most popular activities during camping are hiking and going for walks. Mountain areas are the most interesting for Americans and 95% of the Americans see camping as an outdoor activity, while 82% feel a strong bond with nature during camping.

American camping industry experts believe that American camps need to stimulate people more and inspire new users.

## 2.2. Camping trends in Europe

The camping service is an important part of the overall European tourism services. Over 15% (353 million) of all tourist overnight stays in Europe in so called ‘ shared living accommodation<sup>12</sup> is related to camping.<sup>13</sup> European Union citizens have at the same undertaken 23 million camping trips, almost one third of that in their own countries.<sup>14</sup>

According to Eurostat, the number of overnight stays between 2003 and 2012 dropped by 2%<sup>15</sup> mostly as a result of the drop in overnight stays in Italy and the Netherlands.

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<sup>11</sup> Outdoor foundation, KOA: "2013 American Camper Report " A look back and a year ahead, The Coleman Company, 2013, 5. , <http://www.outdoorfoundation.org/pdf/research.camping.2013.pdf>, January 15, 2014.

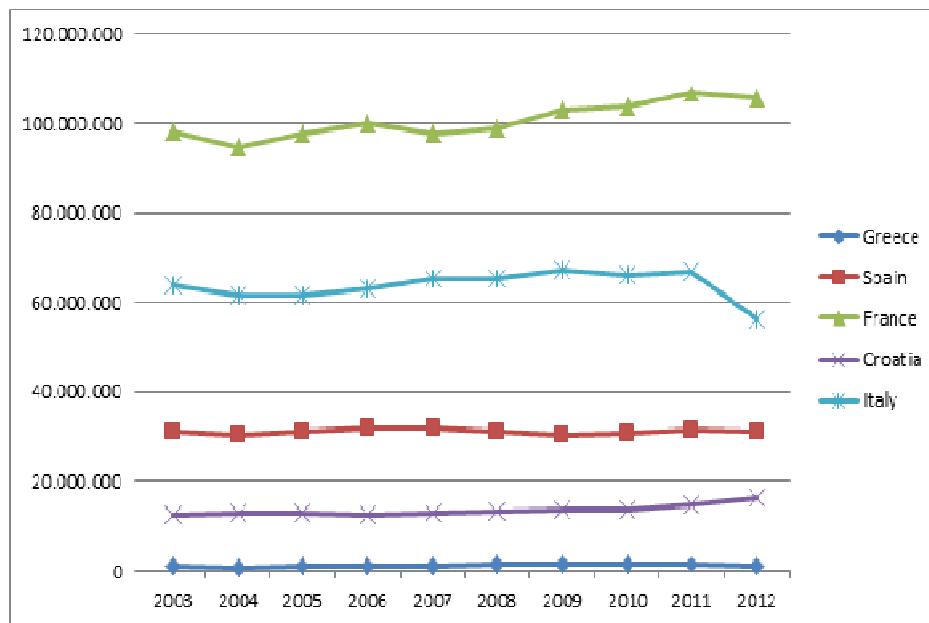
<sup>12</sup> [www.epp.eurostat.ec.europa.eu/portal/page/portal/tourism/documents/Applying%20the%20methodological%20guidelines.pdf](http://www.epp.eurostat.ec.europa.eu/portal/page/portal/tourism/documents/Applying%20the%20methodological%20guidelines.pdf), [24 Nov 2011]

<sup>13</sup> A Practice Manual /revised version/ Marh 1996.: Applying the Eurostat Methodological Guidelines in basic tourism and travel statistics, 13- 15. [www.epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database](http://www.epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database), November 17, 2011. and Krista Dimitrakopoulou, Eurostat - Unit F6, Tourism Statistics, mail [28 Nov 2012].

<sup>14</sup> [http://www.epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-SF-10-025-EN-pdf](http://www.epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-10-025-EN-pdf), [17 Oct 2011].

<sup>15</sup> <http://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do>, [12 Dec 2013].

Figure 2: A graphic representation of overnight stays in Mediterranean countries' camps 2003. - 2012.



Source: <http://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do>, January 18, 2014.

In the same period, the Netherlands, Sweden and Italy experienced a drop. Italy was stable up until 2012 but due to the recession in the country registered a significant drop in 2012. France is the most powerful camping country and had a growth of 30% (7 million more overnight stays). Croatia and Greece had similar trends, while Spain had no significant increase, while the winners of European camping tourism are Germany and Norway.

It is clear that in the past decade there has not been a significant growth of the European camping tourism, indicating that it is at a crossroads. Although certain countries are showing signs of recovering others are still suffering due to the recession. Mediterranean tourism is displaying a healthy growth in France, Croatia and Greece while Italy and Spain are in decline.

### 2.3. Trends in the European market of camping vehicles

According to the data of the European Coach Federation (ECF), the number of newly registered vehicles in Europe is still in decline, even though the decline has been less intensive in the past few trimesters.

2013, in comparison to 2012, had a 5.1% drop in newly registered vehicles; 7.5% coaches and 2.7% camping vehicles. The biggest drops were in Italy, 22.7%, and the Netherlands, 22.0%, with only Norway, Great Britain and Germany recording an increase; Germany recorded a drop of 0.5% in newly registered vehicles, -5.5% coaches but an increase of 3.1% in camping vehicles.

Table 1: **An overview of camping vehicles in use in 2013 in certain European countries**

	<b>Motor caravans</b>	<b>%</b>	<b>Touring Caravans</b>	<b>%</b>
<b>Germany</b>	450.000	29%	880.000	23%
<b>France</b>	353.000	23%	844.000	22%
<b>Great Britain</b>	174.000	11%	525.000	14%
<b>Italy</b>	204.000	13%	58.900	2%
<b>The Netherlands</b>	81.000	5%	470.000	12%
<b>Sweden</b>	65.600	4%	279.000	7%
<b>Finland</b>	47.900	3%	67.400	2%
<b>Denmark</b>	16.000	1%	141.000	4%
<b>Spain</b>	30.000	2%	330.000	9%
<b>Norway</b>	5.700	0%	80.000	2%
<b>Belgium</b>	42.000	3%	65.000	2%
<b>TOTAL</b>	1.548.900	100%	3.873.700	100%

Source: The author's adaptation of  
[http://www.e-c-f.org/fileadmin/templates/4825/images/statistics/europazul\\_E.7](http://www.e-c-f.org/fileadmin/templates/4825/images/statistics/europazul_E.7). February 12, 2014.

Different to the number of newly registered vehicles in Europe which shows a stronger growth of camping vehicles, and a stagnation of coaches, looking at the number of vehicles in use, we can observe that the number of coaches is still double than that of camping vehicles. One of the reasons for this is the longevity of coaches, which might indicate that a large number of coaches are old. However, it is expected that due to a faster rate of acquisition of camping vehicles compared to coaches, their numbers will soon be similar.

Germany is the leading country in the number of camping vehicles, followed by France and Great Britain. The Netherlands, Spain, Denmark and Sweden have a large number of coaches, with Italy coming in at number 4 in terms of camping vehicles.<sup>16</sup>

All the research and analyses show that the European camping vehicle market is still in recession but is recovering slowly, with camping vehicles showing a stronger growth than coaches.

<sup>16</sup> [http://www.e-c-f.org/fileadmin/templates/4825/images/statistics/europazul\\_E.7](http://www.e-c-f.org/fileadmin/templates/4825/images/statistics/europazul_E.7). [12 Feb 2014].

### 3. CHANGES IN EUROPEAN CAMPING DEMAND CHARACTERISTICS

The author carried out a research at a sample of 840 foreign campers in Croatia in order to determine the characteristics of camping demands. For research purposes, a structured questionnaire was made (in German, English, Slovenian and Italian) and the research was carried out in selected camps in Istria, Kvarner and Dalmatia (selected based on the share of the camps in the total capacity of Croatia or the capacity of the camps in specific regions). Additionally, a special research was carried out orally on a sample of 140 tourists in mobile homes in Croatian camps according to a structured questionnaire. The results were then compared to the research by Tomas in 2007<sup>17</sup> regarding the research of camping demands in Croatia. The comparison of the two sets of results of the conducted research resulted in proof of a significant change of characteristics of camping demands:

- “The silver generation” – the number of older campers has grown significantly (over the age of 46). Younger campers (41.8 years old on average) use mobile homes, indicating that so called “fixed accommodation” could become the leading type of accommodation in the future.
- “Higher education” – 62.4% of all campers have third level education, with mobile home campers at an even higher percentage – 78%.
- “A strong financial position” – Mobile homes tourists (income over 3 000 Euros) are generally better situated than the average camper.
- “Prestigious professions” – mobile home campers are generally officials and top and lower level managers, entrepreneurs or freelancers. In comparison to campers, well paid professions are better represented.
- “The social and family element of a vacation” – more than two thirds of campers travel accompanied by their families, a smaller portion travels with their partner or friends and the number of campers travelling by themselves is insignificant.
- Mobility – Among the interviewed campers, 67.7% take a vacation 1 – 2 times a year, 24% do it 3 – 11 times a year. 5% of campers, a very high share, camps several times a month. Unlike campers, mobile home tourists are more static and 94.5% of them take a vacation only 1 – 2 times a year.
- Shorter stays – The research has shown that mobile home stays are significantly shorter than camp stays. For example, only 6.1% of campers stay up to 7 days and 29.5% of mobile home tourists. Mobile home stays up to 14 days are more frequent. 29.3% of campers stay over 14 days and only 17.8% of mobile home tourists. An increasing number of mobile home owners in camps therefore reduces the average length of stays in camps.
- New technologies – Even though campers don’t make reservations over the Internet more frequently, they use the Internet actively. Over 60% of campers use the Internet regularly, mostly to collect information. A third of all tourists use the Internet to make reservations and the number of users that pay for accommodation or transport over the Internet is increasing as well. Mobile home tourists use the Internet frequently to make accommodation reservations.

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<sup>17</sup> TOMAS ljeta 2007, Stavovi i potrošnja turista u Hrvatskoj, Obrada za KUH, Tourism Institute, Zagreb 2008.



This research and analysis show the key changes to the demands of European camping in comparison to previous similar research. These changes are a vital factor for the management of the future European camping product.

#### 4. CAMPING MANAGEMENT CHALLENGES AND SOLUTIONS

From all the conducted research of the trends in camping tourism, vehicle developments and changes in camping demands in Europe, we can observe the following key challenges for camping managements:

- **New camping demands:** "millenians", young 'curling' families", 'the silver generation" and 60+', overflow of apartment and B&B guests, specific interest groups as a potential for camping (sports, interest, nature aficionados and the like);
- **New markets:** EU and non-EU (markets in the far East);
- **New and innovative accommodation:** glamping, mobile homes and other accommodation, camperism;
- **Differentiation and innovativeness** in creating the camping product: looking for artists (10%), craftsmen (20%) and imitators (70%)<sup>18</sup>;
- **New programs:** the green, health, adventure, experience;
- **Segmentation** of camping tourists through the shift of the tourists from other segments, but also of various groups and individuals, into camping;
- **Destination importance:** seeking a destination that will provide an experience for camping tourists;
- **Organization and lobbying:** in order to further improve camping tourism in certain destinations, it is necessary to network the industry and establish strong destination lobbying;
- **Harmonization with the EU:** it is necessary to harmonize regulations, measures and policies in camping tourism at the supranational EU level.

The management of the camping sector can respond to the challenges of global development and to global megatrends through the understanding and innovative implementation of the 10 so-called RE-trends that jointly contribute to the competitiveness of the camping sector to other types of tourism and ensure a better position of camps in the market.

##### Global aging - REjuvenation

The new generation of campers is at a mental age of 40, a physical age of 50 and at the actual age of 60. The solution to the global trend of population aging is the concept of rejuvenation, aka the 'Forever young' concept which implies the following managerial activities: creating an experience and a program ('Doing things we couldn't have done when we were young'), creating programs for tourists as participants and not just observers, activities to use up plenty of time and funds, innovative quality and comfort, adapting to accommodate travelling with grandchildren and of single persons, adjusting

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<sup>18</sup> Brooker E.; In Search of Entrepreneurial Innovation in the Australian Outdoor Hospitality Parks Sector, European Journal of Tourism Research, 5(1), 68-71.

transport, facilities, installations and equipment for the elderly. Innovative programs and content for this segment of the market provides the opportunity for all-year-round camping tourism.

### **Urbanization - REturn to nature**

In response to the global trend of urbanization and city life, camping management can offer the solution by creating content and programs of returning to nature, containing: creating the awareness of the value of spending time in the nature, scientific evidence of its value for the physical and mental health of children and adults, programs of learning from nature, about nature and for nature (so called “edutainment”<sup>19</sup>), developing camping as a green, ecological and sustainable form of tourism, highlighting camping as a way of stimulating the social awareness of the delicateness of the planet, developing camping in the function of stimulating sociological and pedagogical virtues and developing a new urbanization in camps with new accommodation facilities: glamping, mobile homes and innovative conditions for camping vehicles.

Returning to nature, as the solution to the expanding urbanization, would secure a significant role for camping tourism in raising awareness about nature, the physical and mental health of the nation, including caring for the environment, rediscovering the beauty of nature in order to develop the spirit, virtues and skills in nature.

### **Globalization - REinventing the local**

Globalization is the biggest economic and social change since the industrial revolution, national states are becoming too small for the big problems, and too big for the small ones; there is an erosion of national states and the chasm between the rich and the poor is expanding. The solution of the camping management to this global trend can be found in rediscovering and redesigning local values: culture, architecture, gastronomy, customs, language etc.

### **Speed - Regeneration& Slow down**

In a world of speed dominated by numerous technological aids to increase the amount of free time, there is a constant trend of acceleration and chronic lack of time. Time stress can be solved by staying in shielded oases such as camps based on: vacation as slowing down, creating the awareness of camping as an escape from time stress with relaxing contents, anti-stress camping and programs such as meditation, yoga, wellness, peace and relaxation. The response to the trend is respecting your own and the tourists’ time.

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<sup>19</sup> Computer games, video games, programs at the same time educational and fun, <http://www.oxforddictionaries.com/definition/english/edutainment>, [15 Feb 2014].

### **Tribalism - REconnection**

In order to respond to the so called tribalism, camp management should make innovations to reconnection and social relations programs with so called REconnection. The management faces the challenge of creating new social values in camping that are to be enhanced by: values and programs to spend more time with your family, values and activities to renew and socialize with friends, values and activities to connect groups and individuals (team building and the like), values and programs to refresh emotional relationships (romantic programs and the like) and promoting creating and maintaining various new relationships between the usual and new communities of individuals and groups.

### **Security - REturn to luxury**

Modern demands dictate the demand for maximum security, both internal and external. Guarantees and insurances are required and in response, camping needs to provide high quality security. Quality means a return to comfort. Security and comfort become luxury.

### **Environment - RESpect for Mother Earth - sustainability**

The response to the sustainable development<sup>20</sup> trend is in creating services and programs that respect the environment and the Earth and contain: developing a green tourism and society, sustainable transport and construction, green management that includes renewable energy sources. In this sense, the opportunity for camping lies in raising awareness and creating the camping product as the most acceptable for of sustainable tourism in delicate destinations.

### **Technology - REvolution**

A special challenge for camping management is the implementation of new technology solutions such as: new modes of transport, developing transport and travelling, camper – air traveler, mobile communication, accessibility of the Internet, mobile booking, mobile connectivity, M2M, using large databases, E and M – Commerce, the Internet, “smart” transport, social networks and the web, further development of smartphones, developing so called “smart spots and mobile homes”, integrated technologies such as IPITA (Integrated Proactive Intermodal Travel Assistant); ACIS (Automated Check in, Security and Border Control System) and other.

### **Drops in demand - REdesign**

The reaction of the management to the drops in demand can be an overall redesign of the camping product by stressing programs and contents for new target groups.

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<sup>20</sup> UNEP- United Nations Enviromental Program, [www.unep.org](http://www.unep.org), January 15, 2014.

### **Social involvement - REorganisation**

In order to make it compete and contribute to the overall development of tourism in Europe, the camping sector needs to be reorganized. There is the demand to make a strong network of the industry at a European level as an instrument to influence governments to promote camping as the recommended form of vacation that benefits the physical, mental and social health.<sup>21</sup> New, strong lobbying is required at all destination levels. The camping philosophy needs to be reinvented – reintroduce the public to the advantages health benefits of camping. For a further qualitative step forward, a new harmonization of EU regulations, economy and quality – harmonizing regulations, measures and policies. The economic goal is successful camping as an all-year-round business. Creating new camping markets in the EU region is expected, in member states or other, and the future lies in seeking new markets outside the EU. New opportunities will arise in the development of so called “social camping” (children, sports, religion and other camps) to promote “healthy habits” in order to raise future generations of camping tourists at a youthful age.

By implementing the RE-trends in camping tourism, the management will be able to create a camping product competitive to other accommodation and will therefore increase destination competitiveness and add to the competitiveness of Europe as the world’s leading tourist destination.

### **CONCLUSION**

Numerous researches have indicated strong global megatrends that are a vital factor to the development of tourism in the world and Europe. The effect of these megatrends is felt in the development of camping tourism where new development opportunities can be seized.

The research of the characteristics of camping tourism in the USA and Europe indicates that American camping has found the formula for development while the European has stagnated, same as its commerce of camping vehicles. Europe has experienced a drop in the commerce of camping vehicles but also an increased demand for alternative accommodation, such as glamping and mobile homes. The conclusion is that camping tourism needs to be reinvented.

The researches carried out among foreign tourists in Croatian camps and the comparison to similar researches in Croatia and abroad indicate that the characteristics of camping demands are changing and we can observe a change in habits, demands and desires of the modern camper.

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<sup>21</sup> World Health Organisation: "The Ottawa charter of health promotion", First International Conference of health Promotion, Ottawa, 1986., <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/>, February 13, 2014.

Faced with numerous challenges, the camping industry can, if it wants to retain its competitive position in the European market, implement new strategies in response to global trends, including the 10 RE-trends in creating new, innovative and development forms of camping services and new and redesigned camping programs with the aim of ensuring long term growth and development, solidify the competitive position of the European camping tourism and contribute to the strategic aims of tourism in Europe.

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