

Employees in focus

JOSIPA CVELIĆ-BONIFAČIĆ – EXECUTIVE DIRECTOR OF OPERATIONS FOR CAMP DEVELOPMENT

Return to Zlatni otok after 30 years

In this issue, we present Josipa Cvelić-Bonifačić who joined the Valamar management team on 1 September 2006 as Executive Director of Operations for Camp Development. Josipa Cvelić-Bonifačić holds a master's degree in economics, having completed her M.Sc. thesis on camp management.



Your professional experience is truly impressive. To start, give us an overview of your career to date.

For the past twenty years, I worked as the general director and assistant director in the company Hoteli Punat, managed by the company Falkensteiner Hotels & Resorts. Before this, I worked in a travel agency that I founded in Krk. For five years before that, I ran the Pile camp in Punat while also teaching tourism courses in the Krk Secondary School. For years, I was a tour guide. It is interesting that I started my career in 1976 as a reception desk clerk in Hotel Koralj, owned by Zlatni otok, making this my return to this company.

In your many years of working in the tourism industry, you have always held important functions in camping associations and in tourism associations.

That's right. I am president of the Croatian Camping Association (CCA) and represent the association before the European Federation of Camping Organizations (EFCO). I am a member of the Assembly of the Croatian Tourist Board. Also, I was president of the Camp Categorization Commission before the Ministry of Tourism, president of the City of Krk Tourist Board and president of the Island of Krk Tourist Board. In Punat, I founded the Olive Days event and for years, organized the Croatia Cup, an international regatta.

How much of your experience gained through your work in these organizations influenced your work to date and how important are they for the development and operation of camps in Croatia?

This experience has been priceless. I would in particular point out my work in the Croatian Camping Association, which for years has worked intensively on projects aimed at the foreign camping market, as well as education and promoting camping as an important segment of Croatia's tourism development. For years, the CCA was in fact the only association or organization in this country to promote and advance the idea of camping in Croatia.

Valamar currently manages the largest camping capacities in Croatia. In which direction should camps be developing in the future in order to be competitive both on the Croatian and European markets? What will your priority tasks be in this aspect?

First, I would like to stress that I look forward to the challenge of working in the company that manages the largest camping capacities in Croatia. I consider this to be both a professional and personal challenge. Valamar manages wonderful camps that differ in their size and character. However, it is their particularities that allow for the wide range of camping preferences among our guests to be satisfied. I believe that the Valamar camps have a great future ahead of them, if the investments in

product development and the improvements to camp quality continue. Simultaneously, it is necessary to increase marketing and sales activities. Valamar is the only camping system in Croatia that can offer guests camping accommodation from Istria to Dubrovnik and has great experience in selling large capacities. This now needs to be applied and used in the field of camping. Camping has changed dramatically in recent years, the competition is developing at great speed and this segment needs to be thought out in a more systematic manner.