



METADATA

Title: Management, Marketing, and Animation of Camps

Other Titles: A practical guide for students, teachers, and camp managers

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Abstract

The purpose of this book is to analyze the basic principles, philosophy, processes, and strategies of management, marketing, and recreation on selected important topics, comprehensively and simply, and through examples to be applied to camps, regardless of the organization and the particular conditions, to achieve the effective and efficient operation and future sustainability of the camps. In addition, to give sufficient information on special issues of executive training, children's education, and application of games related to children's camps. In any case, camp managers must be able to understand the competitive environment and current trends, identify business opportunities, meet key management requirements, and make strategic decisions to achieve each camp's goals. This book is aimed at undergraduate and postgraduate students who are taught camp organization,

animation, outdoor sports activities, and the training of children camp human resources, as well as camp administrators who wish to understand in depth the relevant theoretical background and apply methods and procedures in practice and management and marketing strategies in the specific space. It can be used by both lay readers and advanced scientists in the field. Students, teachers, and professionals in the fields of camping, recreation, and hospitality in tourism, can find in the book, the necessary material for understanding the concepts and practical training in matters related to: -Development of the camping institution, -Camp services, -Camp marketing, -Planning and implementation of animation programs, -Recreation activities, -Games, -Operation of children's camps, -Training of children's camp human resources and -Education of children and adolescents.

