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Changes in consumer behaviour – the challenges for providers of tourist services in the destination

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ABSTRACT

The article studies the manner in which contents of services of tourist products at the destination are specialised, according to the needs and requirements of tourists. The first part highlights a theoretical review on the history of the tourism industry with emphasis on motives as a key factor, which is important in tourist decision-making when choosing the destination. In order to study the level of the specialisation of tourist offers in Dubrovnik particularly, in accordance with needs of tourists, the research was focused on: (1) tourist behaviour in terms of selection of key factors that meet tourist needs, important when making decisions about travelling to a destination; and (2) attitudes of the tourist consumers in accordance with the level of specialised contents of services used. Using the method of inferential statistics, the empirical research was conducted on a sample size of 327 tourists. Demographic characteristics and characteristics of the tourists' stay in Dubrovnik were taken into account, considering the assessment level of the specialisation and defining the main factors that influence the selection of a destination. Our findings speak in favour of the majority of services in Dubrovnik having specialised features and content, in accordance with the needs of tourists.

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1. Introduction

An important part of developing tourism is urbanisation, improvement of living conditions and the growth of standards, which are characterised by the availability of free time and financial resources. Industrial and technological conditions are necessary, but not sufficient, conditions for tourism development. Modern tourism arises only with a sufficiently high interest from tourists towards a specific destination. Tourists make trip to certain destinations in large numbers, for personal reasons and motives (Vukonić, 2012). In quantitative and qualitative terms, an additional condition for tourism development is the readiness of those dealing with tourists; their reception on arrival at the destination, the organisation of travel toward their destination, the organisation their stay – especially relating to facilities at the destination. Leisure time creates additional options for individuals, and thus satisfies tourists' secondary needs. It is an incentive to the further continuation of tourism

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development, which is evident through the parallel process of customising tourism to meet the changing demands of tourists. As a result of socio-economic changes, tourist motives are changeable. Perceived and actual value of attractions encourages the specific interests of tourists. They are the impetus for the fragmentation process of the tourism market. It attracts the interest of service providers (Williams & Shaw, 2011). The orientation on specialisation, based on activities and high quality products/services has encouraged the loyalty of tourists. It influences market leadership and the destination competitiveness as leading to an increase in various activities offered to tourists, with emphasis on the extension of the tourist season (Trauer, 2006; Douglas & Derret, 2001). Trauer points out the sensibility of specialising, an alternative to mass tourism (2006). Nowadays tourism can be described as the system of experiences contained in innovative forms, including rural, event tourism and cultural tourism. Tourists show changes in their behaviour when choosing trips and specific services. They want emotional satisfaction and experience through adventures by using services that will meet their expectations (Opaschowski, 1997, 214). It is necessary to diversify tourist products, and this should be applied at all levels at a destination. The changes in tourist behaviour when choosing the trips emphasises the importance of innovative services and products, according to specific tourist profiles and the actual motives. New opportunities are created through innovative products. These forces could affect the modification of business policy, and more accurately direct it toward specialisation.

2. Literature review

The opinions on which tourism based its beginnings were not cohesive. One of the widely accepted and scientifically-based reviews on the development of tourism relies on the idea of the socio-economic phenomenon, based on the occurrences caused by revolution in science and technology. The results of these changes and technical civilisation were the amassing of movement and travel. Free time and financial resources are the prerequisites of tourist activities, where 'travel becomes an active element', and 'tourism a logical consequence of its development' (Vukonić, 2012). Defined by the rules of demand, according to new variable motives, the appearance of new development modalities of tourism was encouraged. Active elements contained in services covered in time that tourists spent in destination, give an additional possibility for products diversification due to the attractions in the destination, specifics of resources and the importance of their optimal valorisation according the criteria of sustainable development.

This affected the terminological distinctions of definitions of tourism while speaking about the development of alternative forms of tourism of 80-ies of the last century, and followed by selective forms of tourism. Alternative tourism appears as a 'counterbalance of mass tourism' (Cook, Hsu, & Marqua, 2014), pointing to the reasonable actions of changes in the global tourism industry, primarily through the new facilities and behaviour in tourism for the purpose of qualitative changes. This requires additional effort and for tourism offers in the destination, the coordination of activities that are directly or indirectly related to tourism. It requires the active participation of stakeholders at all levels and destinations, taking into account the specificity of space and resources, following the trends and variability of needs, but also the motives of travel. Changeable trends in tourist demand, based on the appearance of different motives and reasons through new requests for new activities, puts pressure on the suppliers of tourism (Theobald, 2001). Changes in tourism

can be observed when looking at several criteria: the length of the tourist's stay, the relation to travel organisation to a destination and the means of transport, the area where tourism takes place, considering specific attractive factors as key factors that influence the selection of destination, the season and the distance from their place of residence.

2.1. The history of tourism

Tourism has emerged as a logical consequence of the development of travel, but its occurrence was caused by the development of socio-economic conditions around the world. The modern era of tourism involved a significant part of humanity, essentially different from the distinguished phenomena in past epochs of social development (Burkart & Medlik, 1974). The only connection with modern tourism are motives dating back to antiquity. Marković and Marković (1967) do not diminish the significance of these occurrences 'analogue to tourism'. The authors' contribution is contained in scientific knowledge about the connection of these occurrences with respect to size, importance and impact, in accordance with appropriate possibilities of socio-economic development, defining the terms of particular developmental phases. They argue that among other reasons for travel, the element of leisure could be found, but the mode of travel, the content and the purpose of recreation were appropriate in accordance with the circumstances that were common in a particular period of time (Markovic & Markovic, 1967, 67). In terms of terminology, travel from the past differs considerably in relation to travel that contributes to modern tourism. It is argued by the lack of developmental beginnings and connections based on the economic and social conditions – obvious through the number, characteristics and motives as forces; quantity, social structures and the behaviour of participants; time and the frequency of travel; the direction of movements, shapes and related phenomena, through direct and indirect impacts and eventual visible and invisible effects (Alfier, 1994).

The Industrial Revolution has determined the conditions that gave rise to the power and the speed of tourism development, initiating the changes of its forms. Burkart, Medlik, Enzenberger, Defert, Hunziker and Krapf have views on the close connection between the phenomenon of tourism and industry (Vukonić, 2012). The next group of authors are of the opinion that the development of tourism should be distinguished at two periods, separating two developmental stages of tourism, as tourism of the privileged classes and the modern era (Markovic & Markovic, 1967). According to Leipner (2008), the term 'tourism' appeared in eighteenth-century England to describe the travel of the British aristocracy to European centres, with dominating cultural and educational motives, which are main reasons for of tourist trips according to today's understanding, motives are just 'the connection' to contemporary tourism. The precursor of tourist trips is considered to be Grand Tour, in the period from 1547 to 1830, mainly undertaken by English nobles, as the final stage of their education, taking from as little as two years, to as many as eight (Cook et al., 2014; Medlik, 1991).

During the first half of the nineteenth century, Anglo-Saxon countries generated assumptions that the impetus of the development of events that directed the course of tourism were new needs and motives. Motives are transformed by knowledge acquired on a trip, and are also enriched by new experiences (Walton, 2009, 786). In the mid-nineteenth century travel become an integral part of new experiences and in its own way become 'an active element' and 'tourism – this new form of development' (Vukonić, 2012, 23). The course of tourism

development can be considered as part of various developmental periods. Developmental stages are distinguished according to Burkart and Medlik (1974) who cite three periods: 'The beginnings of tourism before the Industrial revolution to 1840; A period from 1840 to to 1914; A period of the Modern era' (41).

Freyer (1999) focuses on the period after the 1850s. Development of tourist travel is shown in the four phases: pre-phase, up to 1850 (in England); the initial phase from 1850 to 1914; the developmental phase, from 1914 to 1945; and the high phase from 1945. The United Nations World Tourism Organization (UNWTO) uses the modification of these approaches, dividing the development of tourism into five periods: an early age – which is linked to the first civilisations of Greece, Rome, Asia; the middle age – from the fifth century to the fourteenth century – which is associated with the period dominated by pilgrimage expeditions; the Renaissance – from the fourteenth century to the seventeenth century, with an emphasis on educational travel, Grand Tour; the Industrial Revolution – from 1750 to 1880, relating to the development of cities, the industrialisation and revolutionary discoveries such as the steam engine; and modern tourism – related to the rapid development of the transport infrastructure, personal consumption and mass tourism (Gee & Fayos-Sola, 1997). The next developmental stages are deferred according to Cook et al. (2014) who cite: The Empire Era – (4850 B.C.–300 A.D.); The Middle Ages and Renaissance Era (fifth century to the fourteenth century AD), The Grand Tour Era (1613–1785), The Mobility Era (1800–1944), and The Modern Era (twentieth century to the twenty-first century).

As a global phenomenon that characterises aspects of the post-industrial society after World War II, tourism in this stage of development had a positive impact. Due the economic return, tourism was encouraged. In the developmental stage when tourism had no a form of high intensity in the context of mass tourism, it had not created a negative impact on historical and natural areas (Kiliç & Aydoğan, 2009).

Tourism improved the social situation of many underdeveloped areas, through the improved life conditions and the employment of the local population – whereby the importance of tourism as an 'immediate export' must be stressed, ensuring high foreign exchange inflows. Destinations and the interests of tourist investors were under considerable pressure over a short period of time. In the 60-year period – although the decline of international arrivals occurred worldwide due to the uncertainty caused by the instability of the political character and the cyclical phenomenon caused by economic change – continuity of growth has proven the strength of this phenomenon. In accordance with elements of the pluralistic idea, numerous tourists started searching for more personalised forms of travel.

The transformation of the organised form of mass tourism from the post-war period, towards the alternative and fragmented forms, shows characteristics of individualisation, flexibility and the diversity that are incorporated in this phenomenon (Gospodini, 2001). Putting tourism into the context of social forces, Higgins-Desbiolles (2006) points out that tourism as a transformative social force, in terms of social needs, which corresponds to the level of social development and to the related circumstances under that should be adapted. The author abandons attitudes related to 'marketisation of tourism' that dominated the neoliberal era in the second half of the twentieth century. The view on the phenomenon of tourism as an industry has Chaix, speaking about a 'new industry' (Antunac, 2001, p. 49). From this point of view, tourism is analysed and constituted by entities and compatible relations of all the providers of tourism (Leiper, 20018). They influence tourist development, through the relations of subjects, customising the marketing mix that is based on variations

in accordance with the needs of different market segments. Limitations defining tourism as an industry is seen through the nature of tourism and its consequences on numerous activities that are an integral part of tourism (Mathieson & Wall, 2006). In accordance with the behavioural approach, representing its anthropological and sociological points of view, Jafari (1987) finds that tourism is the study of men outside their place of residence, in activities that are appropriate to their needs, bearing in mind the impacts of their stay at a destination will cause socio-cultural, economic and physical changes in the environment.

In accordance with the various behaviours of tourists profiled by the possibilities and new trends of tourists' demands, we have witnessed the rapid emergence and changes creating new modalities of tourism. Walton (2009) points out that profitability and environmental impact to sustainability are goals for future tourism development. Being prepared for the challenges towards the environment, carries an awareness in terms of a conscientious attitude related to the public good, encouraging new trends in the behaviour of tourists with high social sensitivity.

2.2 Changable motives as assumptions of tourism development

The intensity of structural changes in the tourism market is viewed through the prism of tourism demand (Hall & Weiler, 1992). As the main initiators of tourism development (Hall & Weiler, 1992), constant changes have a major impact on growth and the organisation of new activities in tourism, affecting specialisation in tourism and the development of new needs (Strasdas, 1994). Swarbrooke and Horner (1999) emphasise the importance of developing new activities at a destination and the participation of tourists in the creation of innovative products at a destination, through their experiences. Changes in the structure of tourists' needs are influenced by the diversity of lifestyles (Kiliç & Aydoğan, 2009). Realising the need for change, tourists want to satisfy their need for unusual experiences, and enjoy freedom from the daily obligations (Jui Chi, 2007; McCabe, 2002; Uriely, 2005). In this context, there is a range of elements determining the experience and the holiday, emphasising its active or passive character. However, in addition to 'the classic' motives, referring to leisure and relaxation, the emergence of new motives is obvious, such as new experiences that could be realised in services, as well as in spiritual improvement, health improvement, and adventurism. Tourists are no longer passive in accepting the standard facilities of tourism products (Parks & Steelman, 2008), by taking an active approach amenities underline their individuality.

Hall and Weiler (1992) place emphasis on a certain level of activity created at the request of tourists, arising from their specific socio-psychological needs, motives and interests. A number of non-permanent and dynamic motives in a given time shows its changeable character (Yoon & Uysal, 2005, 47). Depending on the needs and preferences of tourists, the basic motives for travelling are: an escape from the everyday, recuperation and social interaction (Krippendorff, 1987; Crompton, 1979), for research (Ostermann & Chon, 1997; Crompton, 1979), the reputation of a destination, an innovation, for an education (Crompton, 1979), to have adventures, to achieve better health, for pilgrimages (Ostermann & Chon, 1997), the discovering of new cultures, for freedom and happiness (Krippendorff, 1987, 102). These needs are also defined by different cultures. Culture as a person's spirit has a unique identity (Sharma, 2013). In recent years more and more people are particularly interested in culture and the other forms of consumption that differ from the contrived forms of tourist experiences that are being marketed by service providers. The rising share

of cultural tourism within new tourism trends is encouraging (Hsu, Tsai, & Wu, 2009; Kiliç & Aydoğan, 2009). Consequently, an increasing number of tourists search for more personalised forms of travel and unique tourist products and services that emphasise their individuality (Akama, Kennedy, & Onidimu, 2001; Boerwinkel, 1995; Wolfe, Hsu, & Kang, 2004). This should represent the landmark for the creation of specific offers respecting the culture of a destination.

Special features of tourism and specialisation are contained in the experiences of tourists. The motivation and decisions of tourists are determined by specific interests, and focused on specific activities, or the destination. In doing so, emphasis is on two aspects of specialisation (Swarbrooke & Horner, 1999): (1) the specialisation motivated by necessity to engage visitors with adventure; or (2) to develop a new activity in a particular destination. The use of tourist services leads to an increase in various tourists' interests, especially during the specialisation, as new values are created, including outdoor activities, awareness of environmental problems, self-improvement and social progress (Hall & Weiler, 1992). The increasing dynamism that is present in the market encourages entrepreneurs to think and take steps that will enable them to gain a better market position. While doing so, it is important to evaluate business areas, with emphasised opportunities for market competition, in relation to the selected elements from its own business process development strategy.

2.3. Specialisation in tourism as a result of social and economic changes

According to Ponsien (1962), social change is a consequence of coincidence, it is requested, stimulated and planned. Changes in the dimensions of the macro environment strongly influence tourism. New trends in consumer behaviour are influenced by socio-economic changes that show high levels of sensibility, observed in terms of activities, coming from other industries, sectors or branches. Firms must aim to achieve sustainability in their operations if the destination as a whole is to conform to sustainability principles (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009; Edwards, Dickson, Griffin, & Hayllar, 2010).

The specialisation of services/products as an assumption of competitiveness could be influenced by numerous motives and dynamics of its changes. The decision-making process of tourists is difficult, considering the differentiation of products. In academic research studies in tourism, terminology and concepts related to the market are related to divergences of segments, cross-cultural market (Richards & Wilson, 2005), and the power of change in behaviour of segments (Ryan & Glendon, 1998).

Due to employment and the pressure of intense competition in the labour market, leisure time becomes very important to the younger population. Using new technologies in communication, younger population have increasingly used social networks for achieving global contacts. This market segment also shows interests for shorter trips during the holiday, with an emphasis on events organised out of season, an extra interest for active holidays through 'experiences', related to various forms of adventure tourism (Richards & Wilson, 2005).

Research on Consumer Decision-Making (CDM) styles are important for companies since they determine consumer behaviour (Anić, Rajh, & Piri- Rajh, 2015). It is relevant in examining cross-cultural consumer behaviour (Mitchell & Bates, 1998) in market segmentation (Walsh, Hennig-Thurau, Wayne-Mitchell, & Wiedmann, 2001). Sprotles and Kendall (1986) conceptualised the following CDM styles: (1) Perfectionism, high-quality consciousness; (2) Brand – consciousness; (3) 'Novelty- consciousness'; (4) Recreational, hedonistic

shopping consciousness; (5) Price consciousness; (6) 'Impulsiveness'; (7) Confusion by over choice; and (8) Habitual, brand-loyal purchasing orientation. Power of the impact of key styles is evident in its combination which is confirmed in the loyalty of visits to the destination. Confidence in the quality of a destination indicates loyalty, additionally deepening a consciousness about the importance of the product's brand.

An adaptive nature of companies in competitive terms is essential because of an increasing number of heterogeneous tourists. The business activities should be defined by rules and controlled by standards toward recommendations, taking into account possibilities for the adaptation of the dynamic environment.

Viriden and Schreyer (1988) identify the primary variable used in categorising travellers in terms of specialisation: experience (general and recent) – the growing intensity and frequency of travel during the year. Some authors identify primary variables used to categorise tourists and their behaviour such as: (1) the importance of intensity of commitment to specific activities that are crucial in choosing specific attributes as key factors in destination choice; (2) the importance of motives considering the centrality of lifestyle; (3) attitudes related to the way trips are organised, with regard to the means of transport and sources of information available when planning a trip (Edwards, Dickson, Griffin, & Hayllar, 2010; Maitland, 2006). Categories are identified and based on indicators such as focusing on attitudes, behaviours (experiences) and the commitments (importance and centrality to lifestyle). Active tourists who indicate higher levels of behavioural involvement show more specific preferences about the attributes of destinations (Hayllar & Griffin, 2009). The emergence of new needs and requirements in creating innovative and the improved services is encouraged by the intensity of the use of tourist services (Arnould & Price, 1993). It is the case that occurs during the specialisation because of creating new values that include outdoor activities, the awareness of ecological problems, self-improvement and the progress of society (Hall & Weiler, 1992, 91).

Specialisation in the tourism industry contributes to creating the differences between mass tourism and the tourism system which completely meets the specific needs of tourists (Morgan, 1996) and it as a part of an interdisciplinary system consisting of the environment, tourism demand and the tourism offer (Dreyer, 1995). Opaschowski (2001) points out that the trip provides personal fulfilment and pleasure. Wearing (2002) considers that twenty-first century tourists want to travel using services based on excitement and new experiences. The study and explanation of the term 'tourism specialisation' is based on two aspects: the psycho-social aspect that relates to tourists and the economic aspects relating to service providers, as pointed out by Collier, Dreyer (Dreyer, 1995) and Pigeassou (1997).

Consumers' motivations and CDM styles can predict loyalty (McDonald, 1993). It influences the confidence of quality of destinations. Hall and Mitchell (2002) define terms of 'unique combination of physics, cultural and natural environment' that contribute to each region in attitudes through the experiences of visits. Attraction is a resource that tourists are prepared to experience for a purpose other than services supporting their travel (Hall & Lew, 2009). The aspiration for experiences increasingly affect new motives and reasons that encourage people to travel. The natural environment is largely influenced by tourism due to the mass concentration of tourists at a time-determined framework that makes the developing continuity of space questionable. Therefore, the concept of sustainable development becomes an inseparable part of strategic planning in tourism in the human physical environment (Hall & Williams, 2008). Sustainable tourism (ST) is a major concept which is focused on in the debate on environmentally-integrated

tourism development and comprehensive analysis (Butler, 1999; Mowforth & Munt, 2005), that is crucial for the existence and development of tourist destinations. An important point about the concept of sustainability is that it is defined, interpreted and implemented differently by individuals, stakeholders and social groups; referring to the 'balance' or 'the wise' usage of resources (WCED, 1987). The above statement creates an additional test for those subjects who want to take advantage of an environment's opportunities by making adjustments in areas that require a prominent activity. Therefore, strategic thinking in tourism relates primarily to directing subjects to activities that might provide a better strategic position, accepting the significance of a longer duration for business success. Accepting the harmony of an active relationship with the environment through a cyclical relationship of tension and balance, the ability to make decisions based on methods, concepts and models used to shape and implement the tourism mediation that based its core business philosophy on the economies of scale. On the other hand, specific interests stimulate the creation of additional market niches and deepen the differences between similar products. What is the way of development of business and how to maximise their possibilities is a crucial question for the survival of companies in competitive market conditions.

The specialisation research regarding personal commitment is key to the discussion of leisure activities. Stebbins (2007) made this point with regard to people who are serious leisure participants at their destination. Centrality to lifestyle and the influence of leisure activities on identity, or self-concept, help to explain the importance that leisure activities can play in an individual's daily life. Ryan and Glendon (1998) indicate a motive determining satisfaction in leisure activities: intellectual stimulation. The second major theme among specialisation research utilises a progression-oriented approach. This research focuses on distinguishing the various levels of involvement among intra-activity participants, as well as exploring the process of shifting from a general low-involvement orientation to a more specific high-involvement activity orientation. This process is examined in terms of such indicators as commitment, desire and motivation. McFarlane (1994) describes three primary motivations: affiliation-oriented (social), achievement-oriented (skill) and appreciation-oriented (affect). McFarlane (1994) found that recreationists tend to shift from affiliation and achievement orientations to appreciation orientations of motivation over time. This shift toward appreciation occurs concurrently with development along the specialisation continuum described by Bryan (1977). This means that 'the individual increasingly seeks a particular activity out of an intrinsic desire for enjoyment versus extrinsic motivations such as an individual's social setting or perceived status among the leisure social world'.

At dynamic tourist markets, the contemporary business model is based on the specialisation of tourism products composed of the various elements of tourism offer. The specialisation of tourist offers is an incentive to loyalty and to tourists' returning to the same destination. It also ensures superior service, market leadership and the destination competitiveness that leads to a prolonged tourist season.

Tourism specialisation has significant potential beneficial economic impacts on the tourism destinations (Herington & Weaven, 2009), and the level of tourist destination with regard to specific consumer segments is possible through the adjustment of specific contents of individual service providers and numerous content based on natural diversification of the area of market requirements. It emerges as 'an agreement within the community, groups of organisations whose members are most suitable for specific activities or tasks' (based on their characteristics that define them as having natural abilities, skills or other qualifications). The specialisation can be regarded in a context of better performing specific tasks

within a company in order to achieve competitive advantages, and indicates the decision of companies to focus on one or more products/services that can satisfy specific customer needs driven by diversity. The emergence of new needs and motives is focused on the authenticity of the destination. The point of analysis of specific forms of tourism is based on the evaluation of tourism resources in the destination. Concentration of tourism demand, its specific occurrence on the tourist market, puts pressure on changes that tourism offers. Nowadays the classic mass production is replaced by 'the mass production customised to individual customer', so producers have to design the specific products in accordance to their interests. Specific interests encourage the emergence of additional market niche, and at the same time, differences between similar products become more pronounced. What is the way to develop business with the maximum use of opportunities?

Considering connotations associated with mass tourism, the specialisation is a challenge to tourism based on natural resources. Butler emphasises that the declining number of tourists in destinations that occurs due to a decrease in destination competitiveness in relation to new/alternative destinations in their environment leads to the loss of market share (Agarwal, 2002). Just to avoid the decrease in number of tourists interested in the conventional tourist products, it is necessary to restructure the offer, customise it to the requirements of the tourist. To encourage positive changes, the steps that could be taken include: the restructuring of tourist attractions, preserving the environment and the natural attractiveness, or repositioning the destinations in the tourist market. Bagguley (1987), Pinch (1989) and Urry (1987) highlight the four elements that could help in the restructuring: the reorganisation of tourism products, the labour forces, the new spatial organisation and transformation of tourism products. Using comparative advantages for the purpose of a better position in the tourism market will affect the economic recovery of tourist destinations and its positioning in the dynamic market conditions. It is necessary to implement the developmental orientation with assumptions based on values of know-how, that use multiple benefits of comparative advantages with the purpose of producing new values, thus creating an innovative tourist destination.

With the development of reasonable material and the infrastructural basis in accordance with the organisational and spatial requirements areas, it is important for companies to focus their specialisation on activities in order to use revenue from tourism, thus ensuring a better economic future. Tourist offers are susceptible to specialisation implemented by subjects in tourism such as service providers of accommodation, food and transport. A tourist destination as a spatial unit must exploit the opportunities in the environment, sublimating effects of specialisation programmes conducted by entities. Tourist demand that determines the specialisation activities starts from: the financial situation of individuals, cognitive factors, personal characteristics and personal needs. In order to encourage the customer interest according to the diverse needs of market segments, realising turnover and ensuring the growth at the same, the companies in tourism try to adapt the development of diverse range of tourist products. The objectives are focused on: the improvement of the quality of services, increasing the number of new products and services, increasing the revenues of service providers, increasing the share of tourists from medium to high socio-economic profiles. The division of the market according the demographic and social criteria on consumer segments, seems too rigid a segmentation tool (Clemons, Hann, & Hitt, 2002). Today, the greatest potential for growth actually indicates all types of specialised themes of tourism offers (Kenny, 2009). The diversification can be performed according to elements

that do not relate to product or the market, but arising from their specific relationship. The diversification of products and services is primarily directed toward the development of new tourist products on new or existing markets. In the latter case, emphasis is on the horizontal diversification of products. In this way the company is directed toward the improvement of competitiveness and the attractiveness of the tourist destination.

3. Methodology of research

In order to test the hypotheses, empirical research was conducted using a questionnaire. For testing the hypothesis that (H) 'the majority of services in the destination have facilities specialised according to the needs and requirements of tourists', an appropriate sample was chosen as a sampling method.

The hypothesis was tested with the empirical method of interviewing the tourists in Dubrovnik. The target population for the given research was a set of tourists who visited Dubrovnik from June 2010 through January 2011. A longer time frame was used to avoid the effect of seasonality. Questions were formulated in such a way as to meet the criteria of a greater concentration of high-quality responses in a determined unit of time. The questionnaire was composed of questions in relation to: (1) basic information about participants; (2) determinants of decisions about travel (the reasons and key factors when selecting Dubrovnik as a destination); (3) issues about tourist behaviour in Dubrovnik and, in this regard, issues on the level of specialisation contents services. The questionnaire was designed as a closed-test, with one or more predefined answers or the same type of questions where participants had to agree or disagree with predefined assertions, using a Likert scale. A pilot test of the questionnaire was conducted, which established an optimum number of issues, with the aim achieving more concentration of answers in the shortest time possible. The formulation of issues has enabled the clarity of the survey to respondents, and ensured unequivocal understanding of the issues.

Processing of the survey was conducted using the a statistical package SPSS ver. 18 and PHStat Ver. 2, using the methods of descriptive and inferential statistics. The method of z test was used for testing hypotheses on assumed value of proportion of population – p on the basis of large sample ($n > 30$) and the normal distribution as the distribution of assessors. The assumed value is determined by the proportion of population on 50% of observations taken. Approximation of the sampling distribution of proportion is normal, it satisfies, if the null hypothesis is true and the sample sufficiently sized (Šošić, 2004).

Testing of hypotheses on assumed value of proportions of population p to the upper limit along with an assumed value of 50% has been used in the article.

Population size is as follows:

$$p = \frac{M}{N} \quad q = \frac{N - M}{N} \quad q = 1 - p, \quad (1)$$

And the sample size is:

$$\hat{p} = \frac{m}{n} \quad \hat{q} = \frac{n - m}{n} \quad \hat{q} = 1 - \hat{p} \quad (2)$$

Two-way test hypothesis are as follows:

$$\begin{aligned} H_0 \cdots p &= p_0; \\ H_1 \cdots p &\neq p_0, \end{aligned} \quad (3)$$

tested value is as follows:

$$z = \frac{\hat{p} - p_0}{\sigma_{\hat{p}}}, \quad (4)$$

where standard deviation is:

$$\sigma_{\hat{p}} = \sqrt{\frac{p_0 q_0}{n}} \quad (5)$$

The rule for making a decision about the result of two-way test is as follows:

$$|z| < z_{\alpha/2} \rightarrow H_0; \quad |z| > z_{\alpha/2} \rightarrow H_1 \quad (6)$$

Hypothesis of one-way test at higher is as follows:

$$\begin{aligned} H_0 \cdots p &\leq p_0; \\ H_1 \cdots p &> p_0, \end{aligned} \quad (7)$$

The rule for making a decision about the result of one-way tests at higher limit is as follows:

$$\begin{aligned} z < z_{\alpha} &\rightarrow H_0 \\ z > z_{\alpha} &\rightarrow H_1 \end{aligned} \quad (8)$$

One-way hypothesis on lower limit is as follows:

$$\begin{aligned} H_0 \cdots p &\geq p_0; \\ H_1 \cdots p &< p_0, \end{aligned} \quad (9)$$

The rule for making a decision about the result of one-way tests at lower limit is as follows:

$$\begin{aligned} z > -z_{\alpha} &\rightarrow H_0 \\ z < -z_{\alpha} &\rightarrow H_1 \end{aligned} \quad (10)$$

Notation is used (Šošić, 2004):

H_0 - null hypothesis; H_1 - alternative hypothesis, the sample size; p - proportion of the population, p_0 - the assumed value of the proportions of the population; n - sample size; $\sigma_{\hat{p}}$ - the standard estimation error; α - level of significance; z (= theoretical value for z normal distribution depends on the level of significance; z - test size i.e., empirically z ratio; N - number of elements of the population; M - the number of elements of the population with a certain modality of variable, p - the proportion of elements with a specific modality in the population; q - the proportion of elements that have no the selected modality in the population; \hat{p}

Table 1. The demographic structure the realised sample.

		N	%
Total		327	100%
Total country	Scandinavia	55	17%
	Germany	50	15%
	France	51	16%
	Spain	30	9%
	Turkey	30	9%
	Russia	8	2%
	United Kingdom	56	17%
	USA	19	6%
	The Netherlands	4	1%
	Italy	8	2%
	Other	16	5%
Type of settlement	Big city	115	35%
	Small city	103	32%
	Town	109	33%
Professional qualifications	Secondary education	56	17%
	University degree	144	44%
	Other	10	3%
	No answer	117	36%
Social status	Low	51	15%
	Middle	39	12%
	High	136	42%
	Other	4	1%
	No response	97	30%
Age	36 or younger	77	23%
	36–50	103	32%
	50 or more	147	45%

Source: Authors' analysis of survey.

– *appraiser proportion of the population by number; m - number of elements with the selected modality of variables in the sample.*

Table 1 shows the demographic structure of the realised sample.

Testing of hypotheses on assumed value of proportions of population p to the upper limit along with an assumed value of 50% has been used in the article. Characteristics of the sample will be shown in continuation.

4. Data on a sample of surveys

Elementary unit of survey to be selected in the sample is defined as a tourist who stayed for a shorter or longer period. Since the sample comprised 327 respondents, a survey involved tourists who were sightseeing in Dubrovnik, and who were asked prior to the survey if they were staying in Dubrovnik or elsewhere. Tourists who did not stay overnight were not included in survey. The survey was conducted on a final sample of 327 tourists. Considering demographic characteristics of the sample of respondents who participated in the study, the target units were analysed with regard to the country from which they come, type of settlement in which they live, professional qualifications, social status, age and gender.

The sample included mostly the tourists from Scandinavia (17%), UK (17%), France (16%) and Germany (15%). Other countries are represented by less than one-tenth of the sample (such as Spain, Turkey, Russia, US, Netherlands, Italy and other countries). Respondents who participated in the study were equally represented considering the types of settlements they come from. One third come from big cities, smaller ones and the small towns. Since the identity in Dubrovnik has been defined on specific cultural assumptions,

Table 2. Features related to stay of respondents in Dubrovnik.

		N	%
Total		327	100%
Trip organisation	Travel agency	248	76%
	Individually	79	24%
Stay in Dubrovnik	First time	263	80%
	Several times	64	20%
You arrived	Alone	25	8%
	With friends or partners	201	61%
	With family	101	31%
Number of overnight stays in Dubrovnik	Less than 4	64	20%
	4–7	174	53%
	More than 7	89	27%

Source: Authors' analysis of survey.

it was expected that Dubrovnik should have been mostly visited by tourists who are educated and come from urbanised, city centres. Additionally, this is added to by the fact that the largest share of respondents belong those who have a university degree (44%) and the respondents who have a high school education (17%). On the questions relating to age, all respondents gave the answer. Most of the respondents are older than 50 years of age (45%), and one-third of respondents up to 36 years of age and remaining ones aged between 36 and 50 years of age. Table 2 shows the structure of respondents according to the above mentioned characteristics of their stay.

The features of respondents considering the characteristics of their stay show that one quarter of respondents (24%) i.e. 79 respondents took an independent travel. Because of its distance from the emitive tourist centres, the costs that are involved in travel and stay, also the time that is necessary to set aside for the trip, the destinations will have to have solid arguments that could be imposed on the market. On that way it should be built own specific identity – based on spatial ability of 'continuing attractiveness'. Most tourists are in Dubrovnik for the first time (80%), while (20%) had visited before. The respondents most often come with their friends and partners (61%), and less frequently with their family (31%). More than half of the tourists surveyed spent between four and seven nights in Dubrovnik (53%) and a similar number of stayed less than four or more than seven days).

Considering the analysis of the reasons for tourist arrivals in Dubrovnik, respondents were asked to indicate the main reason for their visit. The largest share of respondents (63%) indicated leisure, followed by new experiences (32%) and the culture (27%). Other reasons were stated by less than one-tenth of respondents. Respondents younger than 36 years of age (50%) stated that their most important reason for visiting Dubrovnik was the gaining of new experiences. Within all categories of respondents, religious reasons for visiting Dubrovnik had the smallest percentage.

5. Results

To prove the hypothesis H in this article, the method of z test was used. In order to study the level of the specialisation of tourist offers in Dubrovnik in accordance to the needs of tourists, conducted empirical research was focused on: (1) tourist behaviour in terms of selection of key factors that meet tourist needs, important when making decisions about travel to the destination; and (2) attitudes of the tourist consumers in accordance with the level of specialised contents of services used.

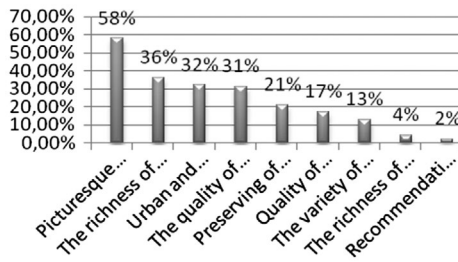


Figure 1. The structure of of respondents emphasising the key factors important in selecting of Dubrovnik as a destination. Source: Authors' analysis of survey.

5.1. Key factors in choosing a destination as presuppositions for specialisation

The loyalty and the stability in the selection of motifs created preconditions for a specialisation. In order to examine the impact of changes on business entities specialisation of tourist offers at the destination, the following key factors in the selection of destinations will be analysed. Figure 1 shows the respondents structure emphasising key factors important in choosing Dubrovnik as a tourist destination, considering the attitudes of tourists. Figure 1 shows the structure of of respondents emphasising the key factors important in selecting Dubrovnik as a destination.

Considering the specifics of characteristics of Dubrovnik, respondents were asked to indicate the key factors for choosing Dubrovnik as the destination. A number of tourists cited the significant factors of picturesque and impressive sights (58%), the richness of content offered through cultural heritage (36%), urban and architectural harmony of the town (32%). All of these factors are related to Dubrovnik, followed by factors such as preserving the environment (21%), variety of entertainment (13%) Accordingly, proportionately to the level of reach of socio-economic development, the attractions constitute criteria for the development of new modalities of tourism products, incorporating benefits of experiences that tourists require. By selecting Dubrovnik as a destination, tourists show a concentration of interest about two groups of resources, based on attractive natural and social resources, and thus demonstrating the priorities contained in space and in choosing products between alternative destinations showing a lower possibility of substituting of the product with another one.

Natural and cultural elements intertwined in the harmony of this area will be more difficult to independently qualify for the competitive market conditions, and therefore it need to qualify on the combination of different tourism products, considering the complementarity of services from different providers. Table 3 includes a detailed overview of demographic characteristics of respondents considering key factors important to them when choosing Dubrovnik as a tourist destination. According to the data presented in Table 3 the involvement of the younger population (under 36 years of age), in travel is directed towards attractions characterised by the diversity of anthropogenic factors and associated facilities. This is demonstrated by the fact that: the interest-share of the population under 36 years of age for the same factor is 72%. For tourists from Scandinavia the key factor in choosing Dubrovnik is the picturesque and impressive natural beauty of the landscape (84%), new experiences and adventures (42%), but at the same time their main reason for visiting this destination is leisure (85%). Bearing in mind the older population of tourists visiting this



Table 3. The demographic features of respondents with regard to key factors that influence the selection of Dubrovnik as a tourist destination.

	Picturesque and impressive natural beauty	The richness of content offered	Urban and architectural harmony of the city	The quality of accommodation	Preserving of the environment	Quality of restaurants (quality of food offered)	The variety of entertainment	The richness of offered health and sports centers	Recommendations of friends
Total	58%	36%	32%	31%	21%	17%	13%	4%	2%
COUNTRY									
Scandinavia	84%	38%	40%	53%	20%	42%	20%	13%	5%
Germany	46%	62%	31%	15%	8%	15%	23%		
France	47%	6%		24%	29%	12%	15%		
Spain	42%	17%	17%	25%	25%		8%		
Turkey	6%								
Russia	63%	50%	50%	38%	13%	13%	13%	13%	
United Kingdom	84%	57%	54%	48%	32%	18%	5%	7%	4%
USA	84%	63%	74%	42%	37%	16%	11%	5%	
The Netherlands	75%	100%	25%	25%	25%		25%		
Italy	50%		50%	13%	13%	38%	13%	13%	
Other	38%	31%	50%	31%	19%	19%	13%		
Big city	61%	31%	37%	32%	25%	13%	14%	6%	3%
Small city	48%	39%	28%	24%	18%	9%	5%	2%	1%
Town	64%	37%	30%	37%	19%	30%	20%	5%	1%
University	58%	24%	14%	25%	23%	11%	8%	4%	2%
Al qualifications									
degree	60%	47%	44%	30%	17%	11%	16%	5%	2%
A high qualification	75%	30%	50%	70%	50%	30%	10%		
Other	53%	28%	23%	32%	22%	27%	12%	4%	1%
No response	56%				56%				22%
Social status									
Low	56%	38%	27%	32%	17%	14%	18%	5%	4%
Medium	60%	37%	46%	24%	23%	10%	13%	2%	
High	79%	40%	50%	54%	35%	26%	10%	10%	
Other	52%	34%	25%	27%	18%	20%	10%	3%	
No response	72%	48%	32%	17%	19%	14%	29%	7%	3%
36 or younger	49%	30%	29%	27%	17%	9%	4%	7%	1%
36–50	57%	33%	33%	41%	25%	25%	11%	1%	1%
50 or more	57%	35%	31%	31%	20%	13%	14%	4%	2%
Male	58%	36%	32%	31%	23%	23%	12%	5%	1%
Female									

Source: Authors' analysis of survey.

destination, it is obvious that this market segment shows behaviour directed toward specific forms of products that include specific contents adapted to this population. For tourists from Germany, a key factor in choosing Dubrovnik belongs to the richness of its cultural content (62%). For tourists from the UK a key factor in choosing Dubrovnik is the urban and architectural harmony of the city (54%), and 57% stated the richness of content offered by its heritage as a key factor.

According to data presented in Table 4, tourists who stay longer than seven days in the destination agree (47%) that a key factor in choosing a destination was the richness of cultural heritage. By insisting on activities in the area, the emphasis should be to on additional possibilities through events (manifestations, concerts) out of season. It is interesting to note that tourists who arrived in Dubrovnik, travelled independently, with 72% indicating the picturesque and impressive sights as key factors in choosing to visit Dubrovnik. This data speaks in favour of additional capabilities that are based on natural diversification of space by selecting excursions to the Dubrovnik's countryside of, bearing in mind the increasing offer related to biodiversity, eco-tourism and rural tourism.

For subjects of tourist offer there is a responsibility in doing business with an emphasis on efficient and innovative business activities that facilitate shaping such specific tourism experience. It involves the art of transmission of values of riches of cultural heritage into experiences of individuals. In today's competitive conditions that are evident in the tourist market, in getting market value it is necessary to design the product, creating the services based on diversities of all elements that will contribute to the attractiveness of a destination.

5.2. Level of specialisation of contents of tourist products considering specific interests of tourists

In order to examine the impact of changes on the specialisation of tourist offers in the tourist destination, the attitudes of the respondents about the specialisation of contents of tourism products will be analysed, including level of business specialisation. Respondents were asked to assess the impact of structural changes, considering their specific interest, on business specialisation of tourist offers. Figure 2 shows the degree to which providers of tourist services specialised their offers.

Forty per cent of respondents stated that providers of tourist services specialised their products and 44% of respondents stated that providers of tourist services partly specialised their products. Sixteen per cent of respondents stated that providers of tourist services have not specialised their offers.

With regard to attitudes of respondents about the level of specialisation of services offered by subjects, considering demographic aspect, it can be observed that 75% belongs to tourists from the Netherlands who stated that providers of tourist services specialised the contents of their products. Tourists from Spain (50%) and the US (53%) stated that providers of tourist services partly specialised products considering their specific interest. Table 5 shows attitudes of respondents in relation to the specialisation of contents of tourist products in accordance with the specific interests of tourists – the demographic features

Table 6 shows attitudes of respondents about the level of specialisation of services offered, considering characteristics of their stay in Dubrovnik

More than half of tourists travelling by car considered tourist services to have been specialised according to their needs. Almost half of the tourists (48%) who have repeatedly



Table 4. Structure of respondents with regard to key factors that influence the selection of Dubrovnik as tourist destination – characteristics of stay in Dubrovnik.

	Picturesque and impressive natural beauty	The richness of content offered heritage	Urban and architectural harmony of the city	The quality of accommodation	Preserving the environment	Quality of restaurants (quality of food offered)	The variety of entertainment	The richness of offered health and sports tents friend	Recommendations of friends
Total	58%	36%	32%	31%	21%	17%	13%	4%	2%
Trip organisation	53%	33%	29%	32%	18%	18%	13%	4%	1%
Means of transportation	72%	43%	39%	28%	29%	14%	14%	6%	4%
	50%	40%	41%	20%	26%	15%	9%	2%	
	40%			12%	56%	8%		8%	
	60%	37%	31%	34%	18%	18%	14%	4%	2%
Stay in Dubrovnik	60%	37%	34%	30%	20%	16%	16%	5%	2%
You arrived	48%	30%	24%	35%	26%	22%	3%	1%	
	43%	39%	8%	20%	4%	16%			4%
	64%	37%	31%	35%	23%	23%	19%	3%	2%
	49%	32%	38%	25%	21%	6%	4%	7%	
Number of overnight stays in Dubrovnik	67%	28%	23%	26%	36%	12%	5%	3%	2%
	49%	33%	29%	29%	19%	19%	14%	6%	2%
	66%	47%	43%	38%	13%	18%	18%	2%	1%

Source: Authors' analysis of survey.

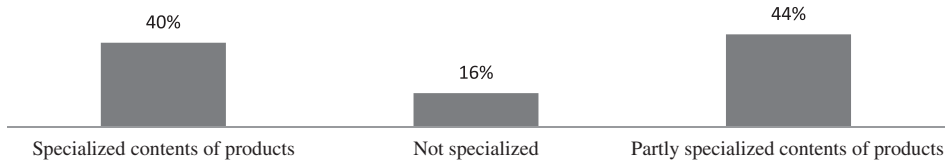


Figure 2. The structure of respondents in relation to the specialisation of contents of tourist products in accordance with the specific interests of tourists. Source: Authors' analysis of survey.

Table 5. Attitudes of respondents in relation to the specialisation of contents of tourist products in accordance with the specific interests of tourists – the demographic features.

		Assessments of level of specialisation of contents of tourist products			TOTAL	
		Specialised contents of products	Not specialised	Partly specialised contents of products	N	%
Total country		40%	16%	44%	327	100%
	Scandinavia	47%	9%	44%	55	17%
	Germany	46%	23%	31%	50	15%
	France	12%	12%	76%	51	16%
	Spain	25%	25%	50%	30	9%
	Turkey	53%	29%	18%	30	9%
	Russia	63%		38%	8	2%
	United Kingdom	43%	11%	46%	56	17%
	USA	32%	16%	53%	19	6%
	Netherlands	75%	25%		4	1%
	Italy	50%	25%	25%	8	2%
	Other	69%		31%	16	5%
Type of settlement	Big city	42%	23%	35%	115	35%
	Small city	46%	18%	36%	103	32%
	Town	33%	5%	62%	109	33%
Professional qualifications	Secondary education	30%	10%	60%	56	17%
	University degree	35%	5%	60%	144	44%
	Other	78%		22%	10	3%
	No response	49%	21%	30%	117	36%
Social status	Low	55%	7%	38%	51	15%
	Middle	31%	12%	57%	39	12%
	High	30%	16%	54%	136	42%
	Other	41%	17%	42%	4	1%
	No response	50%	20%	30%	97	30%
Age	36 or younger	33%	11%	56%	77	23%
	36–50	44%	19%	37%	103	32%
	50 or more	36%	10%	54%	147	45%

Source: Authors' analysis of survey.

come to Dubrovnik believe in the high level of the specialisation of contents of products at the destination. Fifty per cent of tourists who travel independently indicated attitudes on a higher level of specialisation of the contents of products in the destination, at the same time agreeing that the picturesque and impressive sights were key factors when choosing Dubrovnik (72%).

In order to evaluate the trend and the direction of specialisation according to which the providers of tourist services adapt their products to cater for the specific interests of tourists, respondents were also asked to indicate which products they have noticed the

Table 6. Attitudes of respondents in relation to the specialisation of contents of tourist products in accordance with the specific interests of tourists – characteristics of stay in Dubrovnik.

		Assessments of level of specialisation of contents of tourist products			TOTAL	
		Specialised contents of products	Not specialised	Partly specialised contents of products	N	%
Trip organisation	Travel agency	37%	17%	46%	248	76%
	Individually	50%	10%	40%	79	24%
Means of transportation	Car	68%	4%	27%	45	14%
	Bus	16%	8%	76%	13	4%
	Plane	37%	18%	46%	269	82%
Stay in Dubrovnik	First time	38%	15%	47%	263	80%
	Several times	48%	20%	32%	64	20%
You arrived	Alone	24%	44%	32%	25	8%
	With friends or partners	37%	11%	52%	201	61%
	With family	51%	17%	32%	101	31%
Number of overnight stays in Dubrovnik	Less than 4	22%	12%	66%	65	20%
	4 - 7	51%	18%	31%	173	53%
	More than 7	32%	14%	54%	89	27%

Source: Authors' analysis of survey.

specialisation within. Tourists who come from big cities generally support the views of importance of high quality contents and specialised activities related to the culture and special events (52%). According to the demographic features of respondents in relation to the level of specialisation of subjects of tourist offers, tourists from Turkey (56%) highlight the importance of gastronomic services.

The key factors for travel such as a picturesque and impressive natural beauty (84%) are different for different tourists, such as those from Scandinavia (76%), noting the fully specialised contents of subjects of tourist offers at the destination (47%). At the same time, picturesque and impressive natural beauty is interesting mostly for tourists (58%), with the emphasis on those who stay longer than seven days in Dubrovnik (66%). Motivated by the power of key factors when making decisions when choosing the destination, 62% of tourists from Germany pointed out the cultural and historical heritage as very important, and in assessment of the specialisation of activities in services, 46% pointed out fully specialised services. In decision-making about travel destination, 100% tourists from the Netherlands pointed out the cultural and historical heritage as a key factor when choosing Dubrovnik as a destination. In the assessment of specialised activities of tourist products that were used, 75% pointed out fully specialised contents of services providers at the destination. This effects the added option of creating innovative products in the area such as special events focusing on intangible heritage, concerts, events with greater continuity of maintenance.

The paper uses z-test as the method of testing hypotheses on assumed value of proportion of population p , where: the null hypothesis H_0 – in accordance that more than one half of the share of tourists have attitudes concerning of fully or partly specialised contents of tourist products of subjects of tourist offers is less than or equal to 50%; and the alternative hypothesis H_1 – according to which the share of tourists with prominent features is in excess of 50%.

Featured results are presented in Table 7.

At the significance level of 1%, the null hypothesis H_0 is rejected and the the alternative hypothesis H_1 is accepted ($z=12,332$, p -value=0,000). In accordance with the prominent

Table 7. Z-test on the significance of proportions – Variable: Complete or partial specialisation of contents of subjects of tourist offer.

Variable: Complete or partial specialisation of contents of subjects of tourist offer	
Basic settings:	
Assumed proportion	0.5
Level of the significance	0.01
M- the number of elements of the population with a certain modality of variable in a sample	275
n-sample size	327
Supporting results:	
Proportion of sample	0.841
σ the standard estimation error	0.028
z – test size	12.332
test on the upper limit	
theoretical value for z normal distributions	2.326
p-value	0.000
Decision: Reject H0	

Source: PHStat, authors' analysis.

features, the hypothesis H of this article claims that: The majority of services in the destination has facilities specialised according to the needs and requirements of tourist, is confirmed.

Key factors i.e., the attractive factors as an impetus when choosing a destination, that tourists emphasised as relevant (natural beauty and a heritage), also supported the confirmation of highlighted hypotheses, as well as an assessment of high level of specialisation of contents of tourist products for which the tourists have shown an interest (84%).

The trends are influenced by change of the values that are reflected in the shifts from materialism to self-actualisation, 'from quantity to quality' and from passivity to interactivity. Cultural values affect the tourism. The continuity and the strength of penetration by that message reaches the target market that, besides cultural factors, is also determined by personal factors and psychological factors as key factors that influence tourists' decision-making when choosing the destination (Mazaar, 2005, p. 176). Trends are also transparently indicated through the intensification of changes in the behaviour of tourists in accordance to the priorities of specific interests, satisfying tourist needs, from passive relaxation to an active stay. Preferences are rotated in the direction from standardised activities and contents of tourist products to the level of its specialised forms. According to the research, the necessity of the application of the marketing approach in designing the tourist product on offer in Dubrovnik needs to be based on the optimal combination of elements of the tourist offer and the valorisation of resources, based on the developmental sustainability of space and consequently, continued attractiveness of specific resources within that space and competitive market conditions. Thus, the assumptions for achieving the identity and better positioning of tourist destinations in terms of dynamic market changes means: the preservation of resources of cultural–historical heritage, better coordination of holders and operators of tourist offer that contributes to better organisation of tourist life in destination, more diverse contents as events that contribute to specifics of culture of urban life in area.

6. Conclusion

Considering demographic aspects and characteristics of stay of tourists in Dubrovnik, the direction of specialisation in relation to the segments was measured through the intensity

of chosen specific key factors, their importance that influenced the choice of Dubrovnik as tourist destination. Respondents surveyed in a tourist destination selected multiple possible answers offered with the significance of following factors: picturesque and impressive sights, the richness of cultural heritage, urban and architectural harmony of town and the quality of accommodation. Our findings point out the strongest impacts of structural changes observed and the identified in the field of preference for specialisation contents of products and the assessment of the level of specialisation of services used. This substantially differs needs, as opposed to requirements towards standardised products in tourism in the past. According to results of descriptive and inferential statistics the hypothesis H: the majority of services in the destination has facilities specialised according to the needs and requirements of tourist, was confirmed.

Ultimately, with an emphasis on key forces, as impetus of development of the demand, new motives are emerged. They are directed towards attractive natural and anthropogenic factors in the destination. Connections between key factors and specialised offer in the destination, have been demonstrated. The importance of the time that is contained in an active manner, using the service at the destination, emphasises the necessary of an additional concentration of activities around the attractive potentials through the investment of creative work that will contribute to the diversity of products of service providers. This is an impetus for the creation of innovative products, whose synergy could contribute to the destination recognisability.

Modalities of structural changes will certainly affect the business of subjects of tourist offer, obvious as an effort to achieve an efficiency of special business areas and functions, for the quantification of new trends. Business entities show more flexible behaviour in relation to the necessities of adaptation to market changes. Customising of functions and the activities is more flexible on changes that are infiltrated directly by necessities for multiple business actions of operations of subjects. It is extremely important that providers of tourist services have an active approach towards the specialisation of its business. In such conditions the market segments according to their characteristics show a shift away from 'traditional service consumers' – tourists – and indicating the completely different interests and priorities in relation to basic, standardised tourist products.

Disclosure statement

No potential conflict of interest was reported by the authors.

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