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“PUSH-PULL” ANALYSIS TOWARDS CREATING HOLISTIC MARKETING OF THE CULTURAL HERITAGE TOURISM DESTINATION: THE CASE STUDY OF DUBROVNIK

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Abstract

Application of holistic destination marketing in the heritage destination enables self-sustenance of the cultural heritage and the sustainability of the destination in the long term. The third aim of marketing is to create the tourism offer which will satisfy the expectations of the visitors. The questions of expectations are connected to tourists' psychological characteristics, primarily tourist motivation. The main aim of the research of the cultural tourist demand presented in this study is to identify the motives of the tourists' choice to visit Dubrovnik in the postseason using “push-pull” analysis. The results show that the most important push factor is “education about culture, history, and the heritage of Dubrovnik” and the most important pull factor is the “City Walls”. The results of the research would be helpful for marketers to identify the target markets, to create innovative and high-quality cultural tourism products, and for better communication and understanding between all stakeholders.

Keywords: Dubrovnik, cultural tourist demand, motivation, culture motive, “push-pull” analysis

1. INTRODUCTION

Dubrovnik is a well-known Mediterranean tourism and heritage destination with over two million tourists per year.¹ The geographical location, the breath-taking scenery, the rich cultural history, and the historical development of the space are the basis nowadays of the development of Dubrovnik. The main attractions are the Old City with its medieval walls and the Festivity of Saint Blaise, the Patron of Dubrovnik, both of which are inscribed on The World Heritage Lists.² Dubrovnik is already facing 'Hit and Run' tourism and exceeds the carrying capacity. Hence, the local authority is focusing on creating a management plan for the Old City of Dubrovnik, including the development of a Heritage Impact Assessment Study on the effects of cruise ship tourism on the sustainability of the site (UNESCO-ICOMOS, 2015).

Considering that the tourism strategy will be a part of the management plan it is essential to make a new destination marketing concept. Marketing in the heritage destination is successful as long as the sustainability of the heritage and the destination are ensured, the maximum quality of the destination product is achieved and the visitors are satisfied by getting what they are expecting (Karamehmedović, 2015, 2017). So a new destination marketing concept for Dubrovnik should be a holistic model as the latest concept of marketing (Kotler and Keller, 2012). It is based on the comprehensive holistic marketing research of the heritage on the supply-side and market research, especially the volume and structure of the cultural tourist demand, on the demand-side.

In Croatia, including Dubrovnik, the most important market researches in tourism can be found under the name TOMAS.³ Although Dubrovnik is a World Heritage City and the number of visitors increases year after year, there is not enough collected information about tourist demand. In TOMAS '10 and TOMAS '14 could some information be found about tourist demand in Dubrovnik. Also, there is no other research such as TOMAS for Dubrovnik in pre-season and post-season, and especially there is no research at all of the cultural tourist demand.

The aim of the research of the cultural tourist demand presented in this study is to determine the motives in tourists' choice to visit Dubrovnik in the

¹ In 2017 Dubrovnik had a total of 1 181 916 visitors who were registered with hotels and private accommodation (Dubrovnik Tourist Board, 2018), plus 757 377 daily visitors from cruisers and charters (Dubrovnik Port Authority, 2018) and over 830 000 daily visitors arriving by bus and minibus (Sanitat, 2018). When added together this shows that Dubrovnik had over 2 750 000 visitors in 2017.

² www.whc.unesco.org/en/list/95; www.ich.unesco.org/en/RL/festivity-of-saint-blaise-the-patron-of-dubrovnik-00232

³ TOMAS surveys are conducted by the Croatian Institute for Tourism, which mostly tracks the motivation, attitudes, activities, satisfaction, and expenditures of tourists during the summer months on the Adriatic coast. In this paper the results of the Tomas Summer 2010 (Tomas '10), Tomas Summer 2014 (Tomas '14), Tomas Summer 2017 (Tomas '17) and Tomas Cultural Tourism 2008 (Tomas '08) will be used. The results of the "Culture Dubrovnik 2015" (CD15) are not absolutely comparable with the results of the TOMAS because of the different nature of the two researches.

postseason using "push-pull" analysis. The purpose of the study is to pay attention to the great importance of the in-depth marketing investigations of the psychological factors of the human behaviour, especially motivation, and necessity to create and use innovative models and techniques for researching tourists' attitudes, perceptions, motivation, expectations and satisfaction.

After the introduction, the second section of this paper offers literature review about motivational theory, especially referring to "push-pull" analysis as a method for the research of the motivation in tourism. In the third section there is a short description of the research methodology. It is followed by the section showing the results of the research and discussion of the findings. The focus is on the analysis of push and pull factors to visit cultural attractions/events in Dubrovnik.

2. LITERATURE REVIEW

The historical development of the 'needs' has begun with Keynes' description of the 'absolute and relative needs', which was the background to a lot of economic theoretician to consider the needs as a 'true' and 'false', 'basic' and 'derived', 'primary' and 'secondary'... (Vranešević, 2000). The link between motivation and needs theories is that a motive is a need that is sufficiently pressing to drive the person to act (Kotler, 2003). Petz (2010) warns that the terminology in the field of motivation is very unspecific and the word 'need' means the same as 'motivation'. On the other hand for Rocco, (1994), 'needs' are something one doesn't have for the everyday normal living while other types of 'needs' are actually wishes.

Consumer behaviour has been a topic in marketing since the 1920s but it is difficult to explore it particularly in the tourism field. The majority of methods/models in theory and in practice for investigating the consumer behaviour are from psychology and sociology and they are not constructed to be used for the prediction of the consumer behaviour but for the purpose of the testing and analysing of the behaviour. On the other hand the methods of the quantitative analysis which are used in marketing prediction are mostly not compatible with methods in psychology and sociology and they can not give certain relevant data (Gutić and Trinić, 2013). There are four groups of factors for tourist behaviour:

1. individual characteristics: sex and age, lifestyle, physical activities of the person,
2. social characteristics: the global processes in the world, technical development and innovations, referent groups, family, role and 'playing a role', leader and followers, culture,
3. psychological characteristics: attitudes, perception, motives and motivation, expectations, and satisfaction of the tourist,

4. marketing elements: product, promotion, price (adapted from Gutić, 2006).

Attitude is the readiness on the positive or negative reaction to some individual, things, events and appearance (Petz, 2010). Attitude is based on the experience and can not be identified with 'understanding' or 'thinking', first of all, it is emotional experience which has to be felt (Gutić and Trninić, 2013). Um and Crompton (1990) pointed out almost thirty years ago that some authors have written about the relationship between attitude towards a place or its image, and preferences for the place as a travel destination. Nowadays media and social networks have a great influence on creating attitudes. The attitude is an emotional experience and effects the perception.

Perception is the active processing of the received and existing information; it is an interpretation of the reality (Petz, 2010). Perception by the individuals about the same objective situation is different because it depends on objective and subjective characteristics of the stimulus. Subjective perception can be closer if it is determined by the 'tangible' and specific facts based on reality. This is very important for the promotion and branding of the product/destination. The facts presented in commercials have to be true and realistic because if they aren't the tourists who visit the destination will feel cheated. As a result, its image may be gravely damaged and tourists will probably not return nor recommend it to friends and relatives (Avraham and Ketter, 2016).

According to Yoon and Uysal (2005) most of the tourism studies have utilized models of expectation/disconfirmation to evaluate consumer satisfaction. For Kotler and Keller (2012) satisfaction reflects the judgment of the customer about the divergence between expected values and given values. Expectations have a positive and significant influence on satisfaction (Del Bosque and San Martin, 2008). Usually, tourists already have some expectations of the products/destinations before purchasing/visiting. If they are better than their expectations, they will be highly satisfied but if they are worse than their expectations, they will probably not be satisfied. Also, expectations can be too high because tourists set high standards or because of comparing with similar products/services.

Experience of the heritage destination is determined by the psychological factors, and in the core of the 'heritage experience' is the visitor's personality and the importance of the heritage for them (Massara and Severino, 2013). Christou (2011) implies that literature about destination marketing is mostly focused on cognitive elements and he decided to research affective elements. He has proved that affective elements are in a positive relationship with loyalty to the certain destination, even if the destination image, tourist expectations, costs and risks, perceived quality and value have a positive and significant influence on tourist satisfaction. Aliman et al. (2016) have proved that these days security is the most important predictor.

Analyses of tourists' travel motivation to visit a destination and tourists' activities in the destination have a significant importance for understanding a choice of destination (Moscardo et al. 1996); to improve an image of a destination (Beerli and Martin, 2004); to predict the future profile of the visitors (Jang and Cai, 2002); to create new attractions, to determine prices and promotion channels, to create promotion messages (Poria, Butler and Airey, 2003); it's in positive connection with the satisfaction and loyalty of the visitors to the destination (Yoon and Uysal, 2005). Understanding the motivation of the visitors is also important for the academic researchers (Poria, Butler and Airey, 2003).

The same authors imply the etymological problem of the meaning of the word 'motivation' in the tourist related literature. For some researchers motivation is 'the thorn inside us' which encourages someone to go on the tourist trip. For others, motivation is just a reason to go on the tourist trip. Moscardo et al. (1996) observed tourist motivation as a hybrid concept: a phrase borrowed from the individual psychological necessity affirmed in the specific field of the human act. From the psychological point of view, the motivation has a strong role but it is not the only criteria. It is connected with an economic factor, first of all with the price and the expenses of the vacation, and tourist offer/attractiveness of the destination. The main aim of the investigations of the tourist motivations is to find the main 'trigger' which pushes a consumer to make a final decision. That decision is always connected with a few motives from which one could be of the greatest importance.

Culture plays a central role in product differentiation and it has been used as an objective resource in destination marketing (Lichrou, O'Malley and Patterson, 2008), therefore it is very important to explore 'culture' as a motive to visit, or return to the destination. For Wall and Mathieson (2006) it is difficult to predict the importance of the culture as a motive to travel, but each travel includes a cultural element (McKercher and DuCross, 2002). 'True' cultural tourism is represented by tourists who travel because of the motive which they say is 'cultural' (Richards, 1996). The experience of the heritage depends also on the authenticity of the heritage but even the question of the authenticity depends on the tourist's perception (Chhabra, Heally and Sills, 2003).

There are many methods/techniques which can be used to investigate tourist motivation. The most popular are: experiments, survey techniques, observation, depth interviews, focus groups, Delphi method, scales, metaphor analysis, college research, test battery on attitudes and motivation, semantic differential, projective techniques (Vranešević, 2000; Marušić and Prebežac, 2004; Gutić, 2006; Gutić, Bačelić, Z. and Bačelić J., 2011; Furaiji and Łatuszyńska, 2012; Floyd and Fowler, 2014).

Organising, implementing, analysing and interpreting some of these methods demands an interdisciplinary approach so that results can be relevant. Hence, marketers have to be specially educated to explore customer behaviour where they will develop new research methods based on sociology, psychology,

philosophy, logic, mathematics, economics, pedagogy. The other way to make relevant research is to connect the theoreticians from the mentioned science fields to work together so that new methods could be developed and research can be done and interpreted.

One of the most popular motivational theories in psychology is Maslow's Hierarchy of Needs, comprising a five-tier model of human needs: physiological, safety, social belonging, esteem, self-actualisation (Petz, 2010). They are often depicted as hierarchical levels within a pyramid. Some other hierarchies of needs include: Murray's, Rokeach List of Values and Sheth-Newman-Gross Theory of Expendable Values (McCarthy and Perreault, 1994); Price's Eight Needs of Children, Glaser's Control Theory, Revich Three Fundamental Needs, Nishino et al. proposes an analytical model and others (Ward and Lasen, 2009).

Research of tourist's motivation has a long history, from early works from Plug, Dann, Crompton, Iso Ahola, Viridi and Traini, Baloglu and Uysal; over projects focused on "push and pull" factors from Dann, Uysal and Jurovski, McIntosh and Goeldner, Klenosky, Snepenger et al, Biswas, to the issues connected with motivation in rural tourism: Ancuta et al., Šimková, Cai and Li, Pesonen, Molera and Abaladejo (Šimková and Holzner, 2014) including todays researchers: Correia and Valle, Hartley and Harrison, Ryan, Seebaluck, Kassean and Gassita and many others.

In this century many theoreticians give significant attention to the "push-pull" analysis considering that it is a great tool for tracing tourist motivation to travel and to choose a destination. Dann (1977) in his *Anomie. Ego-enhancement and tourism* has argued that there are two psychological motives which push an individual to act; push and pull factors. "Push-pull" analysis has appeared in Crompton's *Motivations for pleasure vacation* (1979). Since then the model has been used in different fields of human practices and as a model it has seen a lot of changes. The main concept is based on the theory that "people have the inner desire to travel based on their push motivation but need the pulling effect to bring them to any specific destination" (Kim and Lee, 2002).

3. RESEARCH METHODOLOGY

The empirical research, named "Culture Dubrovnik 2015" (CD15), focused on the cultural tourist demand in Dubrovnik with a special review on motivation to visit Dubrovnik and its cultural attractions/events.⁴ A survey was carried out in September and October 2015. The target population included tourists who had been accommodated in hotels (76%) and in private accommodation (24%) in Dubrovnik. Subjects were selected using simple random sampling and in total 320 questionnaires were distributed, out of which

⁴ The author carried out the survey, did the research, put the data into the computer, made the statistical evaluation of data and interpreted the data himself.

211 were correctly filled in. The questionnaire design was adapted according to TOMAS, ATLAS and Eurobarometer surveys.⁵

The in-depth focus of the research was on the push and pull motives to visit cultural attractions/events in Dubrovnik. Push and pull factors included 20 attributes each. The strength of each statement was measured with 5-point Likert scale: 1 – not important at all; 2 – not so important; 3 – important; 4 – very important; 5 – most important. The Likert scale is an essential tool in psychology and in social surveys, and is the most used method in collecting attitudinal data (Ansari, Mahdavinejad and Abedi, 2012), it is easy to apply and to explain.

Push factors are intrinsic and referred to the socio-psychological motives (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) that influence people to travel (Crompton, 1979). McIntosh and Goeldner (1986) put motives in four groups: physical, cultural, interpersonal, status and prestige motives. Correia and Valle (2007) for the needs of their analysis set up three groups of the push motives: knowledge, leisure, and socialisation. In the research on the eco-tourists Hartley and Harrison (2009) set up six crucial push motives: self-esteem, relaxation, social interaction, self-actualisation, excitement, and entertainment. For Ryan (2003) the main psychological determinants of the tourist demand are escape, prestige, sexual opportunity, education, social interaction, relaxation, strengthening family bonds, and self-fulfilment. Seebaluck et al. (2015) in their research set up 'geographical location of the wedding destination' and 'appeal of the wedding location (exotic and tropical)' as the push factors for choosing Mauritius as the wedding venue.

Pull factors are extrinsic and appear as a result of the attractiveness of the destination rising from mass publicity or promotion or any other means, thereby giving an image to the destination (Kassean and Gassita, 2013). Pull factors are destination attributes that influence people to travel to a preferred tourist destination region (Crompton, 1979). Correia and Valle (2007) set up three groups of the pull motives: facilities, core attractions, and landscape features. For Seebaluck et al. (2015) pull factors were 'the reasonable cost associated with the wedding venue', 'availability of services such as catering service, equipment for decorations, professional photography of wedding and others', 'ease of wedding formalities from Civil Status Officers during wedding'. Push and pull factors are different from model to model because they depend on the facilities of the specific destination and the aims of the research.

The Excel, SPSS 11.0 and Statistica 11 software were used to process the data. The results are mostly presented in percentages so that they can be compared with the results of other relevant surveys. Push and pull motives are explained with a mean value so that the importance of each push-pull motive can be shown; factor analysis and the analysis of variance for push factors are used to

⁵ The data was collected for my doctoral dissertation, and in June 2017 I defended my thesis. This is the reason why there is a time delay between the date of the data collection and the time of the manuscript submission.

determine the importance of each group of push motives: leisure, cultural, interpersonal, status and prestige motives; factor analysis and independent t-test are used to determine the importance of each group of pull motives: the built heritage and entertainment. The results are presented in the tables except for the results of the independent t-test which are presented with a Box-Whisker plot. Results of the research are compared with results of ATLAS, TOMAS and Eurobarometer surveys as much as possible.

4. RESULTS AND DISCUSSION OF FINDINGS

4.1. Socio-demographic profile of the visitors and features of the travel and accommodation

Finally, 211 surveys were correctly filled in and have been used in the analysis. The most respondents are in the age group 20-29, they have a high degree of education and mostly their occupation is professional (Appendix Table 1a). According to the results of the TOMAS surveys, including TOMAS '08, in Dubrovnik and Dubrovnik-Neretva County (DNC) guests are mostly in the age group 30-39. According to the results of the ATLAS survey 'cultural tourists' are in the age group 20-29. Cultural/historical attractions are the reason to visit the destination again for the age group 21-30 but citizens in the group 55+ prefer to travel in pre-season and post-season (Eurobarometer, 2013-2016). Visitors in the age group 35+ prefer to visit castles in Wales (CADW, 2015).

According to the answer about their occupation 60% are professionals in ATLAS and 33% in Eurobarometer. According to the answer about occupation, 18% have a profession related to culture (Appendix Table 1a). Cultural/historical attractions are the reason to visit the destination again for 35% of the high educated respondents in Eurobarometer and 79% in ATLAS.

In CD15 the cross-tabulation analysis shows that tourists in the age group 60+ have the strongest correlation, 30%, with the main motive to visit Dubrovnik – "Visiting cultural heritage/events". The second highest group with the same motive is 20-29 with 23%. Tourists in the group 60+ also have the highest correlation with "Cultural/religious" as a reason to travel, 24%, the same percentage applies to the group 30-39. The cross-tabulation analysis also shows that 75% of the high educated have a strong correlation with the main motive to visit Dubrovnik and 72% correlation with "Cultural/religious" as a reason to travel (Appendix Table 2a).

The geographical segmentation is very important in target marketing and includes information about current state/place of residence of the target groups and connections between state/place and motives. Visitors from the UK make up 37% of the respondents. This is not strange because according to Dubrovnik Tourist Board (2016) the highest share in the total number of visitors in 2015 were guests from the UK. Cross tabulation shows that visitors from UK, France,

Spain and Italy have the main motive for visiting Dubrovnik "Visiting cultural heritage/events" (CD15). The respondents from the UK have the strongest motive to visit City Walls, followed by USA, Austria, France, Canada, Italy (CD15).⁶

According to the results of other, already mentioned, surveys the highest motive to visit built heritage had citizens from Japan, Argentina, New Zealand, Mexico, the Benelux countries, countries next to the Baltic Sea, Mediterranean Basin countries, particularly Cyprus and Malta. So the major aim for marketers is to establish low-cost flights to these countries and to increase marketing activities towards these countries. Dubrovnik and DNC attract visitors who have a higher income, and the share of that segment of tourists increased according to TOMAS '17. Although daily expenditure of the guests in the Republic of Croatia is the highest in Dubrovnik, 137.71€ *per capita*, only 2.93 € goes on culture (TOMAS '10). According to ATLAS 2008-2013 'cultural tourists' have 146 € daily expenditure *per capita*.

The target market has to be citizens living in cities with more than 100 000 inhabitants. It is specific for Dubrovnik because 60% of the respondents live in larger cities, compared with TOMAS results for DNC and the rest of Croatia where guests come from cities with less than 100 000 inhabitants. According to Eurobarometer citizens from cities with more than 100 000 inhabitants prefer to visit the destination again because of the cultural/historical attractions (Appendix Table 1a). Therefore, the issues of the holistic destination marketing have to be concentrated on the research and development of the innovative, creative and dynamic cultural events and facilities so that visitors can get more than they have at home, more than they expect.

Dubrovnik does not have loyal guests. The question about frequency of visiting the destination shows that 81% of tourists are visiting Dubrovnik for the first time (Appendix Table 1a), but 73% had a particular knowledge of Dubrovnik before coming. According to the results of TOMAS survey for DNC in 2014/2017 the frequency of visiting shows that the highest share is guests who have come for the first time. One of the reasons could be the transport isolation not only in Dubrovnik but the whole of DNC. According to CD15 81% of respondents come by airplane to visit Dubrovnik, which is the most frequent mode of transport to Dubrovnik and DNC.

Guests who stay in Dubrovnik for more than three nights make up 76% of the visitors which is almost equal with the results of the mentioned surveys. Mostly, 55% of respondents have come with a partner (Appendix Table 1a). Generally, in Croatia and DNC guests mainly come with family which is also a preferred choice to respondents in Eurobarometer survey. According to TOMAS '17 in DNC the travel party has changed. The share of the family as a travel party has fallen and the highest value was achieved when travelling with a partner, 54%. In CD15 19.4% respondents have come with a friend (Appendix

⁶ Cross tabulations available on request.

Table 1a). In DNC in 2014 9.2% came with friends, and in 2017 this was 12.1%. A rather high percentage of 7% (CD15) travelled alone.

This data can be compared with the results of the empirical research of the level of satisfaction of tourist demand in DNC which was carried out from April 1st to October 1st. 2009 (Pavlič, Peručić and Portolan, 2011). The results are similar with CD15 as follows: the highest share of the respondents with a high degree of education, length of stay, and the main motive 'rest and relaxation' is not so far from the 'sun/beach holiday' as a reason for going on holiday in CD15. They have proved that there is not a statistically significant difference in satisfaction between tourists with different levels of education but there is a statistically significant difference in satisfaction between tourists with different motives of arrival, tourists who used different types of accommodation, tourists with different levels of total consumption in destination and tourists with different annual income.

The cross-tabulation analysis shows that "cultural/religious" reason for going on holiday and "visiting cultural heritage/events" as the main motive for visiting Dubrovnik, are more important to visitors with six to eight nights' length of stay and to visitors who have a "spouse/partner" as a travel party (Appendix Table 2a).

4.2. Push and pull factors to visit cultural attractions/events and Dubrovnik

4.2.1. Reason for going on holiday and the main motive for visiting Dubrovnik

"Sun/beach holiday" with 35.5% is still the most important reason for going on holiday, followed by "rest and recreation" and "cultural/religious" with the same percentage 23.7% (Table 3). In Eurobarometer surveys "culture" as a reason for going on holiday is in the top five reasons, but as a reason to visit the destination again cultural heritage is in third place. For those taking a holiday, cultural holidays were the most common type (ATLAS 2007, 2008-2013). In the special survey Eurobarometer Cultural Heritage (2017) more than two-thirds said that the presence of cultural heritage influences their holiday destination.

The main motive for visiting Dubrovnik is "visiting cultural heritage/events", 38.3% followed by motive "sun/sea/beach", 23.8%, and "new experiences and adventures", 16% (Table 3). The motives such as entertainment and shopping aren't motivation to visit Dubrovnik at all according to CD15.

Table 3

Reasons for going on holiday and the main motive to visit Dubrovnik

Reasons for going on holiday	%	The main motive for visiting Dubrovnik	%
Sun/beach holiday	35.5	Visiting cultural heritage/events	38.3
Rest/recreation	23.7	Sun/sea/beach	23.8
Cultural/religious	23.7	New experiences and adventures	16
Ecotourism/nature holiday	8.1	The environment/nature	5.3
Visiting family/friends	5.7	Passive rest and recreation	4.9
Business	2.4	Learn about traditional customs/crafts/language	2.4
Health/wellness	0.5	It's a place on my cruising/touring	1.9
Sports-related	0.5	Visiting friends & relatives	1.9
		Sport/recreation	1.5
		Prices	1
		It's not so far from my home	1
		Gastronomy	1
		Entertainment	0.5
		Shopping	0.5

According to TOMAS surveys, entertainment is always in the top five motives for visiting DNC and shopping is one of the three last motives. Visiting cultural attractions/events is one of the six top motives for visiting not only Dubrovnik but also DNC (TOMAS). "Passive rest and relaxation" is the main motive for visiting Croatia, including DNC, followed by "new experiences", "enjoying food, drinks, gastronomy", "visiting natural attractions" (TOMAS '17). Radic (2016) explored the motivation of North American tourists to choose cruises to Dubrovnik as one of the ports of calls in their itinerary and the findings indicated that cultural component was the most important.

4.2.2. Analysis of push factors

In the survey there were 20 statements of push factors and they represented the socio-psychological motives also called the factors of demand. The most important push factor is "education about culture, history, the heritage of Dubrovnik" ($M=4.00$, $SD=0.937$) (Appendix Table 4a). The motives ranked from the second to the fourth places shows that education and curiosity are very important. These results are almost the same as the results of the TOMAS '08 Cultural tourism survey. Education is usually connected with 'cultural tourists' as tourists with a culture as the most important motive to visit a destination. In Table 4a (in appendix) the ranked motives show how strong an individual motive is in relation to others.

Table 5

The analysis of variance for push factors

PUSH FACTORS	N	Mean	SD	SE	CI -95%	CI +95%
Total	20	2.720	0.735	0.164	2.376	3.063
Leisure motives	5	2.776	0.340	0.152	2.354	3.198
Cultural motives	6	2.700	1.139	0.465	1.505	3.895
Interpersonal motives	5	2.476	0.612	0.274	1.717	3.235
Status and prestige	4	2.982	0.637	0.319	1.968	3.997

Factor analysis for groups of push factors: leisure, cultural, interpersonal, status and prestige, indicate that no one group is statistically significant (Appendix Table 4a). All groups are statistically significantly correlated and connected to the same factor (>0.9). The analysis of variance confirms that there is no statistically significant group of push factors ($p>0,05$) (Table 5).

4.2.3. Analysis of pull factors

In the survey there were 20 statements of pull factors. They are called the factors of supply and they are determined by the tourist supply/offer in Dubrovnik. The most important pull factor is the "City Walls" ($M=4.5$, $SD=0.892$) followed by "heritage buildings and streets in the Old City", "Old Dubrovnik (Renaissance) villas and castles" and "restaurants with local food and recipes" (Appendix Table 6a). On the bottom of the table are attractions and events which are not a part of the cultural offer in Dubrovnik in September and October. Speaking about "Clubbing and nightlife" one of the questions in the survey was the open-ended question where the guests are asked to write their suggestions/opinions about missing attractions/events/activities in Dubrovnik... Analysis of this question shows that huge complaints were about poor and missed nightlife and clubbing in Dubrovnik, unkindness of the local people, the lack of information, and no possibilities for shopping.

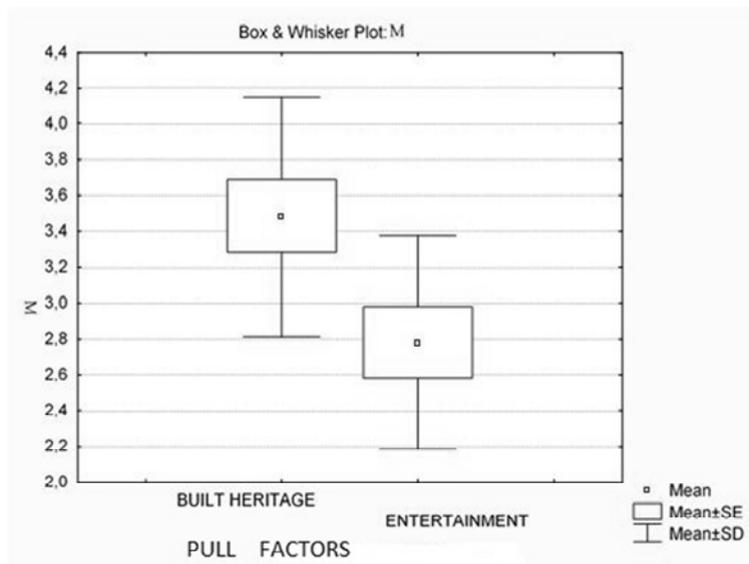


Figure 1 Box-Whisker plot for the results of the independent t-test

Independent t-test for two samples compares the means between two unrelated groups of pull factors: built heritage and entertainment. Box-Whisker diagram (Figure 1) shows that distribution of pull factors by groups single out the built heritage as the most important group of pull factors. Factor analyses shows the same result (Appendix Table 6a) ($p < 0,05$). This result is not surprising because the main motive for visiting Dubrovnik is “visiting cultural heritage/events” and pull factors on the top of the table (Appendix Table 6a) are mostly connected with a built heritage.

These results can be discussed from two points of view: built heritage and visitors. The intrinsic attributes of the built heritage are: static, unchanging, available 24/7, universal values. On the other hand, there are visitors who want to choose the time to visit the built heritage; they can buy sightseeing cards when they decide to do it; they can avoid the crowds, take photos, relax during sightseeing, or have some refreshment and even give up the tour and continue another day.

5. CONCLUSION

The global changes of tourist movements, especially the rapid growth of cultural tourism, set up new marketing views about relationships between the cultural heritage/visitors/habitus of the place. The focus of the holistic destination marketing is the heritage, its benefits, and self-sustenance of the heritage. The

benefits imply constant preservation and maintenance of the heritage just to be properly saved for future generations. The maintenance of the heritage demands some expenses, which can not be accumulated from the national budget or from donations, so it has to be used for economic/tourism purpose. The economic/tourism use of the heritage generates revenues in the national/local budget and increases the income of local people. In these circumstances, the aims of the destination marketing are the sustainability of the destination/local community and self-sustenance of each part/object/item of the heritage.

The third aim of the holistic destination marketing in the heritage destination is the satisfaction of guests. Their satisfaction depends on the intrinsic variables of their *ethos* and on the external variables projected from a destination. The external variables, such as quality of the accommodation or general quality of the tourism offer in the destination, have to be implied in the heritage destination such as Dubrovnik. The issues of this paper were intrinsic variables concentrating on the psychological characteristics of tourists, first of all on motives in tourists' choice to visit Dubrovnik.

The results of the research show that the main reason for going on holiday, in spite of all, is "sun/beach holiday". The main motive to visit Dubrovnik is "visiting cultural heritage/events" and it is the most important motive for the age group 60+. Respondents in this group and in the group 30-39 have the same reason, "cultural/religious", for going on holiday. The most important push factor is "education about culture, history, the heritage of Dubrovnik". Factor analysis and the analysis of variance for groups of push factors indicate that no one group is statistically significant. The most important pull factor is the "City Walls". Independent t-test for two samples shows that 'built heritage' is much more important than entertainment.

Usual researches are not 'deep' enough in the detection of tourist needs, desires, thoughts, imaginations, dreams... so new techniques for researches, types of surveys and models of analysis have to be used. To develop new models and instruments, to organize and implement them, to process and analyse the results, and in the end to interpret the results, the scientists/researchers from other scientific fields have to be involved in the whole process. Dubrovnik has a problem, *inter alia*, with loyalty of the guests. That is one more reason for 'deep' and continued exploration of the cultural tourist demand so that creation of the 'tourism product/destination product' can be based on the relevant results. All suggestions set in this paragraph can be used for further research.

The core is in the quality of the 'tourism product/destination product' because only quality experience of the heritage can satisfy the tourists. Quality of the 'heritage tourism product' can be achieved only with an excellent protection and maintenance of the heritage, authentic stories about heritage and breathless interpretation. The quality of the destination product enhances the quality of life for the local community. A high-quality destination product leads to the quality of tourism in a destination, the quality tourism leads to sustainability of the

destination, and all together leads to the eternal sustainability of each item of the cultural heritage in the destination, and the destination as a whole.

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APPENDIX

Table 1a

Sociodemographic profile of the visitors and features of the travel and accommodation

Sociodemographic profile of the visitors		The features of the travel and accommodation	
Demographical factors	%	Features	%
Gender		Frequency of visiting destination	
Female	56.7	The first visit	81.3
Male	43.3	Second visit	9.1
Age		3 to 5	6.7
20-29	26.1	6+	1.4
30-39	22.3	I'm here almost every summer	1.4
40-49	11.4	Accommodation	
50-59	19.4	Hotels	76
60+	20.9	Private accommodation	24
Level of Education		Length of stay	
Secondary school	26	One night	1.5
College&university degree	64.2	1 to 3	22.4
PhD&more	9.8	3 to 5	27.3
Occupation		6 to 8	39
Professional (doctor, lawyer, teacher, etc)	37.3	9 to 13	7.3
Housewife/retired	16.7	14+	2.4
Director/manager	12	Travel party	
Clerical/administration	9.6	Spouse/partner	55
Service and sales personnel	8.6	Friends	19.4
Other	16	Family/relatives	14.2
Profession related to culture		I travel alone	7.1
Yes	17.6	Tour group	3.8
No	82.4	Colleagues	0.5
Country of origin			
UK	37.9		
USA	6.6		
Canada	6.2		
Australia	3.3		
Russia	3.3		
Other	42.7		
Size of the place of the residence			
City: more than 100000 inhabitants	59.7		
Town: 10001-100000 inhabitants	23.3		
Smaller town or village: 2001-10000 inhabitants	11.2		
Rural area; less than 2000 inhabitants	5.8		

Table 2a

Correlation of the age, length of stay, level of education and travel party with the main motive to visit Dubrovnik and a reason for going on holiday

	Main motive to visit Visiting cultural heritage/events (%)	Reason for going on holiday Cultural/religious (%)
Age		
20-29	22.8	16
30-39	19	24
40-49	10.1	16
50-59	17.7	20
60+	30.4	24
Length of stay		
One night	4	2
1 to 3	25.3	30.6
3 to 5	28	28.6
6 to 8	34.7	32.7
9 to 13	6.7	6,1
14+	1.3	-
Level of education		
Secondary school	25.7	28.2
College&university degree	32.4	26.1
PhD&more	41.9	45.7
Travel party (top 3)		
Spouse/partner	25.4	14.4
Friends	6.6	3.2
Family/relatives	3.3	2.4

Table 4a

Statistics – push factors

Statement	N	Mean Ranking		Factor 1	SD
Leisure motives – total		2.776		-0.937	0.34
Fulfilling curiosity	200	3.12	6		1.154
Aesthetic experience	202	3.05	7		1.237
A part of sightseeing	203	2.78	10		1.244
To experience the cultural supply in the moment	195	2.66	13		1.239
Fulfill free time	199	2.27	14		1.324
Cultural motives – total		2.7		-0.963	1.139
Education about culture, history and the heritage of Dubrovnik	207	4.00	1		0.937
Interest in the architecture and historical houses	204	3.72	3		1.029
Imagine life in history/feel the spirit of the past	202	3.45	4		1.15
Compensation of lack of cultural offer at home	200	1.85	17		1.047
Religious motive	199	1.64	19		1.019
Part of work or study	196	1.54	20		1.04
Interpersonal motives – total		2.476		-0.989	0.612
To spend quality time with friends/family	203	3.22	5		1.477
Facilitate social interaction	202	2.76	11		1.183
Exchange information with others	203	2.71	12		1.234
I've been persuaded by my friends/family	197	1.92	16		1.92
Bringing guests that don't live in the area	194	1.77	18		1.155
Status and prestige motives – total		2.982		-0.959	0.637
Wish to see things in reality	204	3.82	2		1.018
Image/reputation of attraction/event	200	2.95	8		1.263
Novelty	202	2.89	9		1.239
Social obligation to visit cultural attractions	199	2.27	14		1.225

Table 6a

Statistics – pull factors

Statement	N	Mean Ranking	Factor 1	SD
Built Heritage – total		3.482	-0,901	0.67
City Walls	207	4.5	1	0.892
Heritage buildings and streets in the Old City	205	4.45	2	0.801
Old Dubrovnik (Renaissance) villas and castles	183	3.77	3	1.075
Fortresses and historic places near Dubrovnik	183	3.75	5	1.214
Museums and galleries	196	3.59	6	1.155
Cultural landscape/gardens/parks	193	3.54	7	1.118
Churches and cemeteries	194	3.5	9	1.214
Farms/country hosts/houses	171	3.11	11	1.441
New harbour/monuments/new parts of Dubrovnik	184	3.04	12	1.196
Archeological sites nearby (including underwater)	168	2.82	14	1.342
Old roads/train	155	2.23	18	1.167
Entertainment – total		2.781	-0,998	0.596
Restaurants with local food&recipes	203	3.77	3	1.08
Local customs and traditions	191	3.53	8	1.264
Local folklore and singing	180	3.19	10	1.35
Cultural routes	165	2.86	13	1.315
Wineries near Dubrovnik for day visits and tasting	154	2.55	15	1.41
Classical/symphony concert	159	2.47	16	1.306
Theatre/carnivals	152	2.34	17	1.245
Clubbing and nightlife	170	2.23	18	1.35
Dubrovnik Summer Festival	134	2.09	20	1.453

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**"PUSH-PULL" ANALIZA U FUNKCIJI KREIRANJA
HOLISTIČKOG MARKETINGA DESTINACIJE
KULTURNE BAŠTINE: PRIMJER DUBROVNIKA****Sažetak**

Primjena holističkog marketinga u destinaciji kulturne baštine omogućava samoodrživost kulturne baštine, ali i dugoročnu održivost same destinacije. Treći važan marketinški cilj je kreiranje turističke ponude koja će zadovoljiti očekivanja posjetitelja. Pitanje očekivanja je povezano s psihološkim karakteristikama turista, prvenstveno motivacijom. Glavni cilj istraživanja kulturno turističke potražnje prezentirane u ovoj studiji je bio identifikacija glavnih motiva u izboru Dubrovnika kao destinacije za posjet u sezoni uz uporabu „push-pull“ analize. Rezultati pokazuju da je najvažniji push faktor „učenje o kulturi, povijesti, baštini Dubrovnika“, a najvažniji pull faktor su „gradske zidine“. Informacije dobivene istraživanjem su važne marketarima za identificiranje ciljnih tržišta, kreiranje inovativnih i visoko kvalitetnih kulturno turističkih proizvoda, bolju komunikaciju i unaprjeđenje razumijevanja između svih dionika.

Ključne riječi: Dubrovnik, kulturno turistička potražnja, motivacija, motiv kultura, "push-pull" analiza.

JEL klasifikacija: Z32, Z10.

