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THE IMPACT OF HI-TECH TECHNOLOGY ON CONSUMER BEHAVIOUR IN A CHOSEN TOURIST DESTINATION

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ABSTRACT

Tourists are the main players in tourism and the tourist market, and that makes them the reason for starting developments and improving services within the tourist market. The desire for advancement and prominence within the tourist market channels tourist destinations and all other bidders of the integrated tourism product to satisfy the needs of tourists, that is to say to satisfy their expectations. Through the theoretical background about the selection of tourist destinations, the existing findings about the behaviour of consumers in tourism will be determined in this paper and will give out a detailed explanation of the phases of choosing a tourist destination that represent one of the key areas of this paper. The move from choosing a tourist destination and the focus on the conceptual framework of social media represents a turning point of this paper when compared to the existing research aimed at the choice of a tourist destination. Through theoretical findings about social media and the content generated on them, in this paper social media platforms will be viewed as well as an in-depth explanation of characteristics of platforms and social media that are important for the appearance of the tourist market by affecting the changes in consumer behaviour in tourism.

KEYWORDS: *consumer behaviour, modern technology, sustainable tourism, tourist destination, management of tourist destination, new trends in tourism*

1. INTRODUCTION

Tourism is a set of relationships and occurrences which arise from travel as well as a visitor's stay in a certain place, if permanent residency is not established with that stay and if no economic activity is associated with the aforementioned (Hunziker and Krapf, 1942). It involves recreation, travel and rest. The continued growth of international tourist arrivals, the income sides of tourism, hiring through tourism, education system and other economy and social benefits, as well as the growing negative impact of tourism in the ecological, social and cultural sense, have initiated the need for a thorough analysis of transformational processes on global mass market. The types of tourism, as we've seen, are based on a certain statistical classification criterion (segmentation), and specific forms of tourism are based on a certain dominant tourist motive that influences the behaviour of supply and demand on the market. Tourism offers the possibility of developing a tourist destination and its survival, but also brings problems with the overcapacity of the destination, destroying the existing infrastructure and the need to strengthen it. It provides opportunities for earnings, personal development and social change for the local population. Therefore, one needs to be prepared for tourism and thoroughly make plans for entry into the tourism market. "The Internet is an untapped opportunity for many companies. It does not only serve as a sales point but as a means of communication between the company and its customers. Consequently so, in order to compete in today's new market, companies must apply Internet technology or risk and remain in the shadows."⁶ The Internet is the largest and best selling tool for simultaneously offering sales and communications opportunities at any location in the world. Therefore, it is a fact that the Internet does not have a working time which makes it easier for consumers to access all the information they need. Spatial distance is not a problem as well as time diversity which gives it a great advantage over the commercial communication and sales. For this reason, e-commerce has been created which affects consumer behaviour. We can say that the Internet simplified the purchase process and provided the consumer with all available information. In that way, the consumer has the liberty to browse other bids, he is not exposed to the persuasions that can sometimes be stressful and bad for business sales. With the emergence of the Internet and the development of e-commerce, opportunities have been opened for the development of new ideas that are specialized for tourism.

New trends in tourism are Instagram, Snapchat, Facebook, Twitter, various tourist platforms (e.g. Priceless cities) because they show tourism in a different way; a better service is required, more value for money, natural resources are being shown, and everything is transmitted by word of mouth from person to person. Taking technology, increasingly educated and independent consumers in consideration, it can be stated that a consumer creates their own integrated tourism product via technology.

⁶ Kotler P., Bowen J.T., Makens J.C.: „Marketing in hospitality industry, hotel industry and tourism“, MATE, Zagreb, 2010., pg. 686.

2. THE TOURIST DESTINATION IN FOCUS OF MODERN TOURIST CONSUMER INTEREST

“Destinations are places with some form of real or imagined boundaries. It can be about the physical border of the island, the political boundaries or even the boundaries created by the market...”⁷ The term destination is characterised by a boundary which would specifically mean that a destination is everything outside the place of residence. It is well known that the term destination is in translation (journey's) end. In order for a consumer to reach the end, the objective it takes time, money and transportation. The main characteristic of a tourist destination would be that it as a space completely differs from the place of residence of a tourist. The main characteristics of a tourist destination are:⁸

- it makes a spacial entity
- has appropriate elements of offer
 - (natural and social resources)
- is oriented towards the tourist market (orientation to the target segment)
- independent of administrative boundaries
- it can be managed

It is important to note that the tourist spot and the tourist destination are not the same concept and that there is no mistake, the tourist spot is all that makes the whole offer in tourism. In essence, a tourist spot is created where there is a high concentration of tourist consumers. A tourist destination must contain elements of attractiveness in order to be visited or to act as a tourist destination. It is known that we have the natural elements and elements that man has created alone, namely churches, works of art, parks, beaches and more. These elements are interrelated and dependent on each other. It is not enough to have only some art in a tourist destination if the climate or the relationship with tourists is not appropriate. It is not possible to expect a tourist destination to grow if all the elements are not in balance.

2.1. THE CONCEPT OF TOURIST DESTINATION COMPETITIVENESS

The concept of competitiveness is based on tourist attractions, and they are also a tourist resource. „To attract tourists, tourist destinations must satisfy the bases of every travel: price, convenience and timeliness.”⁹ Despite the attractions of tourist destinations, the impact on competitiveness can also be price, convenience and timeliness, and it can be stated that the price of most tourists is a decisive factor because “how to make a lot from very little” is human psychology.

⁷ Kotler P., Bowen J.T., Makens J.C.: „Marketing in hospitality industry, hotel industry and toursim“, MATE, Zagreb, 2010., pg. 726.

⁸http://www.efzg.unizg.hr/UserDocsImages/TUR/Web_Razvoj%20turisti%C4%8Dke%20destinacije%20prema%20SOT.pdf (27.02.2018.)

⁹ Kotler P., Bowen J.T., Makens J.C.: „Marketing in hospitality industry, hotel industry and toursim“, MATE, Zagreb, 2010., pg. 733.

To create competitive advantage it is necessary to have enviable tourist resources. Resources are generated naturally or through human activity. Natural can be utilized but with the condition of continuous maintenance and represent a natural treasure destination. In the recent times, more and more resources are created by human activities that arise because of the need for competitive advantage and tourist demand. Great attention is also paid to integrated tourism products that want to attract more tourists and thus achieve the competitiveness of tourist destinations. Therefore, the concept of tourism destination competitiveness should focus on increasing the number of tourists in tourist destinations that will enable tourism in the future to further develop tourism following the forms of competitiveness. It can be stated that more tourists will be able to realize the higher income required for the lifetime of tourist destinations. Competitiveness can not only be based on profit but also on the satisfaction of the tourist who is the best marketing channel for that destination. In order to be able to achieve competitiveness, the market participants' activity and constant efforts to develop and monitor the market are needed. Competitiveness drives participants into active business with constant innovation and encourages creativity. Economic competitiveness is determined by Porter's diamond of competitiveness, which is shown schematically and shows the interrelationship of the factor (Figure 1).

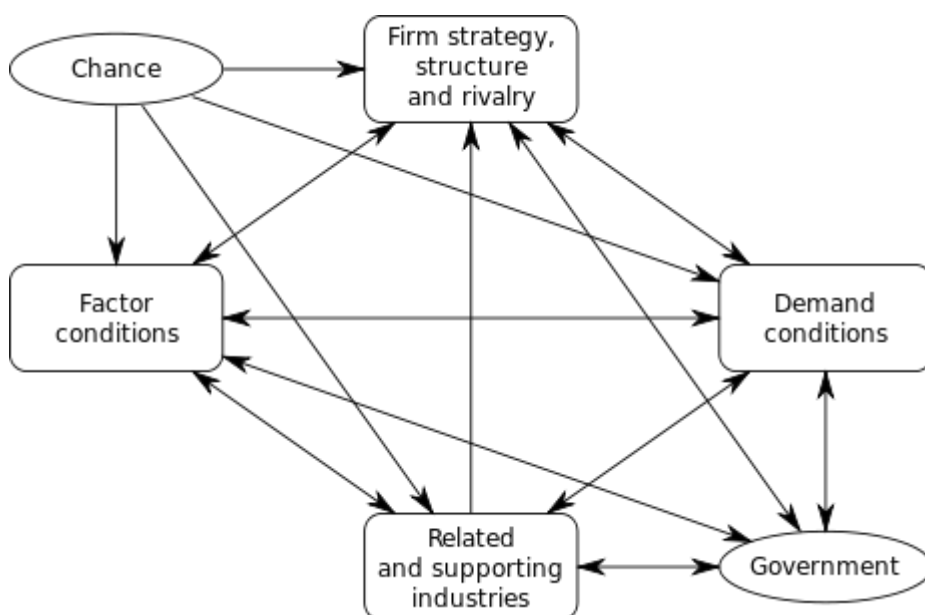


Figure 1: Porter's diamond of competitiveness

Source: Popesku, J.: „Tourist destination management“, UNIVERZITET SINGIDUNUM, Beograd, 2011.,page 71.

Studying Porter's diamond of competitiveness, it can be concluded that competitiveness is achieved through constant investment in all areas, developing new ideas, educated workforce, building infrastructure, turning first to the domestic market and supporting the state or the local community. Political competitiveness influences competitiveness through set laws, unstable currencies because of the government instability, the number of employed/unemployed (Popesku, 2011). Socio-cultural competitiveness can represent one of the more important forms of competitiveness in today's time. Homosexuals going to destinations where they are socially accepted can serve as an example. Technological competitiveness refers to the use of advanced technologies such as social networks and the Internet for distribution channel promotions, use

of HI-TECH platform for tourism product development, the sale of this product and promotion of destinations. Environmental competitiveness implies the integrity of the tourist community in accordance with the contemporary tourist preferences. Influence on the natural environment, economic development, degradation of the natural environment (Popescu, 2011).

3. MODELS OF CONSUMER BEHAVIOUR IN TOURISM

When designing a product or service for the tourism market, while achieving a competitive advantage, it is necessary to know the needs of consumers. With which product or service to enter the market, while recognizing the consumer's response. This is the problem of any bidder, that is, the question is whether the product or service can be liked by the consumer. According to Kotler, the problems can be illustrated through consumer behaviour patterns as shown in Figure 1.

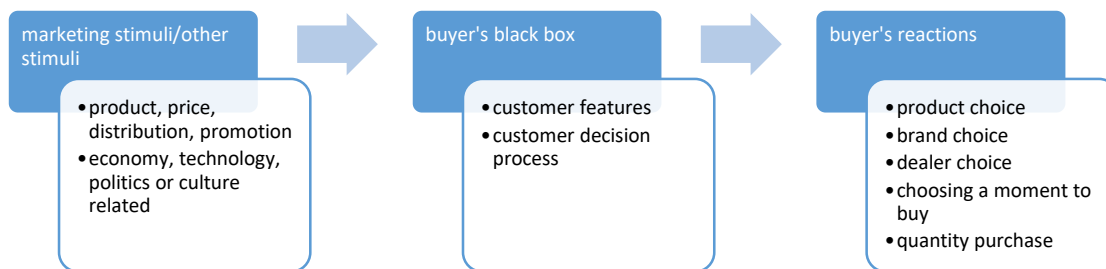


Figure 2: Model of behaviour when shopping

Source: author's work (model - „The basics of marketing“, Wong, Saunders, Armstrong. 2006, pg. 255.)

Consumer behaviour in tourism differs from consumer behaviour due to the fact that consumer behaviour in tourism can identify seven phases in the process of selecting tourism experience: (1) Collecting mental images of vacation experience, (2) Modifying these images with additional information, (3) A decision to take a travel tour, (4) A journey to a destination, (5) A destination activity, (6) A return from a trip, and (7) A new collection of images based on experience according to (Gunn, 1989).

This observation supports the works of Hunt (1975) and Mayo and Jarvis (1981) who agree that the choice of tourist destination is subjective and manifold. Clawson and Knetch (1966) noted five stages in their recreational behavioural model. Those stages are (1) Expectation: planning and thinking about traveling, (2) traveling to the destination: arrival to destination, (3) behaviour on the spot: behaviour in a tourist destination, (4) returning from traveling:) Remembrance: Reminder, Thinking, and Memory on the Trip. The anticipation phase in this selection process involves activities that are undertaken before the trip, including the need for knowledge and information retrieval.

The explanation of the model would be that experts want to see how stimuli affect customer reactions. Whether the price affects the choice of product or brand, the choice at which dealer will a purchase be made, how much will be purchased, does a product affect a customer's

reaction when choosing a brand and other different questions and issues that can be asked within the model. The customer's feature and its decision-making process is being considered in order to receive information on the selections. Applying a consumer behaviour model to tourism helps the management of tourist destinations in achieving their goals. In tourism, the main product is a destination that contains many elements of sales but generally promotes itself and is the main driver of the consumer and their decision-making. Therefore, management is responsible for the arrival of consumers in their destination, and in order to succeed they must be familiar with the behaviour of consumers in order to offer what the consumers want in the market. In order to make a good promotion of a destination, knowledge of the wishes and needs of consumers is needed to send a correct message and achieve the goals of management. An example of how much technological stimuli will affect the choice of a trader (in this case, the destination) shows how important the technological advancement of the tourist destination would be. What will be the consumer's response to such a stimulus type and what is the number of such. Therefore, it can be stated that the models help to understand the behaviour of consumers on received stimuli.

3.1 VALUE FOR TOURISM CONSUMERS

Values are key predictors of consumer behaviour and are one the internal variables (Decrop and Snelders, 2004: 1010; Sirakaya and Woodside, 2005: 823) and socio-demographical consumer characteristics (Gonzales and Diaz, 1996), which in large part guide their actions, attitudes, emotions and judgements (Crick-Furman and Prentice, 2000), influence category, attribute and brand choice (Vinson, Scott and Lamont, 1977) of a tourism product (Gonzales and Diaz, 1996), as well as the motivation for a tourist trip (Crick-Furman and Prentice, 2000; Li and Cai, 2012) and the tourist destination choice (Crick-Furman and Prentice, 2000).

Value for tourism consumers is not measured by numerical indicators but by individual estimates of tourists. The same measurement values can be applied to everyday situations in which an object does not have the same value among several different people. The example of everyday life would be that not everyone values something ordinary as bread the same. Values can be expected and experienced, and differences arise after a purchased product or service. The expected value is the value in which the consumer has expectations created by previous experience. A tourist who has a lot of experience and has gained a lot of experience values is most often dissatisfied because of too high expectations. A tourist with fewer tourist experiences will be more satisfied with the reasons for not knowing the tourist market. Expected value can include elements of money, quality of service, service content, expectation and others. Therefore, it is an individual approach to determine the expected value and can be measured solely by tourists. Experienced value is the value that is measured after the consumer has used the service or product. It is possible to measure the difference between the expected and the perceived value, and thereby create a new expected value for the consumer, which is the basis for future purchases. This perceived value in the future becomes an expected value, particularly in situations where the consumer was satisfied with the observed value. Therefore, it can be stated that consumers themselves determine the values for products and services and no, that value cannot be measured in a group. It is individual; it varies from consumer to consumer.

4. THE DEVELOPMENT OF HI-TECH PLATFORMS AND THEIR INFLUENCE IN CONSUMER BEHAVIOUR IN TOURISM

Every consumer, in this case a hi-tech platform user has to be under various factor influences which will help him in the process of choosing a tourist destination. Some of the factors that influence the choice of a tourist destination are: demographical, terrain and price related, infrastructural, attractive, cultural, and the author would like to present the consumers all the factors in one place. The consumers would pick their main destination much easily, they would know what awaits them, and most important of all, they would be able to plan motivational destinations as well.

Hi - tech platform would replace tourist agencies that are not objective and do not suggest destinations according to factors rather than suggest them by the "key" where we have the best earnings there. It would allow an objective and transparent view of tourist destinations, suggest no choice, each destination would be in the same situation as the others. By arriving at the Landing Page, the consumer would see continents in the first step and there would not be a favourite. It gives consumers more confidence because they do nothing and allows them plenty of time to choose and plan a tourist destination. In one place, the consumer would learn all the features of tourist destinations starting from currency, movement statistics, gender share, and other parameters that would show the tourist destination as it is. There would be no focus on specific "resorts" that are now receiving all the credit for a particular tourist destination. It has gone in the wrong destination, and today, tourists are being offered standardized products such as a resort and possibly several optional excursions. Each destination has its own features and consumers should primarily see and feel it. This will give them a sense of satisfaction.

After the consumer has chosen their main destination and planned out the route for their motivational destinations, the hi-tech platform would make the next step to help the consumer. Consumers would have the possibility of downloading a mobile app of the hi-tech platform, and only the mobile version would contain a virtual tourist guide. Consumers would have no additional effort to go through the most attractive tourist facilities and they would have all the information on that content. Despite all the above, scientists agree that tourists use social media at all stages of the tourism destination and travel selection process (Di Pietro and Di Virgilio, 2012: 70, Mangold and Faulds, 2009: 358, Ooi and Munar, 2013: 164, Ružić (Mangold and Faulds, 2009: 358), questioning the basic assumptions related to the decision-making process of purchasing (and Biloš, 2010: 179, Wang and Yu, 2015), and that social media have become an extremely important factor influencing the behaviour of tourists (Hudson and Thal, 2013: 156). However, the online purchasing decision process will continue to play a major role not only in online shopping, but will also play a transforming role in everyday consumer life (Smith and Rupp, 2003: 430).

5. METHODOLOGY AND RESEARCH RESULTS

The research area of this paper deals with selected tourist destinations, tourism and the influence of technology on consumer behaviour. Technology is more and more present in everyday life and as such has a major impact on consumers. For the sake of knowing the impact of technology in choosing a tourist destination, research is needed. The aim of the research in this paper is to

understand the motives and the value of technology for consumers in tourism. On the other hand, the aim of the research is to identify the presence of social networks among consumers as well as to identify the desire for new technology. In this research, information on using the Internet as technology, application service, promotion suggestions and the consumer's position on technology was sought. Therefore, the goal of research would be how many consumers use technology, and how many consumers are interested in introducing a new tourist platform. The research is based on the quantitative facts collected by the survey method. The research question would be whether technology influences consumers' behaviour in choosing a tourist destination, whether social network ads affect their dealer choice, how much time a consumer spends on the use of Internet technologies.

After these questions, conclusions and strategies for further consumer behaviour can be made. If we find out through the research that consumers spend more than 3 hours on the Internet on a daily basis, then we can state that the Internet is the best marketing channel. The reason for this is that the average consumer sleeps 8 hours; 1 hour is spent by getting ready for work and sleep, 8 hours at work and 7 hours left for leisure time. Almost half of these 7 hours are spent using Internet technologies.

Therefore, the research question has to be set up deliberately to reach the objective research results. Based on the introduction of new technologies and their influence on consumer behaviour, research hypotheses will be set.

For surveying through a questionnaire, it can be said that the processed results have been gathered by data collection and by which hypotheses were made.

Following the set objectives of research and research topic, hypotheses were defined:

H 1. Positive impact of technology on consumer behaviour

H 2. Technology is the best communication channel

H 3. Technology contributes to the development of safe purchasing

5.1. RESEARCH SAMPLE

For the purpose of this work an empirical research was conducted on a sample of 200 subjects. Considering the survey of available tourists it can be said that the sample is intentional and appropriate. Respondents were chosen on the basis of their personal decision in the appropriate situation. Data was collected in the period from 01.11. do 31.12. 2017. . For the purposes of collecting data, the Zagreb Eye 360 locations and the Tourist Information Centre - Franjo Tuđman Airport were used. The data collection was carried out by personal examination which resulted in a positive result. No tourist refused to attend the poll. The purpose of the survey was to get information on the presence of technology in the lives of tourists and how it affects the behaviour of tourists. The survey was made from open and closed types of questions. During the production of the questionnaire, closed questions were applied with offered answers and questions with offered intensities. The advantage of closed questions is that a greater number of questions can be asked, the knowledge of the respondents is not needed, it is easier to analyse and other. After the survey has been made, data collection and responses follow. For this work,

the data was collected personally on the street and in the office of the tourist destination. Consumer choice was free and was not conditioned by gender or age. Consumers had to answer 42 questions in the field of tourism and technology.

Table 1. Socio-demographic structure of subjects (N=200)

	n	%
SEX		
Male	78	39,00%
Female	122	61,00%
Age		
18 - 25	19	9,50%
26 - 35	79	39,50%
36 - 45	57	28,50%
46 - 60	45	22,50%
60+	0	0,00%
WORK STATUS		
Unemployed	18	9,00%
Employed	149	74,50%
Student	33	16,50%
Pensioner	0	0,00%
Education		
Not finished elementary school	0	0,00%
Elementary school	0	0,00%
High school (Gymnasium)	18	9,00%
High school (vocational)	36	18,00%
Junior College	75	37,50%
Higher education	41	20,50%
Magister degree	28	14,00%
Doctorate	2	1,00%
NUMBER OF HOUSEHOLD MEMBERS		
1	12	6,00%
2	21	10,50%
3	75	37,50%
4	60	30,00%
5	32	16,00%
HOUSEHOLD INCOME		
< 3.000 kn	0	0,00%
3.001 - 5.500	27	13,50%
5.501 - 7.500	43	21,50%
7.501 - 10.000	20	10,00%
10.001 - 15.000	51	25,50%
>15.000	59	29,50%

Source: Authors' own work

Following the demographic characteristics are the answers that speak to the presence of the Internet in subject's lives. Internet is a powerful tool that helps in all areas. Consumers use to see comments and descriptions of products and/or services they have not yet tried out. Therefore, it can be concluded that the Internet is the primary place where supply and demand meet with the possibility of a detailed check of consumers, sellers, products or services. The Internet is so wide spread that on it trust and a certain form of security is formed, and it all stems from the reason that consumers and sellers use the Internet daily and both unconsciously and consciously leave various comments.

Table 2. Means and conditions of Internet use

	n	%
INTERNET USE		
Never	0	0,00%
On weekends	0	0,00%
Every day	142	71,00%
Several times per day	58	29,00%
REASONS FOR USING THE INTERNET		
Facebook	181	90,50%
Twitter	12	6,00%
Instagram	165	82,50%
Airbnb	40	20,00%
Trivago	10	5,00%
Booking	95	47,50%
Internet banking	154	77,00%
Reading the news	194	97,00%
Searching	195	97,50%
Work	15	7,50%
NUMBER OF HOURS SPEND ON THE INTERNET		
<1	19	9,50%
1-3	111	55,50%
3-7	61	30,50%
7+	9	4,50%

Source: Authors' own work

By analysing the subjects' answers it can be concluded that 100% of subjects uses the Internet every day and 29% of them uses it several times a day. The reasons for using the internet are various but the social media, news and Internet banking have the biggest advantage. Therefore, ads and advertisements on various mediums are effective. Social media like Facebook have a large influence on consumers and their choice because on those platform people exchange experiences (positive and negative) and renter offer accommodations via that platform. We cannot say with certainty how relevant are the social media platforms for choosing a tourist destination because there is a large number of fake profiles and fake accommodations. Social media do not offer the possibility of authorizing such ads or profiles and because of that it can be said that such platforms are not the best tool for choosing tourist destination or accommodation.

5.2.RESULTS AND RESEARCH RESULT DISCUSSION

Key groups of variables of the influence of social media on the process of choosing a tourist destination flow from a theoretical framework of not only the role of social media when choosing a tourist destination, but also from the larger context of the role that social media has in tourism and in society in general; and it is possible to categorise them into 2 basic groups, that is to say, into independent variable and dependent variable. For testing **H1** independent variables were the social media (*Facebook, YouTube, TripAdvisor, Booking.com*) while the choice of tourist destination and behaviour in the tourist destination was the dependent variable.

HYPOTHESIS 1. *The positive influence of technology on consumer behaviour*

Explanation: Technological advances enable a quicker and simpler approach to information for the consumer. They open up a possibility in which the consumer can create an integrated tourism product in several clicks with a quick check of the chosen tourist destinations.

Table 3. Mobile applications are easier to use

Mobile app - simple	Number of subjects	Percentage
Completely disagree	3	1,50%
Mainly disagree	2	1,00%
Can't decide	41	20,50%
Mainly agree	57	28,50%
Completely agree	97	48,50%
Total	200	100%

Source: Authors' research

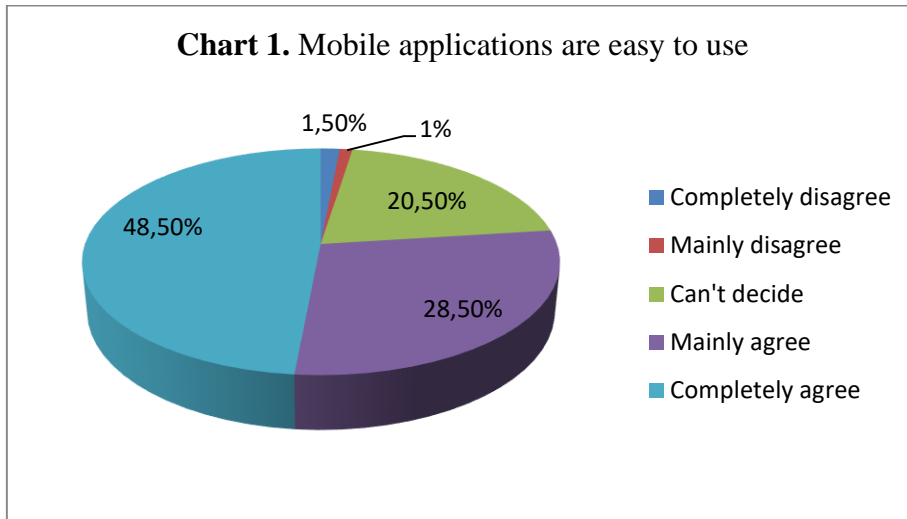


Chart 1. Mobile applications are easier to use

Source: Author's research

With the statement that mobile applications are easier to use 48.50% of the subjects completely agrees while 28.50% of them mainly agree with it. Undecided are 20.50% of the subjects, and 1.50% of the subjects disagrees with the statement that mobile applications are easier to use. The subjects answered the question are the mobile applications easier to use with an average grade of 4.21; thus we can prove that subjects do consider mobile applications easier to use and that they are user oriented.

Table 4. Via the Internet I have easier and better access to information

Easier access via the Internet	Number of subjects	Percentage
Completely disagree	4	2,00%
Mainly disagree	0	0,00%
Can't decide	14	7,00%
Mainly agree	41	20,50%
Completely agree	141	70,50%
Total	200	100%

Source: Author's research

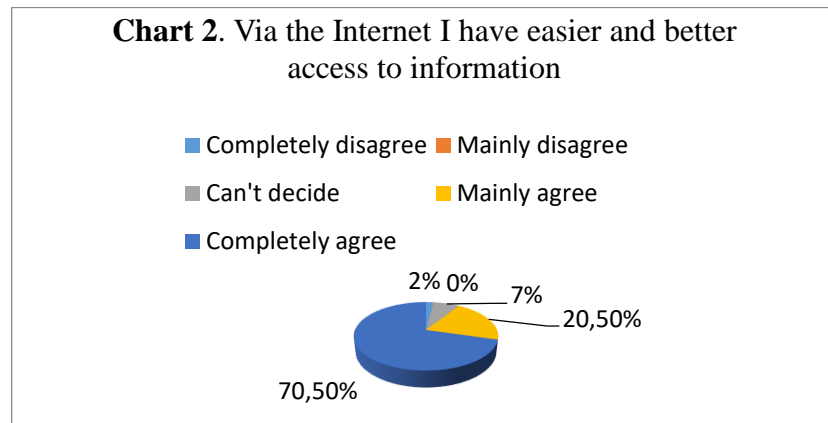


Chart 2. Subjects according to opinion about the purpose of the app

Source: Authors research

141 subjects i.e. 70.50% completely agree that via the Internet they have easier and better access to information, 20.50% mainly agree that via the Internet they have better access to information, while only 7% of the subjects are undecided and only 2% of the subjects completely disagree with the claim that via the internet they have easier access to information. It is obvious that the large majority relies on the Internet and manages it quite well. The subjects answered the question if they have an easier and better access to information via the Internet with an average grade of 4.57 thus proving that subjects have an easier and better access to information via the Internet.

Table 5. Subjects according to reasons for using the platform

Reasons for use	Number of subjects	Percentage
Simplicity	142	71,00%
All in one place	167	83,50%
Speed	120	60,00%
Diversity of offer	61	30,50%
Use 24/7	60	30,00%
Information security	92	46,00%
Comparison with other offers	84	42,00%
More offers for one service	57	28,50%
Saving time	96	48,00%
None of the above	0	0,00%
Total	879	440%

Source: Author's research

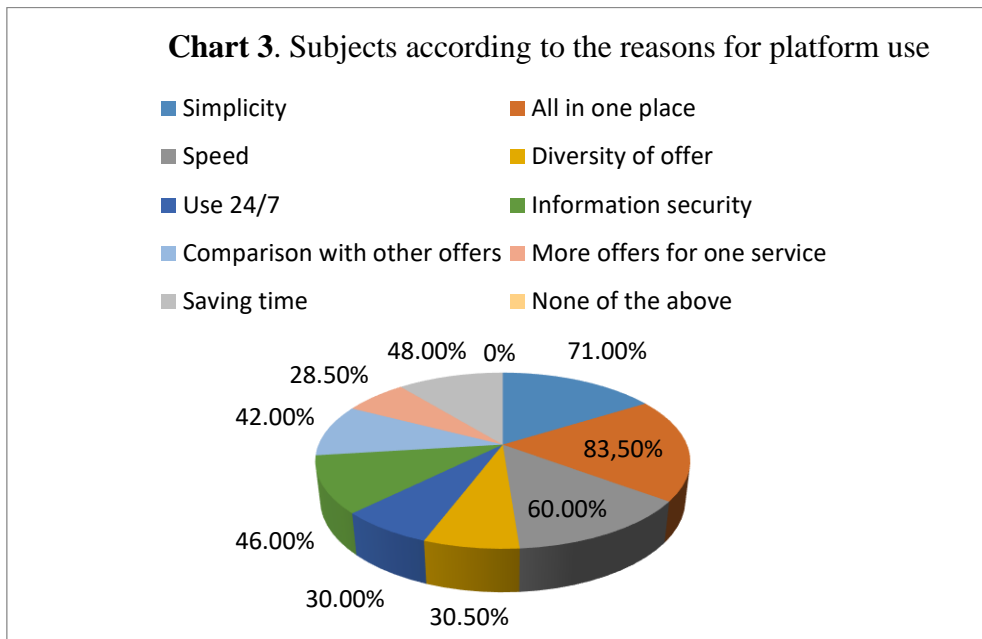


Chart 3. Subjects according to the reasons for platform use

Source: Authors' research

According to the reasons for the use of platforms, most subjects claim that all is in one place (83.50%), what follow are simplicity (71%), speed (60%), saving time (48%), information security (46%), comparison with other offers (42%), diversity of offer (30,50%), use 24/7 (30%) and more offers for one service (28,50%). Therefore it can be concluded that the subjects have a positive opinion about the use of technological platforms when choosing accommodation.

Table 6. Subjects according to the desire for technological progress

According to the desire	Number of subjects	Percentage
Yes	198	99,00%
No	2	1,00%
Total	200	100%

Source: Authors' research

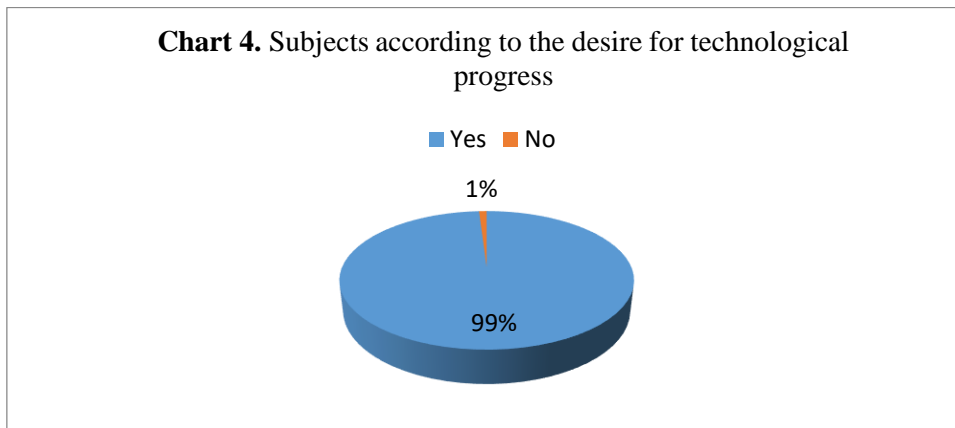


Chart 4. Subjects according to the desire for technological progress

Source: Authors' research

According to the desire for technological progress, almost all of the subjects (99%) are for technological progress i.e. that all of the information be enabled in one place. Against technological progress are 2% of the subjects that is to say 2 subjects.

HYPOTHESIS 2. *Technology is the best channel of communication*

Explanation: a large concentration of consumers in one place is called the Internet. In mere minutes opportunities for communication in any state appear. The consumer has the availability of information from any destination.

Table 7. Information on the internet and social media helps me to create an integrated tourism product

Information-creation	Number of subjects	Percentage
Completely disagree	0	0,00%
Mainly disagree	14	7,00%
Can't decide	56	28,00%
Mainly agree	73	36,50%
Completely agree	57	28,50%
Total	200	100%

Source: Authors research

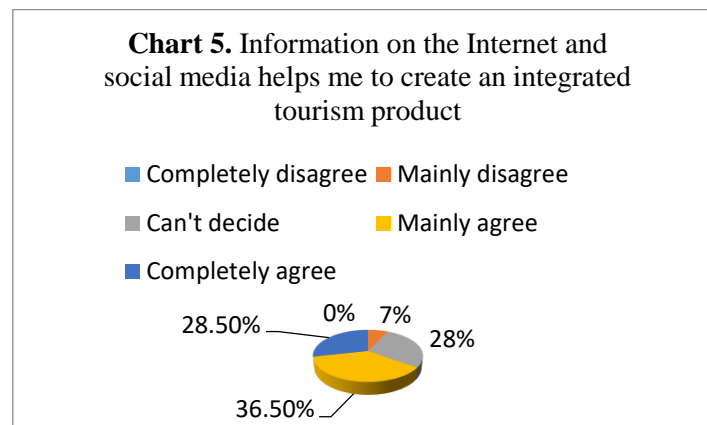


Chart 5. Information on the internet and social media help me to create an integrated tourism product

Source: Authors' research

A total of 130/200 subjects, of which 36.50% mainly agree and 28.50% completely agree form a majority when claiming that the information on the internet and social media help when creating an integrated tourism product. Undecided are 28% of the subjects and 7% of them mainly disagree with the statement. Subjects answered the question do the information on the internet and social media help them to create an integrated tourism product with a grade of 3.86, thus we can prove that the subjects use technology as the main source of information and after gathering the information assemble an integrated tourism product.

HYPOTHESIS 3. *Technology contributes to the development of safe purchasing*

Explanation: By introducing technology the space for manual manipulation is reduced. It enables objective search results of services and destinations, the transparency of sales and the possibility of an independent decision of purchase. In this paper a method of surveying was used that demanded the creation of a survey questionnaire, gathering and analysing data.

Table 8. Through mobile apps I can have safer information about the destination

Mobile apps- safer	Number of subjects	Percentage
Completely disagree	3	1,50%
Mainly disagree	11	5,50%
Can't decide	53	26,50%
Mainly agree	60	30,00%
Completely agree	73	36,50%
Total	200	100%

Source: Authors' research

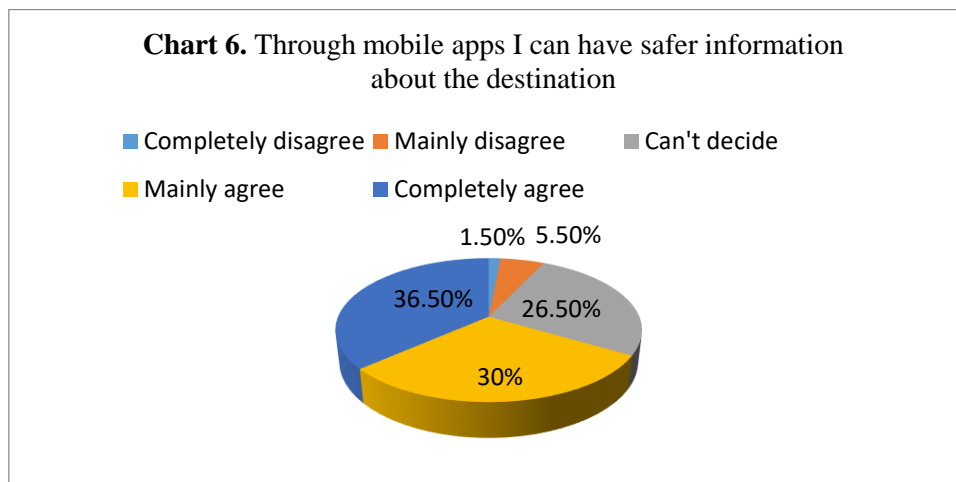


Chart 6. Through mobile apps I can have safer information about the destination

Source: Authors' research

With the claim that through mobile apps they could have safer information about the destination agrees completely 36.50% of the subjects, while 30% of them mainly agree and 26.50% are undecided. Subjects that mainly do not agree with the claim that through mobile apps they can have safer information about the destination (5.50%) and those that completely do not agree (1.50%) form a minority.

Subjects have answered the question if they would have safer information about the tourist destination through mobile apps with an average grade of 3.94, thus we can prove that there is still a part of the subjects that do not consider mobile apps to be a reliable source of information, we assume that they put more trust in word of mouth information.

5.3. RESEARCH LIMITATIONS

Research limitations refer to the quality of the sample and the subjective answers by the subjects. When answering certain questions the subjects can give an answer he wishes were true and not the one that is really true. The questions on which the subjects did not answer like they truly thought

- “Do you go on trips during your stay at the tourist destination”
- “I virtually sightsee the destination attractions even before arriving at the destination”
- “I see no need for purchasing an integrated or partial tourism product online”

The reason for different answers may be because of different factors that influence the person at that moment. Another limitation on the quality of sample is the age structure of the sample. Not one of the subjects was over the age of 60 and one can assume that there is a higher interest in travel and technology in the populations under 60 years of age at this moment.

The limitations of the conducted research refer to the quantity of research, subjective statements of the subjects, demographic characteristics; research was not conducted for introducing an application that is to say a platform, individual differences between subjects, understanding subjects and qualitative research.

Sample of the conducted research is small which represents a qualitative approach to research, but a qualitative research has its limits due to the making of the questionnaire and the questions within it. The subjective statements by the subjects are the most common limitation when conducting a survey because the people answer in a way that they think, they do not put themselves in a situation if something could be better.

The demographical characteristic in this research represents a major limitation because the research is based on technologies and older people as well as people that are not from civilised places do not have the necessary knowledge about technologies that is needed for this research. The conducted research was not based on introducing an application that would help consumer chose a tourist destination but what was observed was the influence of technology on consumer behaviour. One of the limitations was language and the preparation of this survey in the English language. Communication with tourists that were not native English speakers was hard and demanded more time to carry out the survey.

6. CONCLUSION

Tourism and the development of tourism have a large impact on tourist destinations. This influence can be positive and negative. Positive influence will increase the income and the value of the local community that is to say the tourist destination and that is a prerequisite for the later emphasising of the tourism destination on the tourism market. Internet and social media are the best channels for moving tourism offers and values of the tourist destination. The easiest way to reach the masses is the Internet. Tourists are all those who leave their domicile for a different destination. Tourists can be of any nationality, sex, age and domicile. Therefore, the best distribution channel is the Internet because the message can quickly spread and reach the consumer. New trends in tourism contribute to the development of the tourist destination and enable the making of a profit to the local community. Developing selective tourism and introducing technology into everyday operations is important for being competitive.

By developing tourism in a tourist destination and with the great inflow of tourists there is a danger of damaging the destination's ecosystem and weakening its existing infrastructure. For making a balance when reducing capacity and stability of infrastructure investments are necessary. Therefore, a large emphasis is placed on sustainable tourism development so that in the future tourism would remain sustainable in the tourist destination and that future generations can continue in the direction of destination development and making a profit. Maintaining the infrastructure not enough; care must be taken of the environment. Tourist destination management takes care that tourists have a conscience view about the environment and ecosystem of the destination and that they understand its values. Tourist destination is a place that attracts tourists on a well-deserved break from work or from a stressful way of living. A tourist destination must enable a break from the everyday routine to the tourist and provide him

with as many resources that have no connection with its domicile. For a tourist destination to be successful at drawing tourists it has to satisfy a lot of factors that will influence consumer decisions. Modern tourists seek a ratio of price and quality, therefore it can be said that those are important factors at drawing tourists. In order to be competitive it is not enough that a tourist destination has the benefit of natural resources, it is necessary to become competitive in several aspects in order to gain a competitive advantage. To achieve a complete competitive advantage a tourist destination must have economical, technological, political, sociocultural and environmental competitiveness. A tourist destination is similar to any product and as such has a date of expiry. That is referred to as the date of expiry of a tourist destination and a large role in keeping track of it plays the management of the tourist destination. Tourist destination management watches on the phases and keeps the destination “alive” and prevents it coming to the phase of deterioration. Management and those that offer services have to be aware of the consumer behaviour, how consumers make decisions, what are their motives, what makes satisfaction to the consumer, what quality means to them and what other factors influence their behaviour. Therefore highly motivated and educated people must be employed in management. Consumer satisfaction is determined by the quality of the product or the service. Quality presents the value of the product or service in the eyes of the consumer. Technological progress plays a large role in the development of tourism and tourist destination and it manifests itself with the consumers as security, simplicity, objectivity and it can influence the decision of purchase. By setting up a technological framework objectivity and security, simplicity, speed, availability, accessibility, b2b, pleasure and other can be achieved. Technological progress generates an integrated tourism product, it is easier to promote selective forms of tourism, it enables better information and plenty of other advantages. The presence of technology reduces the influence sellers and brokers have with the purchaser’s decision. The consumer can independently make a decision based on what he saw. He has the possibility of planning the trip and budget. Technology represents the future of tourism and its development. It can be described as a new trend in tourism and is present with every tourist. Technology can pave the way to achieving a competitive advantage and can help with valorising a destination. Therefore, this paper concludes that technology leaves a positive impression on the consumer, offers the destinations management a possibility of making a profit, serves as the main channel of communication between the tourists and the destination, maintains destinations advertisements, shows the desires and needs of the consumers, offers objectivity and simplicity and plenty of other benefits. Technology demands investments but it offers more than what is invested.

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