

TOURIST BOARDS AND DESTINATION PRODUCTS – TRENDS IN CROATIAN TOURISM

Abstract

Tourist boards (DMO-s) with their social activity enhance the tourist product, thus raising its quality level and emphasizing the indigenoussness of the supply. A research has been conducted using questionnaires with the goal of analysing the work of coastal and rural tourist boards in Croatian tourism. All together, 58 questionnaires from a total of 66 tourist boards in Istria and Primorsko-goranska county were collected and a descriptive analysis was made. The research is a part of a wider one conducted in the period from 2014 to 2016 in Croatian tourist organizations. The results indicate a disproportion between the actions of coastal and rural tourist boards from the aspect of initiating the development of new tourist products.

Keywords: tourist board; tourist products; destination; regional development; trends.