

ANALYSIS OF THE CULTURAL OFFERINGS OF THE LUDBREG – PODRAVINA REGION - EMPIRICAL RESEARCH

ANALIZA STANJA KULTURNE PONUDE LUDBREŠKE PODRAVINE- EMPIRIJSKO ISTRAŽIVANJE

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ABSTRACT

Today, cultural heritage and cultural tourism are one of the largest and fastest-growing tourist markets in the world. It is estimated that four out of ten tourists choose to travel to certain destinations motivated by the cultural offerings of the place. This only shows the increase in demand for cultural tourism and cultural heritage as diversification of tourism supply. The demands of tourists arise from their search for authentic new experiences and knowledge. The purpose of this paper is to conduct an empirical study of the tourism demand factors that shape the system of cultural tourism supply. The Ludbreg-Podravina region was selected for the case analysis, due to its considerable potential for the development of cultural tourism.

A synthesis of the results, findings and conclusions of this research will be used to formulate certain critical recommendations and valuable guidelines for improving the cultural tourism supply in the destination.

Keywords: cultural heritage, cultural tourism, tourism demand, the Ludbreg-Podravina region
Ključne riječi: kulturna baština, kulturni turizam, turistička potražnja, ludbreška Podravina

INTRODUCTION

The »Experience Economy« is a new tourist product. With the development and modernization of tourism, more and more tourism customers are looking for new and unique destinations that can offer a wealth of experiences. According to Dujmović, the concept of a tourist experience in its broadest sense

encompasses everything that happens before, during and after a trip/vacation.¹ Therefore, in addition to the classic 3S (sun, sea & sand) model that provides holiday tourism, cultural tourism facilitates the successful implementation of the 3E (entertainment, excitement & education) model.² According to the provisions of the Tourism Development Strategy of the Republic of Croatia by 2020, cultural tourism, under the criterion of attractiveness, is potentially one of the Croatian tourism supply's leading production groups. For the Republic of Croatia, relevant cultural tourism products defined by the Strategy include urban tourism, heritage tourism, event tourism, creative tourism and religious tourism. If this is put in the perspective that it is presently estimated that about 40% of all international travel has a cultural component, we can conclude that more intensive and faster development of this product is needed to harness its potential.³ There are two basic approaches to defining cultural tourism. The first approach focuses on landscapes and monuments, describing the types of attractions visited by tourists in cultural tourism and it refers to culture as a product. The second approach describes cultural tourism according to the motives and meanings associated with cultural tourism activities that include »all forms of travel through which tourists learn about the history and heritage of other cultures or their contemporary way of life and thought«⁴. Tourists learn about the process of other cultures, and the notion of cultural tourism is more clearly based on culture as a process. According to UNESCO⁵, cultural heritage refers to monuments, groups of buildings and sites of historical, aesthetic, scientific, archaeological, ethnological or anthropological value. There are three main components of the Convention in defining cultural heritage; monuments (architectural works; monumental works of art - sculpture and painting; elements or structures of an archaeological nature; drawings, caves and dwellings; and combinations of features of outstanding universal value, whether historical, artistic or scientific), groups of buildings (groups of detached or connected buildings) that, due to their architecture, homogeneity or position in the environment, have an exceptional universal value, whether historical, artistic or scientific), and sites (works of man or combined works of nature and man, and areas that include archaeological sites of outstanding universal value, whether historical, artistic, or scientific). The role of culture and cultural heritage in the development of tourism is vital. Thanks to tourism, i.e. its conversion function, cultural resources turn into cultural tourist products. The marketing approach is extremely important in this process. This includes, with the cooperation of various teams of experts, the processing of cultural content and resources and their shaping into an acceptable product in marketing terms, creating a brand of attraction and positioning a cultural tourist product. The marketing approach is extremely important in this process. This includes, with the cooperation of various teams of experts, processing of cultural content and resources and their shaping into an acceptable (in marketing terms) cultural tourism product, its brand creation and positioning.

TOURIST RESOURCES OF THE LUDBREG – PODRAVINA REGION

Tourist resources represent all natural or man-made heritage sites in a certain area that can be valorised for tourism and that are visited by temporary visitors on their trips due to their special attraction.⁶ Accordingly, all the resources that can be used for tourism in an area can be called tourist resources.⁷

¹ Dujmović, M. (2014.): *Kultura turizma, sveučilište Josipa Jurja Dobrile u Puli*, Pula, p. 90.

² Gračan, D., Zadel, Z., Rudančić-Lugarić, A. (2010): *Strategic Management of Cultural-Tourism Resources*, *Academica Turistica-Tourism & Innovation Journal*, University of Primorska, Faculty of Tourism-Portorož, 2010, No.1-2, p.17

³ Tomljenović, R., Boranić Živoder, S. (2015.), *Akcijski plan razvoja kulturnog turizma*, Institut za turizam, Zagreb, p. 4.

⁴ MacIntosh, RW and R. Goeldner *Tourism: Principles, Practices, and Philosophies*, Wiley and Sons, New York, 1986, p. 86.

⁵ <https://en.unesco.org/creativity/publications>, (accessed on 10 October 2020)

⁶ Bartolucci, M. (2013): *Upravljanje razvojem turizma i poduzetništva*, Sveučilište u Zagrebu, Školska knjiga, Zagreb, p. 457

⁷ Kušen, E. (2002): *Turistička atrakcijska osnova*, Institut za turizam, Zagreb, p.16

The Ludbreg-Podravina Region administratively belongs to the Varaždin County, and since 1993 it has been divided into four municipalities: Martijanec, Mali Bukovec, Sveti Đurđ and Ludbreg. In 1996 another (the fifth) municipality was formed, named Veliki Bukovec. On 19 January 1997, the town of Ludbreg has received city status.⁸ The main centre of The Ludbreg-Podravina region is the town of Ludbreg. Since there are remnants of ancient heritage or Roman culture on the site, it can be stated that Ludbreg is one of the oldest settlements in Croatia. The city of Ludbreg⁹ consists of 12 settlements: Apatija, Bolfan, Čukovec, Globočec Ludbreški, Hrastovsko, Kućan Ludbreški, Ludbreg, Poljanec, Segovina, Selnik, Sigetec Ludbreški, Slokovec and Vinogradi Ludbreški with 9,194 inhabitants according to the 2011 census. It is located on the left bank of the river Bednja at the foot of the Kalničko gorje mountains, i.e. on the Varaždin - Koprivnica main road/route.

Since that even in the past the roads leading through Ludbreg were of great importance, six roads are leading to it today. Podravska road to Varaždin and Koprivnica which has regional significance. The route through the Bednja valley towards Varaždinske Toplice spa and Novi Marof is connected to the Zagreb - Varaždin Main Road and has regional significance. Directions of sub-regional significance are towards Legrad, i.e. lower Međimurje, Prelog. Additionally, the route towards the villages of Prikalnica holds significance. The small town in the Podravina region has developed at the intersection of roads leading from east to west and from north to south, due to trading paths crossing the river Bednja. Exactly due to the importance of these paths, its foundations were laid down in the first millennium BC. It is believed that the tribes of Goths, Lombards, Huns, Gepids, Celts and Avars passed through this area, and after them, it was settled by the Croats in the middle of the 7th century. According to the finds, it is believed that the Romans moved to this area 2000 years ago and erected a monumental building Iovia on top of the previously existing settlement. A legend also dates from that time, saying that this is the place where earthly circles were imagined, with large metropolises on their outskirts.¹⁰ Currently, there are three hotels in Ludbreg with a total capacity of 108 beds. Amalija and Raj Hotels are open all year round, while the Crnković Hotel opens as needed. There are 12 beds in the Fishing Lodge, and the Croatian Restoration Center in the Batthyany Castle has furnished a dozen double rooms for its needs. Users of Batthyany Castle, although they are not liable to pay the sojourn tax and therefore are not part of the official tourist statistics, still generate some tourism income for the city. As for private accommodation, there are currently no accommodation capacities.¹¹ Since the official statistics contain very little qualitative data on tourist arrivals (organisation of their travel, country of origin), it is supplemented by information from hotel managers. Their guest segments are business tourists (around 35%), although this market is shrinking due to changes in the tourism market (COVID-19 pandemic crisis, economic recession). Events, such as the Holy Sunday of Ludbreg and the International Flower Fair, to some extent, stimulate this demand because at those times exhibitors and religious tourists (about 30%) occupy hotel accommodation. Those are mainly organised groups of Polish visitors on their way to Medjugorje. A typical group consists of several couples, several families with children and senior-aged women. They travel mostly for religious purposes and have modest demands. They usually arrive at Ludbreg in the afternoon/evening and leave the next morning. Sports clubs members also perform their training there - they tend to stay mostly in the autumn, and they choose Ludbreg because of the high-quality sports fields and favourable conditions; others, mostly individual visitors, are a heterogeneous group. They choose Ludbreg as one stop on their route to another destination. Sometimes their original destinations include Varaždin (but they decide to spend the night in Ludbreg because of the cheaper accommodation prices) or Koprivnica, which has a limited and lower-quality accommodation supply.¹² The following tourist attractions have been identified in the town of Ludbreg area: of international importance: Pilgrimage of the Most Precious Blood of Jesus;

⁸ Novak, F. (2001): Zapisi o ludbreškoj Podravini, Tonimir i Grad Ludbreg, Varaždinske Toplice, p.82

⁹ <http://ludbreg.hr/o-ludbregu/> (accessed on 20 October 2020)

¹⁰ Novak, F., ibidem, p. 83

¹¹ Strateški plan razvoja turizma destinacije Ludbreg (2013.), Institut za turizam, Zagreb p.24

¹² Ibidem, p.26

of national importance: Batthyany Castle; the Ten Days of Holy Sunday.¹³

The tourist product that can presently be singled out in Ludbreg is cultural, especially religious tourism along with the manifestations and events organized throughout the year. Religious tourism is currently the most important motive for visiting Ludbreg and it is well-renowned for it in the wider surroundings. Other products are still in the initial phase of their development. Furthermore, the remaining overview of the tourist attractions of the Ludbreg-Podravina region is the protected cultural and historical heritage distributed among the municipalities that fall under the town of Ludbreg destination: the municipality of Sveti Đurđ consists of the fixtures of the St. Rok chapel in Karlovac Ludbreški, and the fixtures and organ from 1778 in the church of St. George the Martyr in the settlement of Sveti Đurđ. The parish church of St. George was mentioned in 1659, and in 1775 it was thoroughly built and consecrated. The church has five altars, and on the main altar, there is a picture of St. George, the patron saint of the parish church (Butorac, 1990). Additional cultural tourism offerings are provided by various societies and associations¹⁴ and their activities, such as: the »Patka« (»Duck«), hunting association, the »Vulinec« nature protection society, the »Veliko srce« (»Big Heart«) association of women of the Sveti Đurđ Municipality as well as six voluntary fire brigades in the municipality. Furthermore, there are two cultural-artistic societies (abbreviation: KUD) in the municipality: »Juraj Lončarić« KUD from Hrženice and »Sloga« KUD from Karlovac and Sesvete Ludbreške. Municipality of Martijanec¹⁵ abounds in numerous prehistoric, ancient and medieval sites. Artefacts of the Old Stone Age were found in Martijanec, as well as the remains of ancient architecture and roads. South of the Martijanec settlement, the so-called »Kozinščak« medieval finds of pottery were found. Moreover, south of the Martijanec settlement - there is a cemetery with urns dating from the Late Bronze Age called »Žgališće«. Southeast of the church in Matijanac, i.e. in »Gamulica«, there is a burial mound from the late Iron Age. On the way to the Slanje settlement, there is the so-called »Cufta«, a settlement from the late Iron Age. The medieval settlement site, the so-called »Gradišće« is located across from the Patačić-Rauch castle. North of the Martijanec settlement is »Martijanski lug« where a stone axe from the Bronze Age was found. Pottery dating from the late Iron Age was found in »Poredje«, while an early Bronze Age pottery was found in »Medvedov breg«, near the Vrbanovec settlement.

St. Martin's Church in Martijanec was built in the 13th century and according to the preserved descriptions, it was a Romanesque building. In the 18th century, the old Romanesque church was abandoned and in 1766 the construction of today's parish church began. It was consecrated in 1775. Today's parish church of St. Martin is a monumental late Baroque building. The interior of the church consists of three altars and a pulpit, which experts consider to be one of the most beautiful examples of that era in northern Croatia. Furthermore, as well as the church of St. Martin in Martijanec, the church of the Holy Cross in Križovljan was built in the 13th century in the Romanesque style. Although it was later extended and restored in the 16th, 18th and 19th centuries, it has been largely preserved in its original form. The church of the Holy Cross is the oldest preserved church in the wider area of continental Croatia.¹⁶ Church of St. Benedict in Hrastovljan, is also a valuable building, and it was first mentioned in the second half of the 17th century. However, there are indications that it is much older. Today's appearance of the church is mostly a reflection of a thorough remodelling in the late 19th century, carried out in the Historicist style.¹⁷ In the municipality and settlement of Martijanec there is also the Patačić-Rauchza castle, which exact time of construction is unknown. It is known that in the 18th century the castle had already existed. The writings about the castle date back to the 18th century when Gabrijel Gotal lived in it, the last descendant of an old noble family that owned the medieval town of Gotalovac and numerous estates.¹⁸ Sveti Petar (Saint Peter) in the Mali Bukovec municipality has an interesting

¹³ Ibidem, p.31

¹⁴ <http://www.sveti-djurdj.hr/ostale-udruge/>, (accessed: 23 October 2020)

¹⁵ <https://opcina-martijanec.hr/>, (accessed: 23 October 2020)

¹⁶ ibidem

¹⁷ <https://opcina-martijanec.hr/zupa-martijanec/>, (accessed: 24 October 2020)

¹⁸ <https://opcina-martijanec.hr/opcina-martijanec/povijest/martijanec/dvorac-patacic-rauch/>, (accessed on 24

history too. Archaeological sites testify to the continuity of life of this settlement through three thousand years. The dispute over the name of the village lasts a little less than that. Recently, there was a current version of the name Sveti Petar Ludbreški (St. Peter of Ludbreg). In the Middle Ages, the village was one of the important settlements in the line of settlements along the Drava river. Chapel of St. Peter located in the centre of the village dates from 1334, and the village was mentioned in 1523. Like Mali Bukovec, the village was devastated during the Turkish invasions in the 16th century.¹⁹ Veliki Bukovec is the smallest municipality in the Ludbreg-Podravina region and includes only three settlements: Veliki Bukovec, Dubovica and Kapela. Drašković Castle was built in the middle of the 18th century, and Count Josip Kazimir Drašković was the owner at the time. Count Drašković was a submarshal and held the honorary title of the Great Prefect of Križevci. He was also an imperial chamberlain and a secret imperial adviser. The castle is a one-storey Baroque-Classical building. It is elongated in shape with two short side wings. Above the entrance, there is the coat of arms of the Drašković family with nine fields, and above the coat of arms is the crown. The coat of arms holds a great heraldic value. Drašković Castle falls under the second category of monuments and is one of the largest castles in north-western Croatia.²⁰ The parish church of St. Francis of Assisi was built at the beginning of the 19th century and is the only true Classical church in the Ludbreg area. Novak says that it was expertly built and that it has enormous value in the wider area of north-western Croatia. The wall painting of the church is diverse, i.e. it was made by several authors in several styles. It is impossible not to single out the altar fresco of Ivan Večenaj entitled »St. Francis Preaches to Birds«. Church furniture is from the turn of the centuries, and the older furniture has not been preserved. The organ dates from the beginning of the 19th century and is one of the most valuable instruments of that time in Croatia. Most of the church gold treasures come from the chapel of the Drašković family.²¹

RESEARCH METHODOLOGY

Since the Republic of Croatia is rich in natural, cultural and historical beauties, many of which are well-researched, in this part of the paper we tried to collect the best quality data about the cultural offerings of the Ludbreg-Podravina region. Since the City of Ludbreg, i.e. the centre of the Ludbreg-Podravina region, is famous for the Sanctuary of the Most Precious Blood of Christ. Since it is the only Eucharistic sanctuary in Croatia (and globally) and was created based on the vows of the Croatian Parliament in 1739, many tourists visit only once a year to participate in the celebration of the Holy Sunday and the Blood of Christ, which is held every first Sunday in September. As a part of that celebration, the »Ten Days of Holy Sunday« feast is held. Therefore, for achieving the scientific value of the paper, the authors have conducted an empirical study using a survey questionnaire. The key method for processing the results collected by the survey was descriptive and inferential statistics. Logical and analytical procedures of analysis and synthesis, abstraction and generalization were used, to single out the essential properties, relationships and connections that are evaluated through the interconnectedness and interaction of variables. The research was conducted on a deliberately selected sample, in the period from August to September 2019. Most of the questions in the questionnaire were close-ended and multiple-choice. A 5-point Likert scale was used, where for each selection criterion ranging from »very dissatisfied« to »very satisfied«, respondents could select one answer on a scale from 1 to 5. To a lesser extent, the survey questionnaire used open-ended question. When examining the socio-demographic characteristics of the respondents, the following variables were identified: age, gender of the respondents, level of education, area the respondents hail from. The respondents were all from the Croatian-speaking area, so the surveys were printed only in Croatian. Through analysis of the sociodemographic characteristics of the participants in the survey by gender, the following data were collected. A

October 2020)

¹⁹ <https://www.mali-bukovec.hr/index.php/naselja/mali-bukovec>, (accessed on 26 October 2020)

²⁰ Hrupec, V. (1996): Monografija bukovečkom kraju, TIVA - Tiskara Varaždin, p.78

²¹ Novak, F., op.cit., P.97

total of 108 respondents participated in the study, out of which 52 female (48%) and 56 male (52%), which indicates that there is no significant difference in terms of the gender of the Ludbreg-Podravina Region's visitors. 51 respondents aged between 31 and 45 participated in the survey, which is also the largest number of respondents, i.e. 47%, followed by 34% of respondents aged between 46 and 60; 19 (18%) respondents aged between 18 and 30 and one respondent aged 61 and over. Considering the level of education, most respondents (53 of them, i.e. 49.1% respondents), have completed secondary education. 37 respondents or 34.3% of them have completed university degree-level education, while 13 respondents or 12% have a university degree or master's degree. Four respondents or 3.7% have completed primary education, and the least number of respondents have a doctorate, i.e. 1 respondent or 0.9%. A synthesized presentation of the sociodemographic data of the respondents is shown as follows.

Tab. 1 Contingency table of age, gender, education and origin

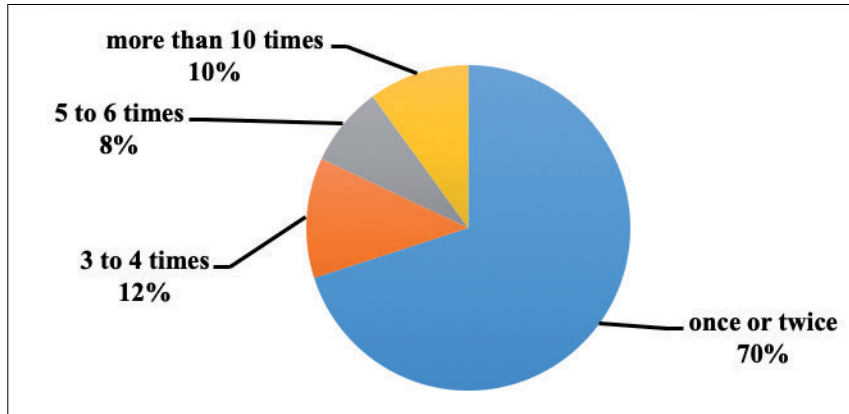
No.	SOCIODEMOGRAPHIC DATA OF THE RESPONDENTS	
1	Gender	male
2	Average age	31 to 45
3	Education level	Secondary school education
4	Urban area	Zagreb

Source: Author's processing of the completed survey questionnaires

Most respondents were coming from the Varaždin County (Varaždin, Ivanec) and neighbouring counties, such as: Međimurje County (Čakovec, Prelog), Koprivnica-Križevci County (Novigrad Podravski, Koprivnica, Križevci), Krapina County (Krapina) and Istria County (Umag, Poreč, Pazin, Vrsar, Pula, Novigrad, Buje). Furthermore, the respondents who participated in the research hailed from the Zagreb County (Zagreb, Zdenci Brdovečki, Velika Gorica), Primorje-Gorski Kotar County (Rijeka, Opatija, Kraljevica), Bjelovar-Bilogora County (Bjelovar, Daruvar). There were also from Osijek, Vukovar, Split, Sisak, Virovitica, Slatina, Karlovac, Vinkovci, Gospić, Kutina, Nova Gradiška, Valpovo, Lipik, Đakovo.

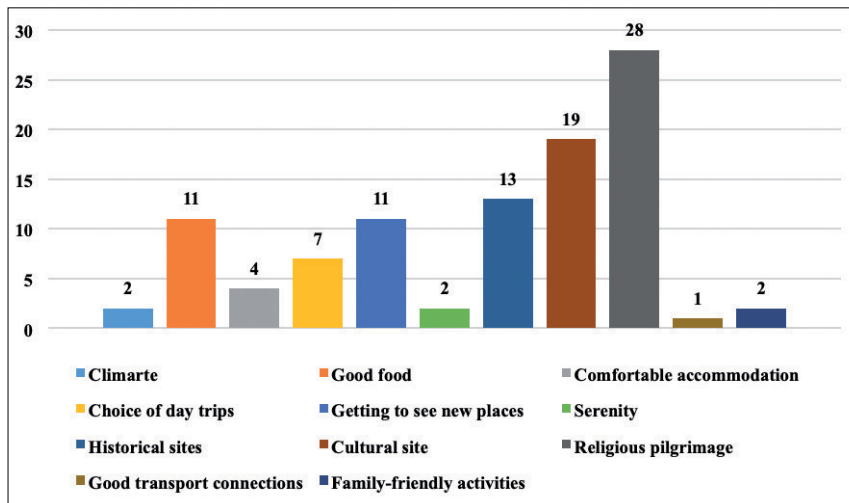
In the second and third part of the questionnaire, respondents were asked a series of six questions regarding the visit to the town of Ludbreg and the Ludbreg-Podravina Region. They were asked to provide information about whether they were visiting the Ludbreg-Podravina Region out of personal motives, through organised travel, what was their length of stay in the Ludbreg-Podravina Region and how they received information about Ludbreg-Podravina. By analysing the replies to all questions, the following results were obtained. To the question: »Have you ever visited the town of Ludbreg, or the Ludbreg-Podravina Region for tourist purposes?«, 84% of the respondents stated that they had visited the town of Ludbreg and its surroundings for tourist purposes, while 16% of them stated that they had not. To the question: »How many times have you visited the Ludbreg-Podravina Region?« 70% of respondents stated they had visited the Ludbreg-Podravina Region once or twice. The least number of respondents, 8%, said that they had visited it 5 or 6 times. 12% of them stated that they had visited Podravina in Ludbreg 3 to 4 times, and 10% of respondents said more than 10 times.

The next four questions refer to general information about visiting the Ludbreg-Podravina Region. The most common answers, i.e. 28 or 26% of them, to the question: »What are the motives for your visit to Ludbreg-Podravina?« revealed it was mostly a religious pilgrimage. When replying about what was an important factor for their visit, 19 or 17% of respondents placed cultural sights in the second place of importance. 13 respondents or 12% of them prefer historical sites as a motive for visiting the Ludbreg-Podravina region. An equal number of respondents (11 of them, or 7%), chose to get to see new places and good food as the motive for visiting the Ludbreg-Podravina region. Moreover, an equal number of respondents (two of them) chose climate, serenity and family-friendly tourist attractions as an important determinant for their visit to the Ludbreg-Podravina region. Only one respondent consid-



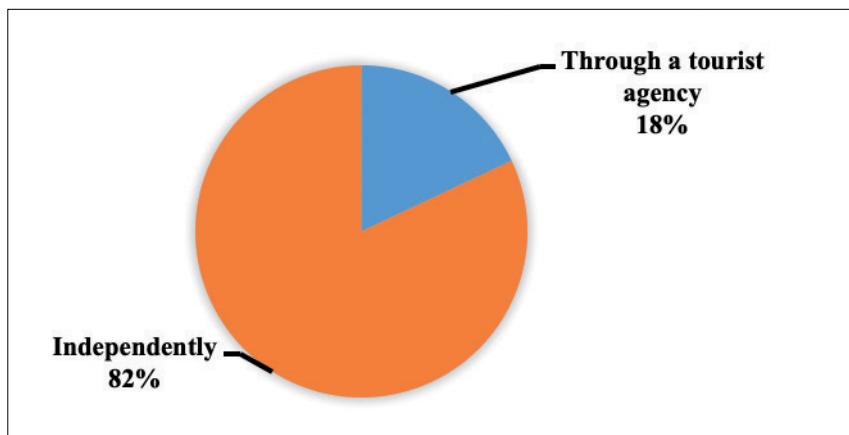
Graph 1 The structure of the answers to the question: »How many times have you visited the Ludbreg-Podravina Region?«

Source: Author's processing of the completed survey questionnaires



Graph 2 The structure of the answers to the question: »What were the motives for your visit to the Ludbreg-Podravina region?«

Source: Author's processing of the completed survey questionnaires

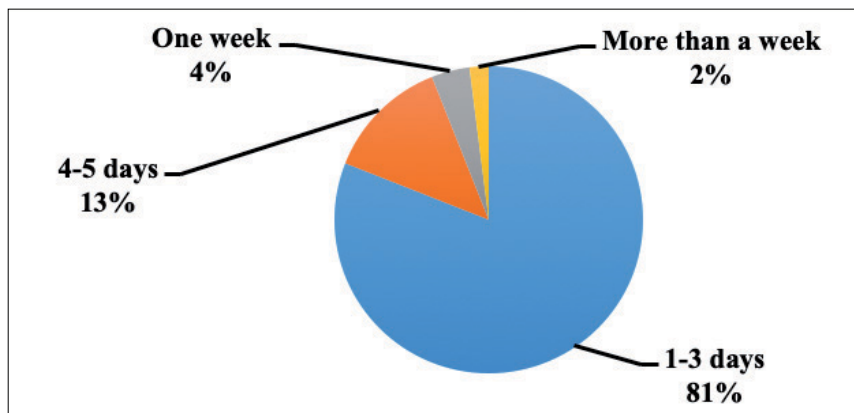


Graph 3 The structure of the answers to the question: »How was your trip to the Ludbreg-Podravina Region organised?«

Source: Author's processing of the completed survey questionnaires

ered good transport connections as a motive for visiting Ludbreg and the surrounding municipalities. Eleven respondents stated good food, while four respondents mention comfortable accommodation as the main motive of their visit.

It is evident that the respondents most often organise their trip to the Ludbreg-Podravina region on their own: 89 of them, which is 82%. A smaller percentage of respondents (18%) took part in tours organised by tourist agencies.



Graph 4 The structure of the answer to the question: »How many days did you stay in the town of Ludbreg as the centre of the Ludbreg-Podravina region?«

Source: Author's processing of the completed survey questionnaires

The largest number of respondents stayed in the town of Ludbreg for 1 to 3 days, 88 of them, which makes 81%. 13% of the respondents stayed 4 to 5 days, and only 4% of the respondents stayed for a week. The least number of respondents, i.e. only 2% of them, stayed in the town of Ludbreg for more than a week, as shown in the following graphic presentation.

The synthesis of the processed data from the survey questionnaire provided an overview of the structure related to the visit to the town of Ludbreg and the Ludbreg-Podravina region as well as information about the arrival in the Ludbreg-Podravina region through personal motives, organisation of travel and the length of stay.

Tab. 2 Contingency table of the obtained information and visits to Ludbreg

No.	VISIT TO THE CITY OF LUDBREG AND OBTAINED INFORMATION ABOUT THE RESPONDENTS OF LUDBREG-PODRAVINA	
1	Visit to the town of Ludbreg	Majority of the respondents have visited Ludbreg
2	Arrival in the Ludbreg-Podravina region	1 to 2 times
3	The motive of the visit	Religious pilgrimage
4	Trip organization	Independent
5	Stay in the Ludbreg-Podravina region	1 to 3 days
6	Information about the Ludbreg-Podravina region	From friends and acquaintances

Source: Author's processing of the completed survey questionnaires

In the continuation of the paper, the answers obtained are presented to find out on which criteria the respondent's satisfaction or dissatisfaction with the cultural offering depends. The data on the hospitality of employees in the service sector, rich gastronomic offer and tourist signage within the destination were collected, too. The Likert scale was used for the selection criterion, where for each »satisfied-dissatisfied« selection variable, participants could choose one answer on a scale from 1 to 5, meaning:

- very dissatisfied
- dissatisfied
- somewhat satisfied
- satisfied
- very satisfied

Respondents rated how much they agree with certain statements. In the processing of these data, grades 1 and 2 were added because they indicate »dissatisfied«, and grades 4 and 5, which indicate »very satisfied«.

Tab. 3 Contingency table of respondents' preferences regarding their overall experience in the Ludbreg-Podravina region

STATEMENT / QUESTION	VERY DISSATISFIED	DISSATISFIED	SOMEWHAT SATISFIED	SATISFIED	VERY SATISFIED	Σ	ARITHMETIC MEAN (AVERAGE)
To what extent were you satisfied with the hospitality of the domicile population?	1	2	6	46	53	108	4.37
To what extent were you satisfied with the hospitality of employees in hotels, restaurants, cafes, shops?	1	1	13	35	58	108	4.37
To what extent were you satisfied with the accommodation supply in the Ludbreg-Podravina region?	1	3	24	27	53	108	4.18
To what extent were you satisfied with the traffic accessibility and connectivity of the Ludbreg-Podravina region?	0	6	18	35	49	108	4.17
To what extent were you satisfied with the tourist signage?	2	8	25	43	30	108	3.84
To what extent were you satisfied with the quality of food in restaurants?	0	2	12	37	57	108	4.37
To what extent were you satisfied with the wealth of the regional gastronomy?	0	0	19	36	53	108	4.31
To what extent were you satisfied with the variety of cultural events?	0	6	18	40	44	108	4.12
To what extent were you satisfied with the cultural heritage?	0	6	17	36	49	108	4.18
To what extent were you satisfied with the entire cultural offering of the Ludbreg-Podravina region?	0	2	18	48	40	108	4.16
OVERALL	5	36	170	383	486	1080	4.21

Source: Author's processing of the completed survey questionnaires

The presented Table 3 refers to the respondents' answers to the questions from the fourth part of the survey questionnaire, where the respondents stated their personal views of the Ludbreg-Podravina region. An average score of 4.21 was obtained by calculating the arithmetic mean for each question. Based on the obtained results, it can be said that the respondents were satisfied and very satisfied with cultural offering, as well as the hospitality of the domicile population and service industry employees, the richness of the gastronomic offer (average ratings range from 4.37 to 4.18). They were the least satisfied with the tourist signage within the tourist area of the Ludbreg-Podravina region (3.84).

The last survey question asked the respondents to give their proposals and suggestions for the improvement of the Ludbreg-Podravina region as a tourist destination. Some of the proposals and suggestions for the improvement of the Ludbreg-Podravina region include the construction of better roads and better tourist signage, as well as more promotion of the cultural offer of the Ludbreg-Podravina region. Additionally, respondents said they were generally satisfied with the state of the cultural offer, but that they certainly expect further improvements.

CONCLUSION

The analysis of the attitudes of the respondents towards the cultural offer of the Ludbreg-Podravina region shows that the respondents are satisfied to very satisfied with the cultural offer of Ludbreg-Podravina region. Most respondents stated religious pilgrimage to Ludbreg as their motive for visiting the Ludbreg-Podravina region. Besides, as the main motive for their visit, respondents pointed out cultural sights, historical attractions and a great gastronomic offer of local food. The results of the respondents' stay in the Ludbreg-Podravina Region show that most respondents stay for one to three days at the destination. The largest number of respondents received information from people who shared their positive experience of their visit with them and encouraged them to travel. Approximately half of the respondents were satisfied with the hospitality, accommodation offer, accessibility, events as well as the gastronomic offer of the selected tourist destination. Respondents expressed the least satisfaction with the tourist signage within the destination. The research showed that they were very satisfied with the variety of cultural events, but also with the cultural heritage. Despite the positive assessments of the respondents and good predispositions of the tourist-resource base and rich cultural and historical heritage, the city of Ludbreg and the Ludbreg-Podravina region are just beginning to develop their potential. Celebrations and other events are limited time-wise and content-wise, and the main religious attractions do not multiply or generate the effect of tourist spending. With all the shortcomings, it can be stated that the potentials and growth possibilities exist for this area because the market trends in the segment of cultural and religious tourism are certainly on the increase. The local community should be focused on attracting as many visitors as possible to the city of Ludbreg and the wider area, i.e. the entire Ludbreg-Podravina region, which is possible only by affirming existing attractions and developing a system of complementary experiences in the destination. Given all the above, it is necessary to establish coordinated activities of the main stakeholders relevant for the development of the Ludbreg-Podravina region through the adoption and implementation of various development plans in which Ludbreg's religious-tourism and the cultural-tourism product should be created. A product in which all stakeholders of the cultural and tourist offer in the region will be involved.

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SAŽETAK

Danas je kulturna baština i kulturni turizam jedno od najvećih i najbrže razvijajućih turističkih tržišta u svijetu. Procjenjuje se da četiri od deset turista odabiru putovanje u destinacije motivirani kulturnom ponudom mjesta. To samo prikazuje porast potražnje za kulturnim turizmom i kulturnom baštinom kao diversifikacija ponude u turizmu. Zahtjevnosti turista proizlaze iz potrage za autentičnim iskustvima kojima akumuliraju nove doživljaje, iskustva i znanje. Svrha ovog rada je provesti empirijsko istraživanje čimbenika na strani potražnje koji oblikuju sustav kulturno turističke ponude. Za analizu slučaja, odabrala se ludbreška Podravina koja obiluje potencijalima za razvoj iste. Sinteza rezultata, nalaza i zaključaka ovog istraživanja biti će korištena za oblikovanje određenih kritičnih preporuka i vrijednih smjernica za unapređenje kulturno turističke ponude u destinaciji.