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CHARACTERISTIC OF PRIVATE ACCOMMODATION IN COUNTY OD ŠIBENIK-KNIN

Prethodno priopćenje / Preliminary communication
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Private accommodation represent dominant type of accommodation in tourist offer in Republic of Croatia as well as in County of Šibenik-Knin. In this paper rooms, apartments, studio apartments and holiday houses owned by physical entities are defined as private accommodation. This paper presents the results of a preliminary research conducted on private accommodation in County of Šibenik-Knin. Research was conducted in October 2020. in order to emphasis private accommodation as an important part of tourism offer and importance for the further research of this issue. Thus, the aim of this paper is to make insight into characteristic of providers of private accommodation as well as to identify motives for renting accommodation, to analyze quality of accommodation and satisfaction of providers of private accommodation considering local community and tourist board efforts.

Keywords*: private tourism renter, private tourism accommodation, County of Šibenik-Knin, motives, quality, satisfaction*

1. Introduction

Considering that private accommodation makes share of 57% in total facilities in the Republic of Croatia indicates the necessity for a more dedicated approach to this type of accommodation. Furthermore, this type of facilities record constant growth thru years. Beside the mentioned, numerous challenges are related to this type of facilities (Portolan, 2013, Petrić et al., 2011, Cerović et al., 2010). Some of those challenges will be presented and analysed in this paper.

According to the Hotel and Restaurant Activity Act (Act, Zakon o ugostiteljskoj djelatnosti, NN 85/15, 121/16, 99/18, 25/19, 98/19)2 legal and physical persons may perform hospitality and catering activities. Hospitality and catering facilities are categorised into the following groups depending on the type of hospitality and catering services provided in such facilities: Hotels, Motor camps, Other accommodation facilities, Restaurants, Bars, Catering facilities and Simple service facilities. Accommodation establishments in households, according to the Act, are establishments in which accommodation services are provided in a: room, suite, summer house or summer house Robinson type accommodation, with the total of 10 rooms (20 beds

[1] Polytechnic of Šibenik
[2] available at: https://www.zakon.hr/z/151/Zakon-o-ugostiteljskoj-djelatnosti

- extra beds are not included) as well as accommodation services in camping sites, quick stop camping or Robinson type quick stop camping with the total of 10 accommodation units (up to 30 guests at the same time, which does not include children up to 12 years of age)3.

Renting accommodation in private households by physical person is the prevailing type of accommodation in tourism offer in the Republic of Croatia for more than a number of decades, and it is constantly growing (Petrić et. al., 2011). This kind of accommodation have advantages and disadvantages. As it is emphasized in a Report about trends in tourism (Institute for Tourism, 2011[4]) "the emergence of a 'new tourist' who is the buyer of life experiences, experiences and stories, who wants to be a participant, who is physically and intellectually active seeking to improve himself, whether it is health, acquiring new skills or education. The 'new' tourist is informed, picky, critical, attaches importance to quality and choice, is not a loyal guest, appreciates value for money, not necessarily low prices." Considering the above, since the private accommodation "enables tourists to engage in everyday life of local residents, learn about history, tradition and culture of a destination. Thus, a tourist may experience and taste the beauties and attractions of a place, truly enjoy autochthonous products and services, as well as obtain genuine knowledge on authentic attractions and tourist offer of a destination" (Portolan, 2010). It is understandable that private accommodation has a very important role in tourism offer. Furthermore, Getz and Morrison (1994) highlight importance of family business in tourism considering destination competitiveness ie. they find them "the foundation of destination competitiveness" considering them as a main providers of services in destination.

However, there are numerous disadvantages or challenges that private accommodation encounters. According to Petrić (Petrić et al., 2011) most of private accommodation facilities are categorized with three stars, however accommodation that belong to the same category doesn't have the same comfort and offered amenities. Another problem is connected to quality of the local infrastructure that results from the lack of urban planning and control of construction. This causes problems related to communal infrastructure, power and water supply, parking space, local roads, insufficient catering services and so on. Among mentioned there is a major problem related to marketing of private accommodation. Private accommodation doesn't have any support by tourist state institution (Croatian National Tourist Board - CNTB) so they "rely on themselves or on numerous companies and tourist agencies providing the services of mediation, sale and promotion at a very high commission." Furthermore, agency commissions are not defined by law so there are different commissions depending on agency. That have direct implications to the confusion on the market in a way that the same accommodation has different prices depending on mediator. Therefore that has inconvenience and disadvantages for private lessors and for guests.

County of Šibenik-Knin (The County) is located in central Dalmatia. The County area consists different natural features: continental, coastal and insular. An important part of the County are two national parks: Krka and Kornati. The County comprises five cities[5] and 15 municipalities[6]. The economic development of The County is focused on trade, tourism and construction,

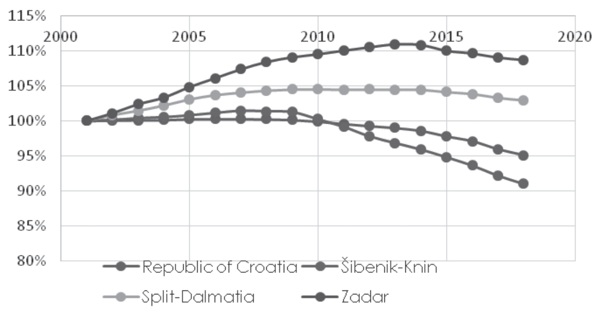
[3] available at: https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm
[4] available at: http://iztzg.hr/UserFiles/Pdf/Izvjestaj-02-Strategija-razvoja-turizma-RH.pdf
[5] Šibenik – administrative center of County, Skradin, Vodice, Drniš and Knin
[6] Pirovac, Primosten, Rogoznica, Tisno, Tribunj, Bilice, Murter, Promina, Ruzic, Unesic, Biskupija, Civljane, Ervenik, Kijevo and Kistanje

as well as on the manufacturing industry as the most important economic branch. According to the data of The County Tourist Board in year 2018 were recorded 1,089,599 tourist arrivals (3.7% more than in year 2017), while 7,156,909 total tourist nights were realized (0. 1% more than in year 2017). Foreign tourists make share of 80.8% in total overnight stays, while domestic tourists make share of 19.2% in total overnight stays. (Report of Croatian Chamber of Commerce Economic: Profile of The County[7]). Tourism infrastructure and facilities are mostly concentrated in coastal area, where they offer "sun and sea", but a great tourism potential of inner parts of the County is almost completely unused (Šišara et al., 2013).

The County record a constant decline in number of population from 2011. to 2018. (Graph 1). Merely six of twenty cities and municipalities record constant growth in number of population in observed time period (Vodice, Pirovac, Tisno, Tribunj, Murter and Bilice). The County participates with 2,45% in total number of population in Republic of Croatia. Man and women have almost the same share in total population (50%), there is 12% children under 14 year, 23% of population is employed, 59% of population is inactive, most of population (41%) have secondary education while only 8% of population have higher education (Graph 2). It is important to emphasize that tourism in The County has a very large impact on reducing the unemployment rate and an increase in employment (Sladoljev et al., 2014).

Furthermore, Republic of Croatia is divided into 21 county, due to the GDP The County ranks at fifteenth place and due to the GDP per capita it ranks at eleventh place. Considering to data about population and GDP we can conclude that The County is lagging behind the developed parts of Croatia. According to the data of private accommodation (Table 1 and 2), out of total number of overnight stays in year 2019, 56% relate to private accommodation. Arrivals makes share of 46% out of total number of arrivals. Furthermore, private accommodation make 90% of all types of facilities and 63% of all beds. But, considering occupancy rate of permanent beds (table 3) it is clear that private accommodation have lower occupancy rate than hotels. This could be related to numerous issues that highlight the importance of further research regarding this type of accommodation.

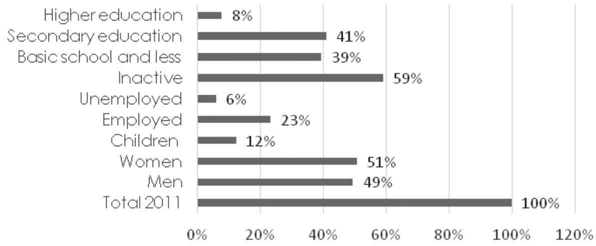
Graph 1 Population – Estimate and Natural Change from Year 2011. to 2018.



Source: Authors by data from CBS

[7] available at: https://www.hgk.hr/zupanijska-komora-sibenik/gospodarski-profil-zupanije

Graph 2 Population in County of Šibenik-Knin in year 2011.



Source: Authors by data from CBS

Table 1 Tourist Arrivals and Overnight Stays, Number of Accommodation Facilities in County of Šibenik-Knin

	Hotels	**Camping sites**	**Facilities on OPG**	**Private accommo-dation**	**Other hospitality facilities**	**Other**	**Restau-rants**	**Total:**
Arrivals in 2019.	347.527	132.251	1.768	460.759	69.357	167	101	1.011.930
Overnight stays in 2019.	1.187.618	866.483	8.180	3.131.546	390.128	2.001	487	5.586.443
Arrivals in 2018.	320.118	126.424	1.866	455.010	65.639	371	20	969.448
Overnight stays in 2018.	1.147.731	854.124	6.959	3.155.148	388.923	2.705	62	5.555.652
Total number of facilities in 2019.	60	55	20	8.475	764	3	2	9.379
Total number of beds (basic) in 2019.	8.357	14.961	150	53.310	8.196	278	25	85.277

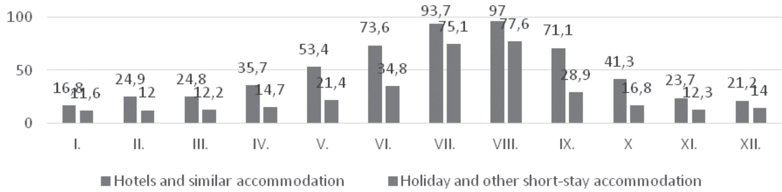
Source: Authors by data from Tourist Board of County of Šibenik-Knin

Table 2 Structure of Tourist Arrivals and Overnight Stays, Structure of Accommodation Facilities in County of Šibenik-Knin

	Private accommodation
Arrivals in 2019.	46%
Overnight stays in 2019.	56%
Arrivals in 2018.	47%
Overnight stays in 2018.	57%
Total number of facilities in 2019.	90%
Total number of beds (basic) in 2019.	63%

Source: Authors by data from Tourist Board of County of Šibenik-Knin

Graph 3 Occupancy Rate of Permanent Beds, According to NKD 2007., Year 2018



Source: authors by data from https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm

Thus, the aim of this paper is to explore:

- The characteristic of private tourism renters.
- The main motives for renting accommodation.
- The quality of accommodation according to comfort and offered amenities connected to categorization standard.
- Local infrastructure ie. satisfaction of providers of private accommodation considering local community working efforts.
- How private tourism renters perceived efforts and support of CNTB, what sales channels they use and how they perceive them and finally what promotional tools they use.

2. Methodology

In order to achieve the aim of the paper, it was necessary to carry out a survey about the characteristics of the providers of accommodation services in households (respondents). This preliminary descriptive research was conducted by survey questionnaire in the period between October, 17. 2020. and November, 02. 2020., on a sample of 35 respondents in the County of Šibenik-Knin. In this paper rooms, apartments, studio apartments and holiday houses owned by physical entities are defined as private accommodation. The survey was conducted through an online questionnaire using a Google forms and was sent to respondents via e-mail based on information provided by Tourist Board of County of Šibenik-Knin. The research was anonymous and the respondents were informed about the purpose of the research. The survey questionnaire was constructed on the basis of the paper Petrić & Mimica (2011) and scientific project "Tourist regionalization in global processes"[8] and was adapted for the purposes of this research. The questions posed in the questionnaire were structured. The survey was conducted on the basis of an appropriate and representative sample. Respondents were chosen exclusively on the basis of appropriateness and availability, but the intention was to represent the population of providers of accommodation services in households.

Survey was divided into five section related to the aim of the paper:

1. The characteristic of private renters.

[8] (2004) Anketni upitnik za iznajmljivače. *Tourism and hospitality management, 10* (1), 270-272. Available at https://hrcak.srce.hr/181842

2. The main motives for renting accommodation.
3. The quality of accommodation.
4. Satisfaction considering local community efforts.
5. Perceived efforts and support of CNTB, sales channels and promotional tools.

3. Survey data overview

For this purpose the questionnaire was sent to 800 e-mail addresses. The final sample that responded to the questionnaire comprised 35 providers of accommodation services in households (respondents). A response rate was 4.4 per cent from entire sample. This small response rate can be explained regarding the uncertain situation caused by corona virus.

Descriptive statistic used in Excel provide a detailed description of the study sample and enable understanding the nature and characteristic of the researched problem.

As previously noted, the questionnaire is divided into five parts: 12 questions that collect information about the characteristic of private renters; 1 question regard to the main motives for renting accommodation, 6 questions that aim to identify the quality of accommodation; 1 question consisting 31 element related to satisfaction of respondents considering local community efforts and 4 questions that aim to identify perceived efforts and support of CNTB, sales channels and promotional tools that respondent use.

1) The characteristic of respondents

- The majority (n=35, 68,6%) of the respondents were in the age between 31 to 45 , in the age range 46 to 60 years old were 17,1%, followed by age rang more than 60 year old (8,6%), and from 18 to 30 years were 5,7% of respondents.
- According to educational level, the majority (n=35, 45,7%) of the respondents have bachelors degree or diploma, high school certificate have 42,9% of the respondents and 11,4% have postgraduate degree.
- Regarding to type of accommodation: the majority (80%) of respondents have apartments, 8% have holiday house, 6% have apartments and rooms, 3% have only rooms, 3% have holiday house and rooms.
- In total all respondents have 79 accommodation units eg. 279 beds.
- The majority (80%) are categorised with 3 stars, 17,1% with 4 stars and only 2,9% with 5 stars.
- Considering the number of years engaged in rental, the majority (34,3%) are renting up to 5 years, 25,7% from 6 to 10 years, 22,9% from 16 to 20 years, 11,4% more than 20 years and 5,7% from 11 to 15 years. However, here we can conclude that majority of respondents are providing rental more than a 5 years (65,7%).
- Majority of the respondents (68,6%) in a calendar year rent accommodation between 31 and 90 days, while 11,4% rent more than 120 days, 17,1% between 91 and 120 days and only 2,9% less than 30 days.

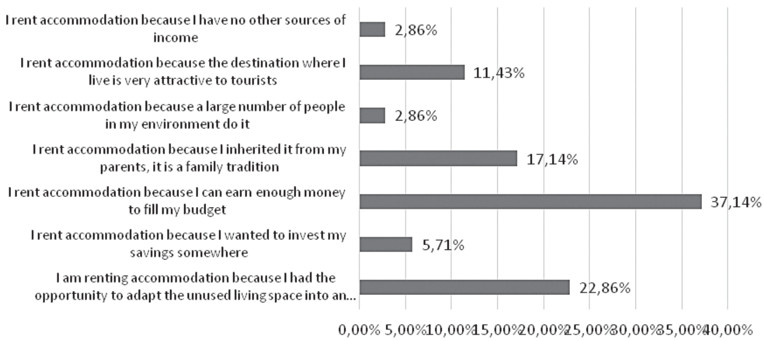
- Most of respondents (88,6%) have very good relation with guests while only 5,7% respondents have friendly relation with guests and 5,7% provides only basic information to guests.
- More than a three quarter (82,9%) of respondents doesn't plan to expand accommodation.
- Only 48,6% of respondents consider that they should have additional knowledge about tourism.
- Only 37,1% of respondent have positive attitude about tourism.

2) The main motives for renting accommodation

In order to identify main motives for renting accommodation in tourism it was offered seven statements and respondent could select only one of the statements (presented in the graph 3) which represent their main motive.

According to graph 4 two main motives (for 60% of respondents) for renting accommodation are opportunity to earn money in order to fill budget (37,14%) and opportunity that occurred from having extra living space (22,86%). Social motives that represent claim "…I have no other source of income" makes minority of respondents (2,86%) just as "…large number of people in my environment do it." Motive dedicated to financial investment opportunity makes only 5,71%, while tradition in doing business makes 17,14% and motive regarding destination attractiveness 11,43%.

Graph 4 The main motives for renting accommodation



Source: authors

3) The quality of accommodation

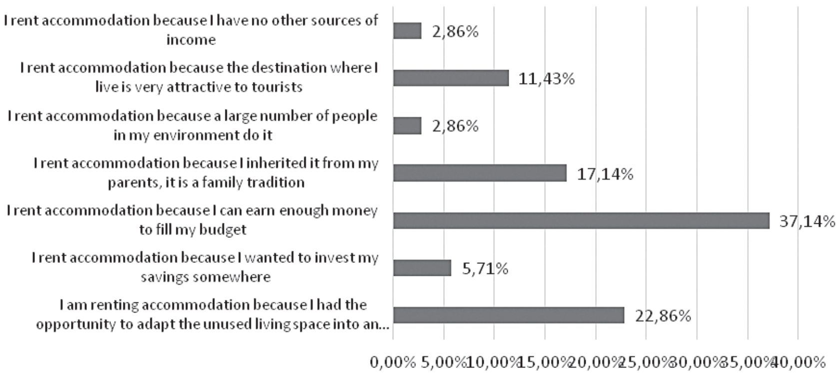
In order to identify the quality of accommodation according to comfort and offered amenities connected to categorization standard respondent were offered numerous amenities and they could select all that they have in accommodation (graph 5). As it is shown in graph 5, majority of respondent have free Internet (97%) and free parking place (94%) but it is very important to emphasis that most of the respondent don't have air conditioning in all rooms (only 18% have), but the progress according this amenity is that all of them have air conditioning in kitchen/living room (82%). Also Sat TV or smart TV have all respondent, but only

30% of them in all room. Minority of respondents have dishwasher (39%) and washing machine (52%) while barbecue have 76% of respondents and outdoor furniture 70%. Additional amenities: sports facilities (9%), swimming pool (12%) and Jacuzzi (3%) are the least represented in the offer.

According to this information it can be concluded that offered amenities should be improved accordingly to raising demand needs.

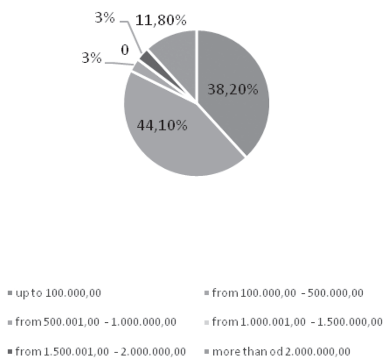
To have better insight in this issue respondent were asked about how much many they have already invested in accommodation and how much many they invest on yearly basis. They were also asked about guests complains. Finding are shown in graphs below.

Graph 5 Amenities of the accommodation



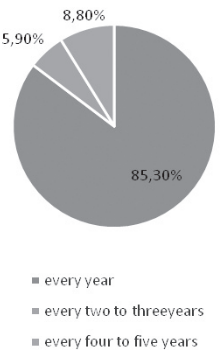
Source: authors

Graph 6 Invested amount of money in accommodation



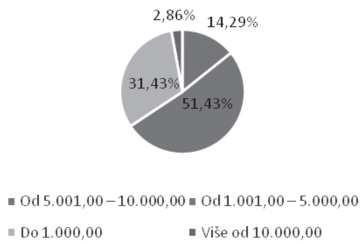
Source: authors

Graph 7 Frequency of investment in accommodation



Source: authors

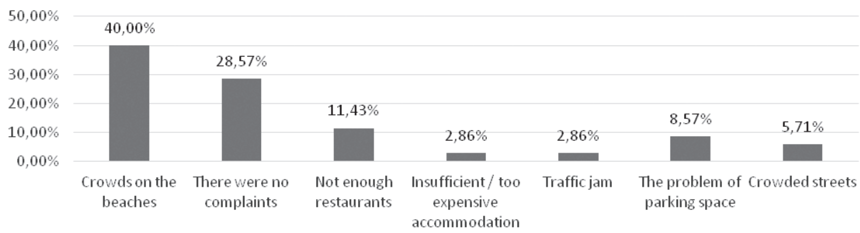
Graph 8 Amount of money invested on yearly basis



Source: authors

According to graphs 6, 7 and 8 it can be concluded that more than three quarters (82,3%) of respondents invested up to 500.000 HRK in accommodation, 85,30% invest in accommodation on yearly basis and most of them (82,86%) invest from 1.0000 HRK to 5.000 HRK while only 2,86% invest more than 10.000 HRK yearly and 14,29% invest from 5.001 to 10.000 HRK. It can be concluded that while majority of respondent invest yearly in accommodation facilities they invest insufficient amount of many in order to achieve higher level of service regarding to offered amenities.

Graph 9 Main complains made by guests

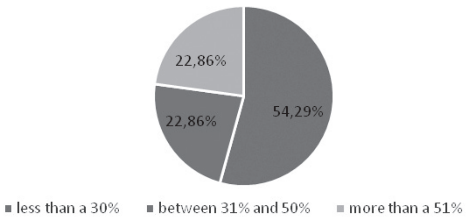


Source: authors

Respondents were offered seven items regarded to complain topic and they could add some other item. According to graph 9, main complain made by guests refer to crowds on the beach (40%) while 28,57% respondents claim that they didn't receive any complain.

According to guest return rate (GRR, graph 10), 54,3% respondents have less than 30% GRR, and 45,7% have more than 30% GRR.

Graph 10 Guest return rate



Source: authors

4) Satisfaction considering local community efforts.

In order to identify the satisfaction of respondents according to local community efforts 31 elements was proposed to respondent to rate on likert scale from 1 (very unsatisfied) to 5 (very satisfied).

Evaluated elements (Q):

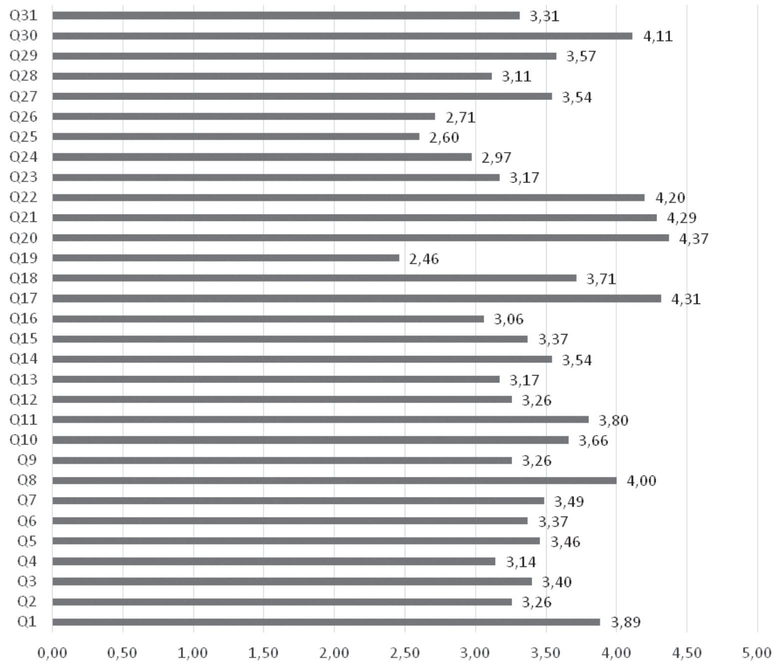
1. Regional traffic connection, 2. Organization of local traffic, 3. Available parking place, 4. Availability of tourist information, 5. Quality of signalization of tourist facilities, 6. Destination presentations on the Internet, 7.Visibility of accommodation facilities on the Internet and possibility of booking, 8. Purity of destination, 9. Urban harmony and orderliness, 10. Adequacy and maintenance of promenades, 11. Maintenance of public lighting, 12. Arrangement of public parks, 13. Arrangement of façade, 14. Condition of cultural heritage, 15. Beach orderliness, 16. Agglomeration on the beaches, 17. The beauty of the landscape, 18. Environmental protection, 19. Facilities for children, 20. Personal safety, 21. Working hours of service activities, 22. Quality and supply of markets, 23. Offer of cultural events, 24. Entertainment content, 25. Offer of sports content, 26. Offer of health tourism content, 27. Nautical offer, 28. Attractiveness of the event, 29. Quality of food facilities - restaurants and similar, 30. Possibility of excursions, 31. Value for money

Table 3 Descriptive statistic - Satisfaction of respondents according to local community efforts

	Q1	*Q2*	*Q3*	*Q4*	*Q5*	*Q6*	*Q7*	*Q8*	*Q9*	*Q10*	*Q11*	*Q12*	*Q13*	*Q14*	*Q15*	*Q16*	*Q17*	*Q18*	*Q19*	*Q20*	*Q21*	*Q22*	*Q23*	*Q24*	*Q25*	*Q26*	*Q27*	*Q28*	*Q29*	*Q30*	*Q31*
Mean	3,89	3,26	3,40	3,14	3,46	3,37	3,49	4,00	3,26	3,66	3,80	3,26	3,17	3,54	3,37	3,06	4,31	3,71	2,46	4,37	4,29	4,20	3,17	2,97	2,60	2,71	3,54	3,11	3,57	4,11	3,31
Standard Error	0,15	0,16	0,20	0,19	0,14	0,18	0,15	0,15	0,14	0,16	0,17	0,22	0,14	0,16	0,15	0,20	0,13	0,15	0,16	0,15	0,16	0,16	0,17	0,17	0,17	0,20	0,16	0,19	0,12	0,15	0,13
Median	4,00	3,00	3,00	3,00	4,00	3,00	4,00	4,00	3,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	4,00	4,00	3,00	5,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	3,00
Mode	4,00	3,00	3,00	3,00	4,00	3,00	4,00	4,00	3,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	5,00	4,00	3,00	5,00	5,00	4,00	3,00	3,00	2,00	4,00	3,00	3,00	3,00	5,00	3,00
Standard Deviation	0,87	0,92	1,17	1,14	0,82	1,09	0,89	0,87	0,85	0,94	0,99	1,31	0,82	0,95	0,91	1,16	0,76	0,89	0,92	0,88	0,93	0,93	0,98	1,01	1,01	1,20	0,95	1,13	0,74	0,87	0,80
Sample Variance	0,75	0,84	1,36	1,30	0,67	1,18	0,79	0,76	0,73	0,88	0,99	1,73	0,68	0,90	0,83	1,35	0,57	0,80	0,84	0,77	0,86	0,87	0,97	1,03	1,01	1,45	0,90	1,28	0,55	0,75	0,63
Range	3	3	4	4	4	4	4	3	4	4	3	4	3	3	4	4	2	4	3	4	4	4	4	4	4	4	4	4	3	3	4
Minimum	2	2	1	1	1	1	1	2	1	1	2	1	2	2	1	1	3	1	1	1	1	1	1	1	1	1	1	1	2	2	1
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
Sum	136	114	119	110	121	118	122	140	114	128	133	114	111	124	118	107	151	130	86	153	150	147	111	104	91	95	124	109	125	144	116
Count	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Largest(1)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
Smallest(1)	2	2	1	1	1	1	1	2	1	1	2	1	2	2	1	1	3	1	1	1	1	1	1	1	1	1	1	1	2	2	1
Confidence Level(95,0%)	0,30	0,32	0,40	0,39	0,28	0,37	0,30	0,30	0,29	0,32	0,34	0,45	0,28	0,33	0,31	0,40	0,26	0,31	0,32	0,30	0,32	0,32	0,34	0,35	0,35	0,41	0,33	0,39	0,25	0,30	0,27

Source: authors

Graph 11 Descriptive statistic - Satisfaction of respondents according to local community efforts



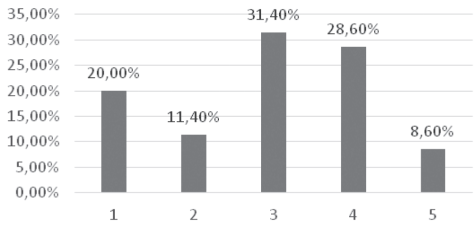
Source: authors

Those elements participate in creating tourism offer and it is very important to have insight about satisfaction of that element considering providers of private accommodation. According to table 3 and graph 11 it can be concluded that respondents are not very satisfied with neither one element (average grade more than 4,5); they are satisfied (grade from 3,5 to 4,49) with 12 elements, neutral (grade from 2,5 to 3,49) with 18 elements and they are not satisfied with one element (grade from 1,5 to 2,49). Neither one element didn't get average grade lower than 1,5 (very unsatisfied, grade from 1 to 1,49). Considering that it can be concluded that higher efforts should be done by local community in order to provide higher quality of different elements of tourism offer in destination.

5) Perceived efforts and support of CNTB, sales channels and promotional tools.

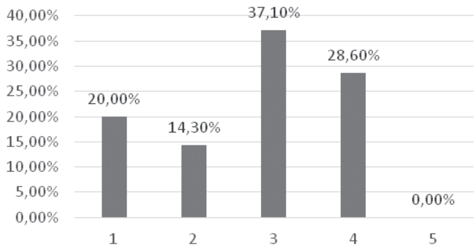
To analyse perceived efforts and support of CNTB and sales channel just as promotional tools four questions were in questioner. Results are presented belowe.

Graph 12 Cooperation with CNTB



Source: authors

Graph 13 Working efforts of CNTB



Source: authors

Respondents were asked to rate their satisfaction (from 1 – very unsatisfied to 5 very satisfied) about their cooperation with CNTB (graph 12), how they perceive working efforts of CNTB (graph 13) and about their satisfaction with provision and capacity occupancy according to sale channel (graph 14).

According to graph 11, majority of respondents (31,40%) are neutral and they rate it with grade 3-neither satisfied or unsatisfied, 28.60% are satisfied - grade 4, 8,6% are very satisfied, while 20% of respondents are very unsatisfied and 11,40% are not satisfied. If we consider together grade 4 and 5 it is clear that 37,2% of respondent are satisfied with their cooperation with CNTB. However, almost the same share of respondents are unsatisfied (grade 1 and 2, 31,4%) and neutral (31,4%).

Considering graph 12 it can be concluded that the majority (37,10%) of respondents are neutral considering evaluated element, 28.60% of them are satisfied, while 20% of respondents are very unsatisfied and unsatisfied (14,3%).

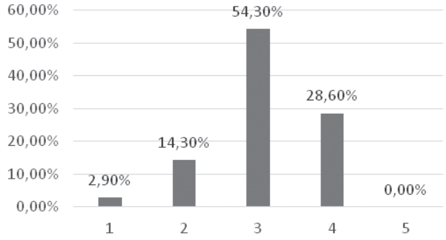
So it can be concluded that perceived satisfaction of respondents according to their cooperation with CNTB just as perceived working efforts of CNTB is not homogenous. Therefore, a more detailed analysis of this issue is needed.

Graph 14 and 15, shows used sales and promotional channel (graph 15) and respondents satisfaction with provision and capacity occupancy (graph 14).

Considering graph 14 it can be concluded that respondents are satisfied with graded elements (28,60%-grade 4, satisfied), but neither is very satisfied. Most of them are neutral (54,3%) while 2,90% are very unsatisfied and 14,30% are unsatisfied.

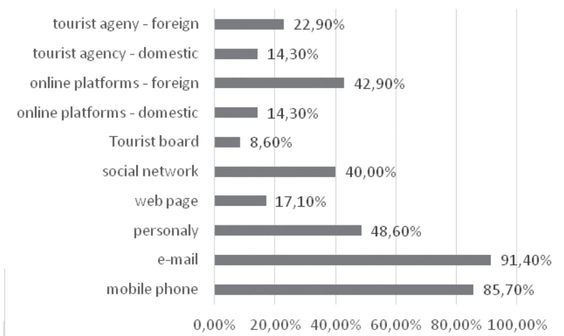
According to graph 15, most of respondents use e-mail (91,40%) and mobile phone (85,70%) in communication with guests while only 17,10% respondents have web page and 40% are present on social network. Most of them use foreign online platforms or/and tourist agencys considering domestic.

Graph 14 Satisfaction with provision and occupancy - sales channels



Source: authors

Graph 15 Used sales channels and promotional tools



Source: authors

4. Conclusion

Considering that in County of Šibenik-Knin private accommodation participates with 62.51% of total accommodation capacity, continuously achieving increase in the number of beds as well as in category (four and five stars) which requires significant investment, importance for notable research of this type of accommodation is evident.

In regards to hotels and tourist resorts that offer additional services, private renters strongly depend on local community and tourist board investments and efforts in the context of increasing tourism offer and demand as well as destination recognition on globalized tourism market.

Based on conducted preliminary research it is important to emphasize that largest share of accommodation facilities (80%) has a 3-star category, which indicates the lack of quality facilities as well as their amenities. Although most respondents have been renting accommodation for more than 5 years (65,7%) only 48,6% of them consider that they need additional knowledge about tourism. According the main motive for renting the majority of respondents (37.10%) are renting to generate additional income. It is indicative that only 17.11% of respondents plan to increase accommodation capacity considering that 31.40% of respondents have a negative attitude on the development of tourism in the area. Therefore it is important to raise awareness about importance of tourism development for the local community in the form of continuous insurance of public goods, quality of life, increase employability and higher standards.

Most respondents (88.60%) maintain a very good relationship with guests, and every year 85.30% of them invest in accommodation (tough smaller amounts of money) improving comfort, quality and additional facilities regardless of category or number of stars.

Observing the GRR indicator (54,3% respondents have less than 30% GRR, and 45,7% have more than 30% GRR) considering continuous changes in the tourists behaviour as well as their growing requirements, it can be concluded that private renters achieve positive GRR. That confirms the impact of their continuous investment and maintaining a quality relationship with guests. These investments and a quality relationship with guests should remain continuous, and should be accompanied by investment in infrastructure and tourism offer in tourism destination by the local community and CNTB.

Satisfaction of private renters in regard to certain elements of infrastructure and tourism offer in the destination indicates necessity to eliminate the limitations in order to ensure sufficient demand and extend the touristic season longer than 60 days in a year (obtained results of research indicate that majority of respondents eg. 36.40%, provides accommodation only up to 60 days in a year). Also, one of the important factors in stimulating tourism demand and extending the touristic season, ie increasing capacity occupancy, are efforts conducted by tourist board, whose work and cooperation was assessed as unsatisfied by more than 30% of respondents. In addition to these elements, the respondents gave a medium grade for the availability of tourist information, presentation of destinations on the Internet, presentation of accommodation facilities of the destination on the Internet, for which the Tourist Board is also responsible. Also, only 17.10% of respondents have their own website, which can be crucial in extending the touristic season or capacity occupancy. Removing limitations to improve the work of the tourist board, their better and more advanced cooperation with renters, tourist destination presentations, renters' investment in increasing the category of accommodation facilities, continuous investment of the local community in infrastructure and supply, and continuous education of private renters, are the basis for improving quality and the extension of the touristic season, which ensures that private accommodation remains the leading participant in renting accommodation in a tourist destination.

For the purpose of this paper, a preliminary research was conducted and therefore a smaller number of respondents were included in the research, which is the main limitation of the research. The recommendation for further research is to include a larger number of respondents in order to make the collected data more relevant and credible.

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