

Tourist Offer Management in Globalisation Processes

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Abstract

As one of the most dynamic economic activities, tourism is a global engine for the development of the economy in a large number of countries around the world. Due to changes in demand and increased competition, one of the basic strategies in tourism is to innovate existing and develop new tourist products. In an effort to adapt to different wishes and needs of new customers in product development, growing emphasis is placed on experience, i.e., emotional component of a journey, and a tourist product can be viewed through the economy of the experience. The starting point of this paper is empirical research on tourist offer management on the model of the town of Opatija. Opatija has the possibility to establish itself in the international tourist market as a competitive year-round tourist destination, and therefore it is necessary to build a quality integral product that will satisfy the wishes and needs of potential demand. In this sense, the role of the current holders of the tourist offer as well as the tourist boards participating in its unification and promotion on the international tourist market is important. By a survey, and for the purpose of scientific value of the paper, the authors further investigated the opinion and views of the citizens of the town of Opatija on the present situation and management of the tourist offer. Based on the results of the research in this paper, corresponding judgements have been made and certain conclusions and subjective opinions projected that could be of relevance to the interested stakeholders in perceiving both encouraging and warning factors.

Keywords: tourist offer, tourist destination, tourist promotion, globalisation, town of Opatija