

book review

TOMAS Trends - Attitudes and Expenditures of Tourists in Croatia 1987-2008

A comprehensive and encompassing information system represents the basis for efficient economic policy management and business decision-making. Bearing in mind the relatively high variability in consumer viewpoints, this fact is even more obvious in tourism. Institute for Tourism in Zagreb, as the leading research and advisory institution in the field of tourism and catering in Croatia has been conducting research of tourist demand or different features of tourist travel and stay in Croatia for more than 20 years. This research is also known in the public as TOMAS – Attitudes and Expenditures of Tourists in Croatia and the Institute has performed it regularly since 1987. This book represents an encompassing synthesis of all research that has been carried out until now, and for the first time at one place, for instances of TOMAS research carried out several times, it gives a brief description of results in the form of trends that lasted for several years.

In the first chapter the editors and authors, Čorak and Marušić, gave a brief and general outline of TOMAS research methodology, stating that the term TOMAS comes from the research originally carried out in Switzerland under the title "Touristisches Marktforschungssystem Schweiz", or Switzerland's tourist marketing and information system and since it was applied for the first time in Croatia in 1987, it has been continuously changed and adapted to changes in the structure of tourist market and offer in Croatia, at the same time ensuring the possibility to compare the results from the aspect of time.

Even today, according to the authors, TOMAS research methodology has been subjected to constant review and supplementation in order to ensure a scientifically founded basis for successful strategic and operational management at all levels of tourist activity management.

In the second chapter, TOMAS Summer Trends, authors Čorak, Marušić and Ivandić mentioned trends in summer holiday tourism demand as the results of seven Tomas Summer Research carried out until now. The presented trends revealed that there was an increasing number of motives for tourists to come to Croatia, and that the duration of summer holiday was reduced and that at the same time the number of different activities tourists engage in was increased. One can notice an increasing level of tourist satisfaction with the total offer of Croatian coastal destinations and an increase in tourist spending at a destination with the increasing share of spending for non-accommodation services. In addition to the mentioned finding and other most important findings of the analysis, the authors also mention that in the future TOMAS Summer Research will be demanding in the sense of extending the research content, on the one hand, and retaining the possibility to make conclusions about trends, on the other hand, at the same time including the challenge presented by this type of continuous research.

In the third chapter, TOMAS Nautical Trends, authors Horak and Marušić stated demand trends in yachting tourism, the seg-



TOMAS RESEARCH PROJECTS IN THE PERIOD FROM 1987 TO 2008

TOMAS research	Year of implementation																						
	'87	'88	'89	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	
TOMAS Summer	✓		✓					✓			✓				✓			✓				✓	
TOMAS Nautical tourism															✓			✓				✓	
TOMAS Zagreb												✓					✓		✓	✓			✓
TOMAS Transit																			✓				
TOMAS Cruise trips																					✓		
TOMAS National parks and parks of nature																					✓		
TOMAS Cultural tourism																							✓

ment which despite of powerful expansion of cruising tourism seen in Croatia in the last few years, is still dominant, in the first place because of its revenues. Their analysis revealed that yachtsmen in Croatia were getting younger and more educated, that the duration of their total days at sea was reduced and that despite of shorter stay, they were more active – they visited restaurants more often and engaged more frequently in activities at sea and on land. The authors also mention that average daily consumption of yachting tourists was increased and that in the last few years it was doubled compared to stationary summer holiday tourism.

In the fourth chapter, TOMAS Zagreb Trends, authors Marušić, Čorak and Hendija concluded that, with noticeable growth and change in structure of commercial accommodation offer in Zagreb, Zagreb has positioned itself increasingly as a destination for town vacation. Therefore in Zagreb there was an increasing number of tourists that were visiting because of "a short vacation in town", "entertainment", "new experiences and adventures" or "culture". There was an increasing number of hotel guests that visited Zagreb for the first time, there was an increasing number of tourists that travelled with a partner and they were mostly engaged in sightseeing.

The last four chapters gave an outline of results of four streams of TOMAS research that have been carried out only once respectively until today. In the fifth chapter, TOMAS Transit 2005, authors Horak and Marušić analysed characteristics of tourist demand related to so-called transit tourism, or attitudes and consumption of travellers in motor road vehicles in Croatia on their way to coastal and island tourist destinations. The authors stated that when travelling down Croatian roads to their destinations, which lasted for 4.5 hours on average, and during which over two thirds of tourists made a stop, tourists were mostly dissatisfied with the offer that they encountered along the road. The knowledge gained through research, according to the authors, can be well used as the basis for the improvement of offer alongside main roads and for better involvement of transit regions in the total Croatian tourist offer system. In the sixth chapter, TOMAS International Cruise Trips 2006, authors Horak and Marušić analysed the results of research of cruiser visitors' demand and consumption characteristics at

Croatian destinations, tourist offer segment which doubled and had continued to grow intensively in the last few years in Croatia. Visitors from cruisers in Croatian destination spent 39 euros per person on average, nearly half of the amount was spend in shops. They were mostly satisfied with larger part of the offer, but not with traffic organisation in Croatian towns.

In the seventh chapter, TOMAS National Parks and Parks of Nature 2006, the authors Tomljenović and Marušić stated that park visitors were mostly middle aged, well educated and well off. Larger number of visitors was generally interested in nature and natural beauties, but approximately 10 to 20 % were true nature lovers. With this research, the authors mention, developed and tested the methodology and comparative data were obtained about characteristics of tourist demand and spending in national parks and parks of nature in Croatia. In the eight chapter, TOMAS Cultural Tourism 2008, authors Tomljenović and Marušić stated that the so-called cultural tourists in Croatia were mostly middle-aged, with above average education background, a foreigners and that their average daily spending amounted to 45 euros if their trip lasted several days and 28 euros if they were on a one-day trip. Cultural tourists were mostly satisfied with the visit to cultural manifestation, or attraction.

The book was revised by Fedor Rocco, Professor Emeritus and Josip Senečić, PhD and without a doubt it represents a valuable analytical contribution to the total knowledge about characteristics of Croatian tourist demand and is a very valuable information source for economic policy bearers and others that participate in any way in the creation of Croatian tourist offer.

All texts in the book are in Croatian, except the summary of each chapter which is also in English.

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