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Makarska Riviera as a Destination; Comparison of opinions between tourists and locals

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Abstract

Due to the increase of global traveling trends, for a world's destinations it became a necessity to differentiate on the market. In the last years tourism industry in Croatia has been expanding. Due to that there is a lack of research done on this topic in Croatia; the purpose of this paper is to assess the following key issues: Quality of Makarska Riviera as a destination and Motivational factors of guests in Makarska Riviera for choosing it as a destination.

Paper based questionnaire was delivered to the locals from Makarska Riviera, locals who are working in tourism sector and to the tourists from the area of Makarska Riviera. The results of overall quality, when assessed by three groups showed that quality of services provided is high, with a safety as the most important differentiating factor. Furthermore, the results showed that safety, quality of natural scenery and experiencing of natural and cultural are the most important motivational factors of guests for choosing Makrska Riviera as a destination.

Introduction

Destinations and destinations management overview

Destination management has important role in developing sustainable tourism. Providers of the increasing level of services provided in Destination management are destination management companies (DMCs) and destination management organizations (DMOs). DMCs are privately owned while DMOs are governmental organizations (Morrison, 2012). Their role is to maintain all factors of destination product, as for example different attractions, facilities, hotels, restaurants, etc. Marketing and promotion are important aspects of their business in order to increase quality of service.

In order to increase the number of visitors in the tourism sector, as well economy and to increase job opportunities and gross domestic product (GDP) it is necessary to ensure proper management of destinations. We all know well managed destinations attract new investments, offer new value jobs, boost innovation and recruit new talent.

However, different destinations have different potentials and opportunities and in order to create a universal plan for destination management and destination marketing, importance of analyzing the different aspects of good governance in destination management and improving the brand image of a destination are sure bettering the scope of tourism.

The coordination of various elements, such as: physical products, people, packages and programs make a destination mix which incorporate attractions, hospitality, facilities, events, transportation and infrastructure of a destination.

The local people of a destination provide all the necessary hospitality resources, providing personal services or as hosts. According to the Mill and Morrison, human resources are crucial factor when it comes to the growth of any destination; they are the most important part of a "destination product". (Morrison, 2012)

After describing the importance of physical product and people, known as two most important elements of destination mix the significance of packages and programs must be mentioned as an important role too. Different tourist packages are developed by local travel agencies and tour operators. Combining different aspects of travel experience and binding specific themes to attract specific tourist groups to a destination, make a major attraction. Specially designed activities are also arranged by DMOs and DMCs (Role of Destination Management and Destination Marketing in Tourism, 2017).

In order to maintain the popularity of a destination, it is important for DMOs and DMCs to take the role of destination management and destination marketing seriously. While destination marketing helps making a particular destination as an attractive brand, the destination management ensures it's maintained over extended period of time. (Role of Destination Management and Destination Marketing in Tourism, 2017)

Understanding in general guests preferences

Usually the role and importance of tourists within different tourism destinations is huge of course. Considering destinations as such, tourist overall satisfaction is key factor for future development of the destination. (Simon, Carol J., 2015.). From first thinking about a vacation or u business trip through to planning, booking, experiencing and recalling the experience. There

are 5 stages of the Customer Journey (Role of Destination Management and Destination Marketing in Tourism, 2017).

1. Dreaming. The Customer is thinking about a vacation. They have not decided where to go but already know when, for how long and how much they might spend. At this stage they are looking for inspiration, ideas and recommendations.

2. Planning. The Customer is now looking for specific information's about their destination. Such as accommodation, transportation choice, the weather, "must see" and events.

3. Booking. Making comparisons of the best values (price, convenience and security). Tourists may book trough a travel agent, tour operator, booking agent or directly with individual providers.

4. Experiencing. Basically, every aspect of the visitors stay in a chosen destination.

5. Remembering. The overall experience. The customer will recall their journey and choose if it was a good or bad experience. If the experience was good the visitor may come back again or recommend to others. We all know what happens if their experience was bad.

However, a large part of the tourist`s experience is depended on various factors of the destination that cannot be affected or controlled by any individual in the Tourism industry.

Visitor's satisfaction is maximized coordinating primary and foundation activities. Primary activities involve the packaging, promotion, distribution, after care and delivery of the experience to the tourist, and the foundation activities are those where the value delivery is

indirect but supports the visitor experience (infrastructure, planning, training and skills development, technology and related industries and procurement).

Before and during visitors visit to a destination, the visitor needs a lot of information services, usually provided by tourist information centers, although the availability of online information is having an impact on such centers. Key roles of the visitor information's center include: Information prior to visit (by phone or e-mail), information and welcome at the visitor center (help with finding their accommodation, must see, where to eat and shop), information and welcome beyond the visitor center are important too those are people who work in different sectors of tourism in the destination like hotel-staff, taxi drivers, café owners should be trained so that they can offer visitors quality information's as well (Role of Destination Management and Destination Marketing in Tourism, 2017).

Many visitor centers are involved in commercial activities for which a commission is charged, for example: booking accommodation, selling tickets for events and excursions, retailing maps, local souvenirs, bicycle hire etc. An overall aim of information center is to increase visitor spend and length of stay (Canadian Tourism Comission, 2011).

Achieving guest's satisfaction

In order to reach guest satisfaction destinations have to use different methods to be able to measure satisfaction. Once they are able to measure it, they have opportunity to react and change some of the aspects that may negatively affect guest's perspective about the destinations. (Knezevic, Miroslav, et al., 2019). Possibility to use as an advantage this kind of opportunity will distinguish successful managed destinations from those that are not.

Elements needed overall in achieving guests satisfaction

In order to achieve quality and healthy environment for tourists in one destination key of success is advance planning. That kind of planning is long and structured process. (Simon, Carol J., 2015.). As tourism as a branch is constantly changing, as well tourists preferences are changing with it. Because of that successful planning is critical, but as well hard task to sustain. For maintaining destination development one of the importance are as well guests who are willing to come at the destination more than once. One of the obstacles for achieving that are nowadays trends that tourist are more willing to visit more destinations then rather just stay in one. (Knezevic, Miroslav, et al., 2019.). As well rhythm of traveling is changed with development of technologies and because of that period that tourists use to stay in a specific destination is shorter than before.

Local's role and perspectives about their destination

When tourists of today considering traveling to different destinations, those factors that will attract them to go to do specific destination are different in comparison, than before. Today one of the very important factors is local people. Tourists have preferences to be able to feel and to have experience of have locals are living, considering behavior, tradition and culture. More and more tourists nowadays want to learn and have interaction and communication with locals. In such way locals have significant importance within destination development. (Marinao, Enrique et al., 2012.).

About Makarska Riviera

Makarska Riviera is one of the most attractive destinations in Croatia. It stretches along the 60 km long coastline below Biokovo Mountain. In the north are Brela and in the south Gradac. Several other municipalities are located between: Baška Voda, Promajna, Makarska, Tučepi, Podgora, Drašnice, Igrane, Živogošće, Drvenik, Zaostrog, Podaca and Brist. The whole area has about 26,000 inhabitants. The main activity of the area is tourism that grew in the 60s and 70s (Wikipedia , 2019). Today, area has a large number of beds in hotel and private accommodation. Other activities followed by tourism are trade, agriculture, fisheries and olive growing. Tourists from all over the world are attracted to the natural beauty of the Makarska Riviera - crystal clear sea, large pebble beaches, villages below Biokovo and dense pine forests. Numerous are entertainment and cultural events, recreational facilities, as well as historical and architectural monuments. It can be said that Makarska Riviera offers facilities for tourists of all ages and for everyone's interests and entertainment. The center of the Riviera is Makarska, a town that is considered one of the most beautiful towns on the Adriatic coast. It is famous for its rich nightlife for young people, while older people can enjoy the rich program of Makarska Cultural Summer. Although the whole Riviera has beautiful beaches, the most beautiful beaches are considered in Brela and Tucepi. Apart from enjoying the beaches, tourists on the Makarska Riviera can see numerous sights. These are primarily churches, fortresses, archaeological remains in museums and the well-known Marian sanctuary (Vepric). Almost every place of Makarska Riviera offers interesting one-day and half-day excursions to nearby places and cities and the islands of Brac, Hvar, Vis and Korcula. It is also an attractive trip to the mountain Biokovo, which is also a nature park. Visitors have the opportunity to enjoy indigenous plant and

animal species and panoramic views across the Riviera (AdriaGate, 2019). The gastronomic offer of the Makarska Riviera is entirely Dalmatian cuisine that abounds in all kinds of fish, prepared in a variety of ways. Homemade olive oil is an inevitable addition to all dishes. Traditionally, in all places of Riviera are organized Fishing nights. Fish is prepared on the grill while drinking wine and sing Dalmatian songs, and games such as donkey races are organized. Surely, a visit to the Makarska Riviera is an unforgettable experience and many tourists return year after year (AdriaGate, 2019).

Method

The purpose of this project was to measure the differences in the perceptions of tourists and local people regarding Makarska Riviera as a destination. The paper based questionnaire was found as the most appropriate instrument in order to conduct this research. The questionnaire used was adopted from "A Guide to Designing and Conducting Visitor Surveys, The University of Arizona". The questionnaire was distributed to 66 participants from the three examined groups:

Tourists, locals and people working in the hospitality industry in the area of Makarska Riviera. The questionnaire was distributed in person to all the examined groups, and it was consisted of three stages.

In the first stage the participants from all the examined groups were rating the 10 statements on a Likert Scale from 1 to 7 (1...extremely bad…7…excellent). They were rating the characteristics of Makarska Riviera in general. In the second stage the participants from all the examined groups were rating the level of importance of motivational factors for choosing a

certain destination on a Likert Scale from 1 to 7 (1…not important at all…7…extremely important). In the third stage, which was conducted only for the tourists, there was measured the frequency of visiting Makarska Riviera.

Results

Tourist's demographics

Out of 22 questioned tourists 15 of them were female, while 7 of them were male. Youngest participant was female from Sweden at age of 25, while the oldest one was male from Italy at age of 56. Participants were coming from different countries as Czech, Germany, Slovakia, Poland, Italy, Norway, UK, Sweden, Austria and Spain. 16 out of 22 participants were visiting Makarska Riviera for the first time, while 6 of them more than one time. One of those 6, was female from Poland that has visited questioned destination 5 times, then female from Czech 4 times, 2 of them, both from Germany 3 times and finally as well 2 of them, one from Germany, one from UK, 2 times.

Tourist's results:

Based on the 22 questioned tourists these are the following results. Based on first survey and considering only perception of tourists. Best rated factor is personal safety; tourists consider personal safety on Makarska Riviera as good and almost very good. Following factors based on tourists answers are national cuisine and drinks, cleanliness of the city, friendliness of the people, general ambient of the city, convenience and access to local transport, historical and cultural sites access all of these factors are based on tourist's perception good. Knowledge of foreign languages from the services in area tourists consider as almost good. Both telecommunications &

internet and shopping opportunities are perceived as bad on this area according to questioned tourists.

Results from the second survey that was conducting information's about preferences considering level of importance of factors in terms of choosing destination where to travel. Following results are conducted on 22 questioned tourists. Tourists consider that when choosing destination factor of safety is very important. Both factors good weather conditions and quality of natural scenery - landscapes and environment are in the opinion of tourist are almost very important. Following factors are learning and experiencing natural and cultural attractions, tasting and consuming local food, good prices for quality received, adventure and sports activities, these factors are perceived by tourists as moderately important when choosing destination. Out of all factors desire to learn about other cultures, way of life and heritage was last on the list by level of importance according to questioned tourists.

Group of 22 tourists were as well questioned about how did they hear about Makarska Riviera and what kind of offered activities they will do while they are in this destination.

Two of them said television, three of them said magazine, 14 of them choose internet, 4 of them have heard for Makarska Riviera through travel brochure, while 5 of them said tour operator, 9 of them choose word of mouth, while neither one out of 22 participants choose both radio or newspaper as a mean through which they have heard for Makarska Riviera. (Participants had opportunity to choose more than one mean out of all offered possibilities).

Participants as well choose different activities offered. Seven out of 22 choose hiking and trekking, all of them, so 22 said that they will be swimming, while they are at the destination,

seven of them will be visiting museums, as well seven of them will be biking, 6 of them will visit national parks, 10 of them choose visiting small towns or villages as an activity they will do, 6 of them said wildlife viewing, 4 of them climbing, 8 of them visiting cultural and heritage sights and 5 of them will attend some kind of art or music performance. (Participants were choosing more than one option).

All three groups' demographics

Out of all together 66 participants, 23 of them were male, while 43 of them were female. In the group of locals who are not working directly in hospitality sector youngest participant was male at age of 18 with permament residence on Makarska Riviera, while the oldest participant from this group was female at age of 54 as well from Makarska Riviera. In the third group, which are locals who are working directly in hospitality sector on the area of Makarska Riviera youngest participant was male at age of 25, while oldest as well male at the age of 56, both with permanent residence on Makarska Riviera.

First survey

General ambient of the city as a factor was graded between all three groups similarly. Group of tourists provided slightly higher grade then both groups of locals. Which means that tourist on the area of Makarska Riviera have slightly higher positive opinion about general ambient of destination.

When it comes to the factor of knowledge of foreign languages from the service in area again tourist have most positive opinion from all groups, then locals employed in tourism are following, while locals who are not employed in tourism have graded this factor as bad.

Factor of personal safety is overall considered as very good based on both tourists and locals employed in tourism, while tourists who are not employed in tourism have slightly lower opinion, but still they consider it as good.

Cleanliness of the destination from perspective of tourists and locals employed in tourism it is considered as good, while locals who are not employed in tourism are following, just slightly lower.

Considering factor of national cuisine and drinks all of three groups have very similar opinion and they consider that food and drinks in this destination are good.

When it comes to the factor of telecommunication and internet there is no agreement between groups, again both groups of locals have good and very good opinion about telecommunication and internet while tourists are not satisfied and they consider this factor as bad.

As well there is diversity related to the factor of shopping opportunities where the results are other way around which means that both groups of locals have similar and positive results as they overall graded with very good while on the other hand tourist are not satisfied with shopping opportunities provided and they are considering shopping opportunities as bad on this area.

Based on the answers about stated factors most diversity between questioned groups were when is considered factor of convenience and access of transport where group of tourists provided most positive results as they overall graded as very good, then locals employed in tourism who consider it bad while locals who do not work in hospitality are very dissatisfied with local transport possibilities.

All of three groups consider friendliness of the people on area of Makarska Riviera as good.

Second survey:

Second survey was conducting information's about preferences considering level of importance of factors in terms of choosing destination where to travel. Following results will be based on the answers from all of the 66 participants.

Good weather conditions are crucial when it comes to traveling. The results showed that all three groups rated this as moderately important with locals having the highest score followed by tourists. Locals employed in hospitality had a bit lower score which is expected because of the fact that they are used to working and traveling in different locations and climates.

Regarding the quality of national scenery – landscapes and environment tourists and locals employed in hospitality industry have a very similar score which considers it as moderately important. However, local who are not employed in hospitality industry rated it as neutral.

When it comes to people's desire to learn about new culture, way of life and heritage locals employed in hospitality industry rated is as moderately important while tourists and locals rated is as neutral which I found surprising.

It is well known that F&B sector of hospitality industry is a crucial segment so it was expected that all three groups rated tasting and consuming local food column as moderately important.

When it comes to learning and experiencing natural and cultural attractions as a factor of attracting people to the destination, tourists and locals employed in hospitality sector have rated

it as moderately important, while locals who are not employed in the hospitality industry stated that they feel neutral about this factor.

Concerning the adventure and sports activities provided in the destination, this factor was rated as moderately important by tourists, while both locals employed and not employed in the hospitality industry stated they feel indifferent about this by mostly giving it a grade ‘’neutral’’.

Furthermore, the factor of good prices for quality received in the desired destination was, surprisingly, rated the highest from the side of locals employed in hospitality sector, achieving an overall score of being ‘’very important. The locals not employed in this sector said that they feel neutral about this, while tourists consider it to be moderately important.

Out of all factors that were questioned, between all groups most important factor is safety. Both tourists and locals employed in tourism sector consider safety as very important, while locals who are not employed in tourism sector consider safety as moderately important.

Discussion

The purpose of this research was to measure difference between tourists and locals on the area of Makarska Riviera, based on their perception about the destination. I was interested in choosing this topic because i personally come from Brela which is one of the settlements on the area of Makarska Riviera and as well i personally work in private sector of hospitality, while providing accommodation and other services to the guests. Because of that in order to help myself and others on this area i wanted to learn about overall level of satisfaction in Makarska

Riviera. In my opinion that is very important in today's hospitality world to have satisfied tourist, but as well locals, because locals are a big factor concerning destinations and in my opinion both have to be satisfied, because that kind of atmosphere will produce best possible results, directly what is needed in Makarska to pro long season, increase revenue and achieve higher level of quality about all of the factors.

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Appendix

Questionnaire for tourists

1. How would you evaluate the following aspects of Makarska Riviera. (Please circle the number of the answer that represents your evaluation of each factor).

PRODUCTS, SERVICES, HOSPITALITY	**Extremely Bad**	**Very bad**	**Bad**	**Average**	**Good**	**Very bad**	**Excellent**
General ambient of the city	1	2	3	4	5	6	7
Degree of knowledge of foreign languages from the service personnel in this area	1	2	3	4	5	6	7
Personal safety	1	2	3	4	5	6	7
Friendliness of the people	1	2	3	4	5	6	7
Cleanliness of the city	1	2	3	4	5	6	7
National cuisine/drinks	1	2	3	4	5	6	7
Access to historical/cultural heritage sites	1	2	3	4	5	6	7
Telecommunications/Internet	1	2	3	4	5	6	7
	1	2	3	4	5	6	7

Shopping opportunities							
Convenience and access to local transport	1	2	3	4	5	6	7

6. How important were the following factors in your decision to visit Makarska Riviera area? (Please circle the number of the answer that represents your evaluation of each factor.)

FACTOR	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Good weather conditions	1	2	3	4	5	6	7
Quality of natural scenery and landscapes/environment	1	2	3	4	5	6	7
Desire to learn about other cultures, their ways of life, and heritage	1	2	3	4	5	6	7
Tasting/eating local food	1	2	3	4	5	6	7
Opportunities for learning about and experiencing natural and cultural attractions	1	2	3	4	5	6	7
Opportunities for adventure/sports activities	1	2	3	4	5	6	7

Good prices for quality received	1	2	3	4	5	6	7
Safety	1	2	3	4	5	6	7

7. How did you hear about Makarska Riviera? (please choose one)

❑radio ❑ television ❑ newspaper ❑ magazine ❑ Internet ❑ travel brochure

❑tour operator ❑ word of mouth

8. What activities have you been doing or will you be doing while in Makarska Riviera? (please check all that apply)

❑ hiking/trekking ❑ wildlife viewing

❑swimming ❑ visiting small towns or villages

❑visiting museums ❑ visiting historical/cultural heritage sights

❑biking ❑ climbing

❑visiting national parks ❑ attending art or music performances

9. **Is this your first time visiting?** ❑ yes ❑ no

10. If you answered NO to question # 5, how many times, in total, have you visited this area? _____

11. **In which country do you permanently reside?**

_____

12. Please circle your gender **Male/Female**

13. Please state your age_____

(This survey was adapted from Leones, Julie, 1998, A Guide To Designing and Conducting Visitor Surveys, The University of Arizona)

Thank You for Participating!

Questionnaire for local people

1. How would you evaluate the following aspects of Makarska Riviera. (Please circle the number of the answer that represents your evaluation of each factor).

PRODUCTS, SERVICES, HOSPITALITY	Extremely Bad	Very bad	bad	Average	good	Very good	Excellent
General ambient of the city	1	2	3	4	5	6	7
Degree of knowledge of foreign languages from the service personnel in this area	1	2	3	4	5	6	7
Personal safety	1	2	3	4	5	6	7
Friendliness of the people	1	2	3	4	5	6	7
Cleanliness of the city	1	2	3	4	5	6	7
National cuisine/drinks	1	2	3	4	5	6	7
Access to historical/cultural heritage sites	1	2	3	4	5	6	7
	1	2	3	4	5	6	7

Telecommunications/Internet							
Shopping opportunities	1	2	3	4	5	6	7
Convenience and access to local transport	1	2	3	4	5	6	7

14. As an local resident how would you evaluate by the level of importance this factors? (Please circle the number of the answer that represents your evaluation of each factor.)

FACTOR	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Good weather conditions	1	2	3	4	5	6	7
Quality of natural scenery and landscapes/environment	1	2	3	4	5	6	7
Desire to learn about other cultures, their ways of life, and heritage	1	2	3	4	5	6	7
Tasting/eating local food	1	2	3	4	5	6	7
Opportunities for learning about and experiencing natural and cultural attractions	1	2	3	4	5	6	7
Opportunities for adventure/sports activities	1	2	3	4	5	6	7

Good prices for quality received	1	2	3	4	5	6	7
Safety	1	2	3	4	5	6	7

15. How long have you been living on Makarska Riviera?____

16. Is Makarska Riviera the place of your permanent residence (prebivalište)?

Please circle **Yes** or **NO**

17. If you have answered no, please state your prebivalište._____

18. Are you employed/self-employed in tourism sector?

Please circle **Yes** or **NO**

19. If yes, please state your job position/type of involvement in tourism sector.

_____

20. Please circle your gender **Male/Female**

21. Please state your age_____

(This survey was adapted from Leones, Julie, 1998, A Guide To Designing and Conducting Visitor Surveys, The University of Arizona)

Thank You for Participating!

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Safety	22	4	7	6.05	1.133
Good weather conditions	22	2	7	5.55	1.438
Quality of natural scenery - landscapes and environment	22	4	7	5.55	.912
Learning and experiencing natural and cultural attractions	22	2	7	5.32	1.211
Tasting and consuming local food	22	1	7	5.18	1.368
Good prices for quality received	22	2	7	5.14	1.283
Adventure and sports activities	22	3	7	5.14	1.320
Desire to learn about other cultures, way of life and heritage	22	2	7	4.91	1.477
Valid N (listwise)	22				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Personal safety	22	4	7	5.82	1.053
National cuisine and drinks	22	3	7	5.32	1.086
Cleanliness of the city	22	4	7	5.32	.945
Friendliness of the people	22	3	7	5.27	1.279
General ambient of the city	22	2	7	5.14	1.552

Convinience and access to local transport	22	1	7	5.05	1.495
Historical and cultural sites access	22	3	7	5.00	1.195
Knowledge of foreign languages from the service in area	22	3	7	4.86	1.283
Telecommunications and Internet	22	2	5	3.50	.859
Shopping opportunities	22	2	5	3.14	.834
Valid N (listwise)	22				

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
General ambient of the city	tourists	22	5.14	1.552	.331	4.45	5.82	2	7
	locals	22	4.77	1.445	.308	4.13	5.41	2	7
	locals employed in hospitality	22	4.91	1.109	.236	4.42	5.40	3	6
	Total	66	4.94	1.369	.168	4.60	5.28	2	7
Knowledge of foreign languages from the service in area	tourists	22	4.86	1.283	.274	4.29	5.43	3	7
	locals	22	3.36	1.177	.251	2.84	3.89	2	6
	locals employed in hospitality	22	4.41	1.469	.313	3.76	5.06	1	6
	Total	66	4.21	1.441	.177	3.86	4.57	1	7
Personal safety	tourists	22	5.82	1.053	.224	5.35	6.28	4	7
	locals	22	4.64	1.177	.251	4.11	5.16	3	7
	locals employed in hospitality	22	5.64	1.002	.214	5.19	6.08	4	7
	Total	66	5.36	1.185	.146	5.07	5.65	3	7
Cleanliness of the city	tourists	22	5.32	.945	.202	4.90	5.74	4	7
	locals	22	4.68	1.585	.338	3.98	5.38	3	7

	locals employed in hospitality	22	5.14	.889	.190	4.74	5.53	4	7
	Total	66	5.05	1.195	.147	4.75	5.34	3	7
National cuisine and drinks	tourists	22	5.32	1.086	.232	4.84	5.80	3	7
	locals	22	5.27	1.420	.303	4.64	5.90	3	7
	locals employed in hospitality	22	4.95	1.046	.223	4.49	5.42	3	7
	Total	66	5.18	1.189	.146	4.89	5.47	3	7
Historical and cultural sites access	tourists	22	5.00	1.195	.255	4.47	5.53	3	7
	locals	22	4.23	1.478	.315	3.57	4.88	3	7
	locals employed in hospitality	22	4.50	1.144	.244	3.99	5.01	3	6
	Total	66	4.58	1.302	.160	4.26	4.90	3	7
Telecommunications and Internet	tourists	22	3.50	.859	.183	3.12	3.88	2	5
	locals	22	6.41	.796	.170	6.06	6.76	5	7
	locals employed in hospitality	22	5.59	1.054	.225	5.12	6.06	4	7
	Total	66	5.17	1.525	.188	4.79	5.54	2	7
Shopping opportunities	tourists	22	3.14	.834	.178	2.77	3.51	2	5
	locals	22	5.82	1.053	.224	5.35	6.28	4	7
	locals employed in hospitality	22	5.50	1.102	.235	5.01	5.99	4	7
	Total	66	4.82	1.558	.192	4.44	5.20	2	7
Convinience and access to local transport	tourists	22	5.05	1.495	.319	4.38	5.71	1	7
	locals	22	3.95	1.463	.312	3.31	4.60	2	6
	locals employed in hospitality	22	4.32	.839	.179	3.95	4.69	3	6
	Total	66	4.44	1.360	.167	4.11	4.77	1	7
Friendliness of the people	tourists	22	5.27	1.279	.273	4.71	5.84	3	7
	locals	22	5.09	1.601	.341	4.38	5.80	3	7

	locals employed in hospitality	22	5.00	1.113	.237	4.51	5.49	3	7
	Total	66	5.12	1.330	.164	4.79	5.45	3	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
General ambient of the city	Between Groups	1.485	2	.742	.389	.679
	Within Groups	120.273	63	1.909		
	Total	121.758	65			
Knowledge of foreign languages from the service in area	Between Groups	26.030	2	13.015	7.523	.001
	Within Groups	109.000	63	1.730		
	Total	135.030	65			
Personal safety	Between Groups	17.818	2	8.909	7.641	.001
	Within Groups	73.455	63	1.166		
	Total	91.273	65			
Cleanliness of the city	Between Groups	4.727	2	2.364	1.690	.193
	Within Groups	88.136	63	1.399		
	Total	92.864	65			
National cuisine and drinks	Between Groups	1.727	2	.864	.604	.550
	Within Groups	90.091	63	1.430		
	Total	91.818	65			
Historical and cultural sites access	Between Groups	6.758	2	3.379	2.059	.136
	Within Groups	103.364	63	1.641		
	Total	110.121	65			
Telecommunications and Internet	Between Groups	99.030	2	49.515	59.833	.000
	Within Groups	52.136	63	.828		
	Total	151.167	65			
Shopping opportunities	Between Groups	94.455	2	47.227	46.956	.000
	Within Groups	63.364	63	1.006		
	Total	157.818	65			
Convinience and access	Between Groups	13.576	2	6.788	4.009	.023

to local transport	Within Groups	106.682	63	1.693		
	Total	120.258	65			
Friendliness of the people	Between Groups	.848	2	.424	.234	.792
	Within Groups	114.182	63	1.812		
	Total	115.030	65			

Motivational Factors of Guests

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
Good weather conditions	tourists	22	5.55	1.438	.307	4.91	6.18	2	7
	locals	22	5.82	1.006	.215	5.37	6.26	4	7
	locals employed in hospitality	22	5.27	1.279	.273	4.71	5.84	3	7
	Total	66	5.55	1.255	.154	5.24	5.85	2	7
Quality of natural scenery - landscapes and enviroment	tourists	22	5.55	.912	.194	5.14	5.95	4	7
	locals	22	4.82	1.435	.306	4.18	5.45	3	7
	locals employed in hospitality	22	5.45	1.438	.307	4.82	6.09	3	7
	Total	66	5.27	1.307	.161	4.95	5.59	3	7
Desire to learn about other cultures, way of life and heritage	tourists	22	4.91	1.477	.315	4.25	5.56	2	7
	locals	22	4.45	1.595	.340	3.75	5.16	2	7
	locals employed in hospitality	22	5.09	1.306	.278	4.51	5.67	3	7
	Total	66	4.82	1.467	.181	4.46	5.18	2	7
Tasting and consuming local food	tourists	22	5.18	1.368	.292	4.58	5.79	1	7
	locals	22	5.00	1.113	.237	4.51	5.49	3	7
	locals employed in hospitality	22	5.09	1.342	.286	4.50	5.69	3	7
	Total	66	5.09	1.262	.155	4.78	5.40	1	7
Learning and experiencing	tourists	22	5.32	1.211	.258	4.78	5.85	2	7
	locals	22	4.59	1.260	.269	4.03	5.15	2	7

natural and cultural attractions	locals employed in hospitality	22	5.36	1.293	.276	4.79	5.94	3	7
	Total	66	5.09	1.286	.158	4.77	5.41	2	7
Adventure and sports activities	tourists	22	5.14	1.320	.281	4.55	5.72	3	7
	locals	22	4.23	1.510	.322	3.56	4.90	2	7
	locals employed in hospitality	22	4.77	1.660	.354	4.04	5.51	2	7
	Total	66	4.71	1.527	.188	4.34	5.09	2	7
Good prices for quality received	tourists	22	5.14	1.283	.274	4.57	5.71	2	7
	locals	22	4.41	1.098	.234	3.92	4.90	2	6
	locals employed in hospitality	22	5.95	1.046	.223	5.49	6.42	4	7
	Total	66	5.17	1.296	.160	4.85	5.49	2	7
Safety	tourists	22	6.05	1.133	.242	5.54	6.55	4	7
	locals	22	5.77	1.020	.218	5.32	6.23	4	7
	locals employed in hospitality	22	6.27	.703	.150	5.96	6.58	5	7
	Total	66	6.03	.976	.120	5.79	6.27	4	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Good weather conditions	Between Groups	3.273	2	1.636	1.040	.359
	Within Groups	99.091	63	1.573		
	Total	102.364	65			
Quality of natural scenery - landscapes and enviroment	Between Groups	6.909	2	3.455	2.089	.132
	Within Groups	104.182	63	1.654		
	Total	111.091	65			
Desire to learn about other cultures, way of life and heritage	Between Groups	4.727	2	2.364	1.102	.338
	Within Groups	135.091	63	2.144		
	Total	139.818	65			
Tasting and consuming local food	Between Groups	.364	2	.182	.111	.895
	Within Groups	103.091	63	1.636		
	Total	103.455	65			
Learning and experiencing	Between Groups	8.273	2	4.136	2.627	.080

natural and cultural attractions	Within Groups	99.182	63	1.574		
	Total	107.455	65			
Adventure and sports activities	Between Groups	9.212	2	4.606	2.039	.139
	Within Groups	142.318	63	2.259		
	Total	151.530	65			
Good prices for quality received	Between Groups	26.303	2	13.152	9.999	.000
	Within Groups	82.864	63	1.315		
	Total	109.167	65			
Safety	Between Groups	2.758	2	1.379	1.468	.238
	Within Groups	59.182	63	.939		
	Total	61.939	65			

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Personal safety	66	3	7	5.36	1.185
National cuisine and drinks	66	3	7	5.18	1.189
Telecommunications and Internet	66	2	7	5.17	1.525
Friendliness of the people	66	3	7	5.12	1.330
Cleanliness of the city	66	3	7	5.05	1.195
General ambient of the city	66	2	7	4.94	1.369
Shopping opportunities	66	2	7	4.82	1.558
Historical and cultural sites access	66	3	7	4.58	1.302
Convinience and access to local transport	66	1	7	4.44	1.360
Knowledge of foreign languages from the service in area	66	1	7	4.21	1.441
Valid N (listwise)	66				