

SUSTAINABLE DEVELOPMENT AND LEVEL OF SATISFACTION OF TOURISTS WITH ELEMENTS OF TOURIST OFFER OF DESTINATION

UDC 338.486:504

Mili Razović

Received 2 March 2013

Revised 28 March 2013

11 April 2013

Abstract

The sustainable development and level of satisfaction of tourists with elements of tourist offer of destination are important factor in the competitiveness of destination on the tourist market. Through the field research, the degree of satisfaction of tourists with elements of tourist offer of destination was determined, based on the elements of sustainable tourism development.

The research results show that there are significant difference in the level of satisfaction of tourists according to those elements of tourism offer of destination that are based on sustainable development. Tourists express high level of satisfaction with the natural beauty and with the beauty of landscape of destination, but they expressed low levels of satisfaction with beach cleanliness, ecological preservation of destinations, arrangement of towns, equipment and arrangement of beaches, and with the quality and possibility of parking. It requires local authorities, in a tourist destination, the necessity of greater social involvement and financial investment in preserving the environment and creating conditions for sustainable development of tourism destination.

Keywords sustainable development, the tourism offer, tourist destination, tourists' satisfaction

Mili Razović, PhD, Assistant Professor
University of Zadar
Department of Tourism and Communication Sciences
Ulica dr. Franje Tuđmana 24i, 23000 Zadar, Croatia
E-mail: milirazovic@gmail.com, mrazovic@unizd.hr