

TOURIST EXPENDITURE ON CULTURAL CONTENTS IN URBAN DESTINATIONS

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Abstract

The crisis had a deep impact on every fields of the life. Still, given the fact that tourism has been seen as an inevitable part of life, despite the economic crisis the number of tourism arrivals and overnight stays has been increasing in season as well in offseason. This paper focuses on coastal urban destinations and how they are coping with economic aspect of tourism in times of crisis and assesses the potential implications on off-season tourism of enhancing the cultural offer. One of the main specifics of the urban destinations is their cultural heritage. Since both cities (Rijeka and Opatija, Croatia) that were included in the research are rich in cultural heritage, cultural offer represents a significant, important and specific part of their tourism offer. Hence, the purpose of this paper was to find out are there any differences between tourists whose tourism expenditure on cities' cultural contents is higher in comparison with those who on culture are spending less, as well as their level of satisfaction with cultural and overall tourism offer in spring time. The collected data were analysed using statistical package SPSS for Windows 20.0. Data analysis included descriptive statistics, hi square test and paired samples t-test. The paired samples t-test was performed to determine the significance of differences between perceived and expected scores of cultural and overall tourism offer.

Keywords tourism expenditure, culture tourism offer, tourism satisfaction, big vs. small spenders

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