

GUEST SATISFACTION WITH THE CRIKVENICA RIVIERA TOURISM OFFER

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Abstract

Purpose – The survey covers the satisfaction of tourists gravitating towards the Crikvenica Riviera with the basic tourism product. Due to the complexity of the basic tourism product content, the research is focused on the satisfaction with goods, activities and services.

Methodology – The survey, conducted in Selce, Crikvenica and Dramalj, used the method of questionnaire. The printed questionnaires were distributed among the hotels, camps and resorts by the Crikvenica Tourist Board. Nineteen questions were printed on two connected A4 pages. The survey was conducted in the period from early May to late September 2014, with the response rate of 18,5% percent.

Findings – The theoretical part of the work relies on relevant articles from the field of tourist satisfaction with the destination and its tourism product, while the conducted empirical research used questionnaires. The survey shows that the majority of tourists who gravitate towards the Crikvenica Regarding the respondents' country of origin, the most frequent foreign guests were Germans (17.3%), followed by Austrians (14.0%) and Hungarians (9.7%). Most tourists are highly educated and assumed well-situated. The most common motives for travelling are passive rest and relaxation, low prices and natural resources. The structure of tourism in the Crikvenica Riviera shows numerous transit tourism characteristics. The questionnaire results showed different levels of tourist satisfaction with individual components of the Crikvenica Riviera tourism product.

Contribution – This work is expected to serve as a guideline for future authors of scientific papers focusing on the transformation of the Crikvenica Riviera and its tourism product, as well as for human capital directing the micro-regional economic development.

Keywords Guest satisfaction, tourism product, natural resources, Crikvenica Riviera

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