

## RESTRUCTURING OF THE INTEGRATED TOURISM PRODUCT AS THE BASIS OF TOURIST DESTINATION SUSTAINABILITY – KOTOR CASE

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### Abstract

**Purpose** – Top of the research is to highlight the current lack of competitiveness of the tourist offer of Kotor, in terms of lack of accommodations and reliance on only two aspects of tourism, cultural and cruising tourism. Then, to show how the development of receptive growth factors will provide opportunities for the development of other forms of tourism, primarily congress and sports tourism. Also, we will try to prove that better integration of private accommodation, primarily the method of diffused hotels will enable better use and extension of certain cultural and traditional festivities, such as carnival and masquerades. **Design/methodology/approach** – Approach is focused on crucial areas and questions referred to those areas: 1) Which part of integrated tourist product should be improved? Focus will be on improvement of hotel capacities and better integration of private accommodation as well. 2) Needs: In order to maximize the use of the city's potential intention is to connect tourism consumers' wishes with actual facilities (special focus on connections of F&B sector in the Old Town area and wishes of cruising visitors). Common qualitative and quantitative approach and methodology will be used, due to better data organisation and use.

**Findings** – Final conclusion on the basis of conducted research that Kotor needs significant improvement primarily in the domain of hotel capacities, based on pre-defined and adopted spatial and master plans, which are provided at the hotel capacity of approximately 400 beds (two classical hotels of four and five stars, as well as a boutique hotel), what would hypothetically increase 40% total number of hotel capacities. However, to investors forced to bring purpose mentioned objects, author of the paper advocates for legislative changes on the basis of the annual penalty, which are also observable in paper. Also, the author a need of private capacity better integration and proposed four areas at the municipality level which could form the diffused hotels, which would significantly improve the promotion and distribution of the aforementioned capacities. As well is proposed model of F&B sector adaptation based on the wishes and needs of cruising guests (on the basis of the survey), as well as the required quality systems and criteria which have to be established. Additionally, the author has pointed out the necessity of involvement of the concept of e-marketing, primarily in terms of digital maps of accommodation, unified electronic ordering system of reservation.

**Research limitations/implications** – Potential limits the slowness of the municipal administration in the application of the aforementioned concepts, as well as the possible resistance from local tourist operators.

**Practical and social implications** – Significant implications primarily in the sociological sense, i.e. greater employment of local staff, but also an extension of the destination tourism products range are expected, which will allow for better branding and profiling the image. Expected implementation time is medium term, between 3 and 5 years.

Originality/contribution – Originality of the research is to find opportunities for expansion of tourism Kotor, in the form of segments that have not been explored at these destinations, such as the congress and sports tourism, new model of private accommodation organization, through diffused hotels, linking gastronomic restaurant and desires of tourists from cruise ships on this basis, as well as the proposed models of electronic marketing primarily integrated systems reservation.

**Keywords** restructuring, integrated tourist product, hotel facilities, diffused hotels, types of tourism offer, e-marketing tools.

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