

THE ROLE OF LOCAL AUTHENTICITY IN FORMING TOURISTS' INTENTIONS

Josipa Mijoč
Suzana Marković
Jasna Horvat

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Abstract

This paper examines the authenticity of a destination from the perspective of destination branding, based on globally recognized local authenticity. Accordingly, local authenticity implies the culture of a specific destination as the sublimation of heritage, inherited tradition, and cultural identity. Such an interpretation of the local authenticity of a tourist destination rests on knowledge dating back to the first branding campaigns and efforts to determine goods authenticity based on their origin (Hornskov 2007; Riza 2015). The purpose of this paper is to identify and characterize *European urban cultural tourists (EUCTs)*. The motivations of the surveyed European citizens (33 countries) for choosing the destination of their last tourist travel represent the criterion variables for the empirical part of the paper. Statistical analysis was conducted using publicly available data from the Flash Eurobarometer: *Preferences of Europeans towards tourism* 2015 (FB 414) and 2016 (FB 432), with a total number of 60,206 respondents. Factor analysis determined latent dimensions of the motivations of all respondents when choosing destinations. Those respondents, who selected “culture” and “city sightseeing” as the motivations for their choice of destination, were treated as members of European urban cultural tourist group. After demographic characteristics were determined, the profile of EUCTs was defined. Based on the analysis it was established that 23.8% of tourists are EUCTs. The paper also researched the number of EUCTs respondents who visited the Republic of Croatia, and specifies the conditions necessary for strengthening the branding of the country based on authenticity.

Keywords Flash Eurobarometer, European urban cultural tourists, branding, cultural tourism, factor analysis

*Culture provides consumable experiences;
culture acts as a source for economic
activity; culture attracts the creative class;
culture attracts tourists...*

Kavaratzis and Ashworth, 2015

INTRODUCTION

Global changes have a rapid effect on tourism as an industry as well as on local tourism products. Some of the changes impacting the tourism industry are the growing fear of terrorism, the desire to reach a destination as fast as possible, and the expectations of tourists regarding the authenticity of their chosen destinations, whereby tourists see authenticity as implying the exclusiveness of the destinations.

The authors of the paper bring the profile of *European urban cultural tourists (EUCTs)* into connection with their desire to visit authentic tourist destinations. In view of the known theoretical assumptions, the authenticity of a destination is linked to its culture, and the research results indicate possibilities for destination branding based on authenticity. Correspondingly, the research question arises: is it justified to suggest urban tourist destinations to develop and offer activities intended for cultural tourists. Existence of cultural tourists is unquestionable (Falk and Katz-Gerro, 2017; Richards, 2007; McKercher and Du Cros, 2012; Picard, 1995), and many researchers indicate unbreakable bonds between city trips and cultural visits (Borowiceh and Castiglione, 2016; Zieba, 2016, Richards and Wilson, 2004; Richards, 2001).

According to Chang, Backman and Huang (2014: 402), creative tourism can be viewed as "a strategy to regenerate destinations physically, culturally and socially, contributing to local economies and fostering tourist learning of social and cultural characteristics of the places (Salman, 2010); many countries and tourism destinations such as America, Australia, New Zealand, Rome and South Africa are eager to develop different forms of creative tourism (Ooi, 2006; Rogerson, 2006; Gemmiti, 2008; Raymond, 2007)." The same authors claim that "the creative tourism market has shown an increasing trend", implying the need to learn about and profile a specific group of creative tourists, i.e. to research the phenomenon of creative tourism in a broader sense.

Tourist motivation for visiting a specific destination is crucial to the decision of tourists to both visit a destination for the first time and revisit it. Chang, Backman and Huang (2014) describe tourist motivation in terms of a driving force that motivates people to take a vacation or revisit destinations. Accordingly, globalization, and the effects it has, act as a determinant which, according to Kavartzis (2005), leads to the fear of economic drawbacks resulting in strong competition between cities and nations with the tendency (of countries and cities) to gain international reputation.

In the global tourism market, it is increasingly imperative that destination branding makes a destination highly distinctive based on its authenticity. Since destination authenticity relies on the culture of a destination, destination branding needs to establish symbols which can be easily and unambiguously interpreted, and often refer to recognizable cultural monuments and/or cities. Even when the culture of a national destination rests on the diversified cultures of individual locations (often cities), it is possible to build the brand of a national culture based on various diversified cultural products (cities, monuments, etc.).

In order to define the role of cities in the cultural offering of a destination, it would first be necessary to define the symbolic role of cities. Since Ancient Greece, the symbolic role of cities has been synonymous with civilized life, i.e. with culture and cultural activity (Riza, 2015; Short, 1996), which turns cities into spaces providing more than the basic needs of existence such as shelter and food. Furthermore, given this premise, it is possible to conclude that the cultural space of a city comprises its past (preserved in the form of monuments), its presence (manifested through cultural activities and current cityscapes) and its future (expressed as expectations connected to the future of a destination – e.g. "Cuba after Fidel Castro"). Riza (2015) states the following: "As summarized accurately by Ashworth, there are mainly three instruments used by city authorities to increase the worldwide attention of the city: event hall marketing, personality association and flagship and signature district." Furthermore, what needs to be avoided is "reproducing similar images and spectacles around the world without considering the authenticity of the local culture" (Riza, 2015: 270).

Fatk and Katz-Gerro (2017) researched the connections between city visits and their cultural offer analyzing Flash Eurobarometer 392 data "Preferences of Europeans towards tourism (European Commission 2014). Their analysis resulted in 'defining characteristics of individuals who travel to visit a city to enjoy locations, cultural offerings, or a combination of both having determined that individuals travel in order to explore a particular city, which has a significant and positive correlation with their likelihood of travelling for cultural reasons.

Considering the above, the purpose of this paper is to identify and describe EUCTs. Motivations of the surveyed European citizens (33 countries) for choosing a tourist destination during their last tourist travel represent the criterion variables for the empirical part of the study. To achieve the paper's goals, the authors have analyzed publicly available data in the Flash Eurobarometer *Preferences of Europeans towards tourism* 2015 (FB 414) and 2016 (FB 432), which collected the attitudes of citizens of 33 countries concerning their reasons for choosing the destination of their last tourist travel. Besides providing a general (demographic) profile of EUCTs for all 33 countries, the paper also analyzes the EUCTs who had visited Croatia on their last tourist travel.

1. DESTINATION AUTHENTICITY

Culture, destination authenticity and destination branding are closely related and they have been researched by numerous authors. Riza (2015, 270) states that "branding is far more than creating and selling appealing images. It is about the creation of authentic metaphors". The same author continues that "literature reveals that especially culture has developed as a strong "good", which plays a substantial role in branding (Kunzmann, 2004; Kavartzis and Ashworth, 2015). This leads to the conclusion that strong destination brands rely on participants, i.e. stakeholders with "a clear idea of what their destination offers and what makes it different from other destinations" (Konecnik Ruzzier 2011, 343). The impact of a vibrant cultural scene within the knowledge economy cannot be underestimated (Gilmore et. al., 2002)

where arts and culture are major embodiments of the human imagination and they breathe life into a city. According to Gilmore et al., (2002) rich arts and cultural scene creates a buzz towards which the greatest minds gravitate and it is the groundswell of city life and the richest resource for its people.

Hornskov (2011: 133) points out that product authenticity does indeed rest on (product users') belief that a product is authentic and on the provision of information about destination authenticity directing attention to the historical background of "products". At the same time, this implies that the historical background of "products" is continuously reinterpreted and, due to this reason, an authenticity strategy focuses on: a) historic buildings and monuments including the practice of their building (architecture and design), and b) manipulating physical surroundings, i.e. the physical dimensions of a destination.

Considering the growing interest in cultural and creative industries supported by the EU strategy – Creative Europe (<https://ec.europa.eu/programmes/creative-europe/>), this paper separately analyzes those tourists whose travel motivations imply authentic destinations.

2. METHODOLOGY

To research and describe the characteristics of urban cultural tourists residing in European countries, the authors analyzed publicly available databases containing the research results of Flash Eurobarometer 414 and 432: *Preferences of Europeans towards tourism* in 2015 and 2106 with the sample totalling 60,206 respondents. The research was conducted to examine the travel patterns of European citizens in 33 European countries (28 Member States of the European Union, Turkey, Former Yugoslav Republic of Macedonia, Iceland, Montenegro and Moldova). Respondents were interviewed via telephone (mobile or fixed line) in their mother tongue in two waves of research: between 22 and 28 January 2015 (1st wave) and between 18 and 23 January 2016 (2nd wave).

The research comprised six areas:

- the respondent's reasons for going on holiday
- information sources and tools used to book holidays
- the respondent's travel profiles, preferred destination and holiday types
- satisfaction with various aspects of holidays
- plans for future holidays including the potential impact of the current economic situation on these plans.

This paper focuses on analyzing the respondents' reasons for going on holiday, and variables appertaining to this were used to identify European urban cultural tourists. Since this set of questions was included in several previous waves of the survey, it was possible to compare the data collected in the last two years (2015 and 2016). Sample characteristics are shown in Table 1.

Table 1: Sample description (n=60,206) for two waves of research (2015 and 2016)

Variables		Waves		Total
		2015	2016	
Gender	Male	12,802 (42.5%)	12,699 (42.2%)	25,501 (42.36%)
	Female	17,299 (57.5%)	17,406 (57.8%)	34,705 (57.64%)
Age	15 - 24	2,343 (7.8%)	2,016 (6.7%)	4,359 (7.24%)
	25 - 34	3,178 (10.6%)	2,907 (9.7%)	6,085 (10.11%)
	35 - 44	4,664 (15.5%)	4,309 (14.3%)	8,973 (14.90%)
	45 - 54	5,626 (18.7%)	5,578 (18.5%)	11,204 (18.61%)
	55 - 64	6,147 (20.4%)	6,403 (21.3%)	12,550 (20.85%)
	65 and older	8,143 (27.1%)	8,892 (29.5%)	17,035 (28.30%)
	Mean Std. dev.	51.92 17.39	53.26 17.29	52.59 17.35
Occupation of respondent	Self-employed	2,770 (9.2%)	2,829 (9.4%)	5,599 (9.30%)
	Employees	9,675 (32.1%)	9,729 (32.3%)	19,404 (32.23%)
	Manual workers	2,310 (7.7%)	1,980 (6.6%)	4,290 (7.13%)
	Not working	15,230 (50.6%)	15,442 (51.3%)	30,672 (50.95%)
Type of community	Rural area or village	9,291 (30.9%)	9,346 (31.0%)	18,637 (30.96%)
	Small or middle sized town	11,562 (38.4%)	11,312 (37.6%)	22,874 (37.99%)
	Large town	8,975 (29.8%)	9,113 (30.3%)	18,088 (30.04%)
Household size - aged 15+ (recoded)	1	6,737 (22.4%)	6,736 (22.4%)	13,473 (22.38%)
	2	12,975 (43.1%)	13,358 (44.4%)	26,333 (43.74%)
	3	5,227 (17.4%)	5,014 (16.7%)	10,241 (17.01%)
	4+	4,971 (16.5%)	4,815 (16.0%)	9,786 (16.25%)

Table 1 indicates that the two oldest groups of respondents, i.e. those older than 55, make up the largest proportion in the structure of respondents. Their average age was 51.92 in 2015 (standard deviation 17.39), and 53.26 in 2016 (standard deviation 17.29). In both waves the majority of respondents owned a mobile device, with the percentage of mobile owners totalling 90.4% in 2015 and 92.2% in 2016.

The criterion variable used to research the profile of EUCTs is correlated to the first question of the conducted research (Q1¹), the responses to which are shown in Table 2.

Table 2: **Number of travels (professional or personal) last year (minimum one night)**

Number of travels	2015		2016	
	n	%	n	%
None	8,832	29.3	8,852	29.4
Once	4,328	14.4	4,211	14.0
Twice	3,637	12.1	3,555	11.8
3 times	2,926	9.7	3,030	10.1
4 or 5 times	3,786	12.6	3,803	12.6
6 to 10 times	3,042	10.1	3,327	11.1
More than 10 times	2,833	9.4	3,093	10.3
Don't know	717	2.4	234	0.8
Total	30,101	100.0	30,105	100.0
Min. / Max.	0 / 365		0 / 340	
Mean	5.43		5.78	
Std. Deviation	14.761		16.003	

As only those respondents who travelled in the previous year (professional or private travel) were asked to state the reasons for travelling, this divided the sample into tourists who travelled in the previous year (n = 41,571) and those who did not (n = 18,635).

As the purpose of this paper is to research culturally-inclined tourists, the first step was to identify the variables which would determine the respondents for whom cultural tourism was the motivation for their last trip. Due to the reason mentioned, two variables from this work were chosen as respondent selection criteria. These are the variables in which the respondents were asked to select the first and the second reason for choosing to go on holiday in the previous year (variable Q5a and variable Q5B).

Respondents who travelled at least once for a minimum of one night during the previous year (2015 or 2014) were asked for their main reason for going on holiday (first (Q5A) and second (Q5B) reason). Table 3 shows the distribution of the first main reason for going on holiday.

¹ During the last year (2015 or 2014), how many times did travel for professional or personal reasons where you were away from home for a minimum of one night?

Table 3: **First main reason for going on holiday**

First main reasons	2015		2016	
	n	%	n	%
Sun/beach	3,990	29.0	4,605	23.4
Wellness/Spa/health treatment	993	7.2	1,573	8.0
City trips	1,162	8.4	1,747	8.9
Sport-related activities	577	4.2	749	3.8
Nature (mountain, lake, landscape, etc.)	1,897	13.8	2,570	13.0
Culture (e.g. religious, gastronomy, arts)	1,325	9.6	1,851	9.4
Visiting family/friends/relatives	2,707	19.6	4,673	23.7
Specific events (sporting events/festivals/clubbing)	369	2.7	676	3.4
Other	757	5.5	1,263	6.4
Total	13,777	100.0	19,707	100.0

The main reasons for going on holiday, as shown in the above table, are *sun/beach* (29% and 23.4%) and *visiting family/friends/relatives* (19.6% and 23.7%); however, it is to be noticed that respondents whose reasons are culture (9.6% and 9.4%) and city trips (8.4% and 8.9%) are ranked fourth and fifth respectively.

In the following section, the paper tests the existence of latent dimensions as the basis for grouping the sample and separating the respondents whose first and second reason for going on holiday are those modalities joined by a specific latent dimension.

3. RESULTS

In order to determine latent dimensions the results of the two research waves were combined and factor analysis was applied on variables summarizing the responses (Q5T) referring to the first and second main reason for visiting a destination. This involved summarizing the variables which collected the answers connected to the first (Q5A²) and second reason (Q5B³) as to why respondents opted for going on holiday in the previous year. In other words, each variable from the Q5T set is a summary variable representing one out of eight previously mentioned answer modalities⁴ (numbered 1 to 8) of the initial variables Q5A and Q5B.

² Q5A (first reason): What were your main reasons for going on holiday *last* year.

³ Q5B (second): And then?

⁴ Answer modalities are in Table 3.

Table 4 shows the results of factor analysis (Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization) applied to eight variables designated as Q5T.

Table 4: **Rotated Component Matrix: Reasons for going on holiday - Q5T**

Rotated Component Matrix ^a					
Q5T variables	Component				
	1	2	3	4	5
Q5T3City trips	.702				
Q5T6Culture	.689				
Q5T1Sun/beach		.870			
Q5T7Visiting family/ friends / relatives		-.607			
Q5T4Sport-related activities			.699		
Q5T5Nature			.683		
Q5T2Wellness/Spa/health treatment				.938	
Q5T8Specific events					.904
% of variance	15.43	14.47	14.32	13.33	13.06
Cumulative % of variance	15.43	29.90	44.21	57.55	70.60

The largest proportion of the interpreted variance (15.43%) represents the first latent dimension, merging two variables (Q5T3 City trips and Q5T6 Culture). Such a result enables the modification of data which will merge the results of these two variables (Q5T3 City trips + Q5T6 Culture) into a new variable. All respondents with positive answers in the new variable are treated as representatives of European urban cultural tourists and are subjects in the following statistical analysis (Table 5).

Table 5: **Reasons for going on holiday**

		Other tourists	EUCTs	Total
2015	n	24,099	6,002	30,101
	% of wave	80.1%	19.9%	100.0%
2016	n	21,760	8,345	30,105
	% of wave	72.3%	27.7%	100.0%
Total	n	45,859	14,347	60,206
	%	76.2%	23.8%	100.0%

Table 5 indicates the need to examine tourists' reasons when choosing holiday destinations and to determine an objective growth rate of urban cultural tourists in the population of European tourists. This paper analyses only the two last years due to methodological constraints.

3.1. The profile of European urban cultural tourists (EUCTs)

Based on factor analysis conducted on the extracted European urban cultural tourists, it was determined that they accounted for 19.9% (6,002 EUCTs, n=30,101) in 2015, rising to 27.7% (8,345 EUCTs, n=30,105) in 2016. Since this was not a research panel, the categories of EUCTs were merged in order to obtain more comprehensive insight into their profile. A description of their demographic characteristics can be seen in Table 6.

Table 6: EUCTs profile

Number of EUCTs		Total (n=14347)
Gender	Male	5,911 (41.2%)
	Female	8,436 (58.8%)
Age	15 - 24	1,191 (8.3%)
	25 - 34	1,512 (10.5%)
	35 - 44	1,994 (13.9%)
	45 - 54	2,912 (20.3%)
	55 - 64	3,232 (22.5%)
	65 and older	3,506 (24.4%)
	Mean Std. dev.	51.17 16.63
Occupation	Self-employed	1,490 (10.4%)
	Employees	5,899 (41.1%)
	Manual workers	759 (5.3%)
	Not working	6,147 (42.8%)
	Refusal	52 (.4%)
Type of community	Rural area or village	4,002 (28.1%)
	Small or middle sized town	5,556 (38.9%)
	Large town	4,715 (33.0%)
Household size (aged 15+)	1	2,822 (19.8%)
	2	6,880 (48.2%)
	3	2,455 (17.1%)
	4+	2,127 (14.9%)

If demographic characteristics are used to portray European urban cultural tourists, one notices a dominant proportion of women (58.8%) and members of age groups older than 45 (81.1%). In terms of occupation, the number of those working (41.1%) is proportional to the number of those not working (any more) (42.8%). Percentages are also proportional with regard to the type of community respondents come from – mostly urban areas (38.7% – small or middle sized town, 32.9% – large town). According to household size, most respondents live in two-member households (48%), and single-person households (19.7%), followed by households with three (17.1%) and four members (14.8%). The distribution of responses shows the travel frequency of EUCTs and other tourists as shown in Table 7.

Table 7: **During 2015, how many times did you travel for professional or personal reasons where you were away from home for a minimum of one night**

Number of traveling	Other tourists	EUCTs	Test statistics
Once	4,297 (22.2%)	2,239 (15.6%)	$\chi^2 = 332.020$ df = 5 p < 0.001
Twice	3,392 (17.5%)	2,277 (15.9%)	
3 times	2,718 (14.1%)	2,250 (15.7%)	
4 or 5 times	3,369 (17.4%)	3,018 (21.0%)	
6 to 10 times	2,764 (14.3%)	2,538 (17.7%)	
More than 10 times	2,799 (14.5%)	2,025 (14.1%)	
Total	19,339	14,347	

The chi-square test results indicate the existence of frequency of travel-dependent tourists and their characterization based on their inclination towards culture. Table 7 shows that EUCTs travel more often in a year (21,0% travelled 4 or 5 times; 17,7%, 6 to 10 times) in comparison with other tourists (17,4% travelled 4 or 5 times; 14,3%, 6 to 10 times), which makes it statistically significant.

In a destination branding process based on the reasons for choosing a destination, it is important to determine the respondents' country of origin. When the countries of origin of EUCTs are observed (Table 8), the second column shows that France is the country of residence of the largest proportion of respondents (6,6% out of the total number of EUCTs).

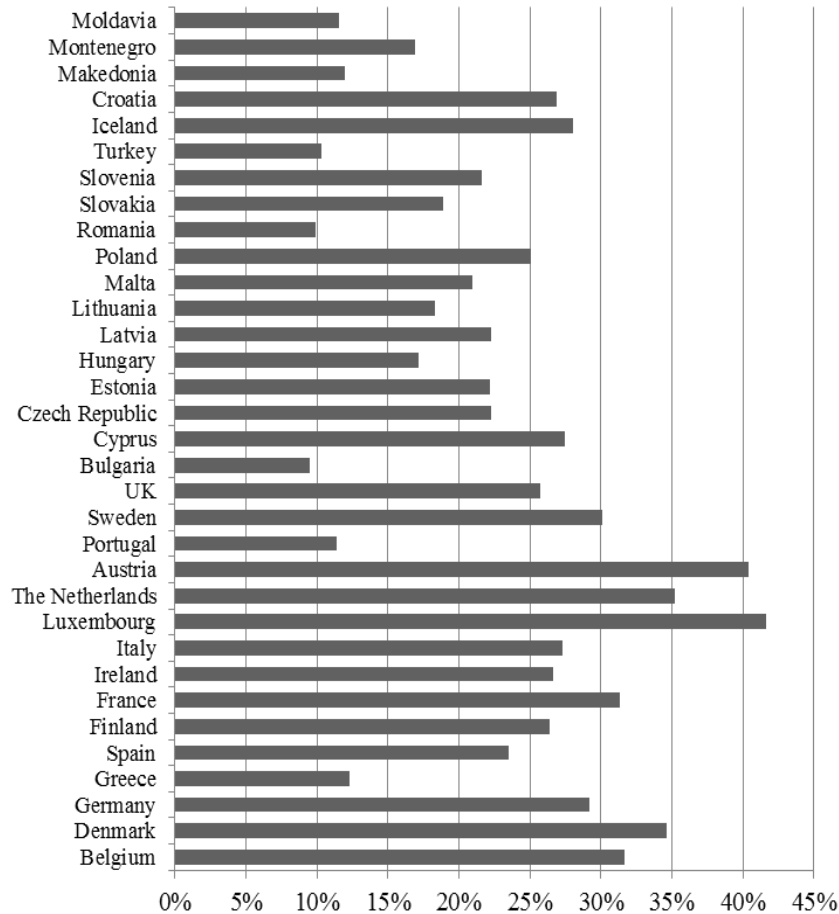
Table 8 presents EUCTs by country with respect to their share in the total number of EUCTs in both research waves. It shows that the dominant EUCTs respondents are those whose country of residence is France (6.6%), Germany (6.1%), Italy (5.7%), Austria (5.6%), Great Britain (5.4%), Poland (5.2%), the Netherlands (4.9%), Spain (4.9%) and Denmark (4.9%). If EUCTs are shown with respect to their share in the total number of tourists researched in a specific country (the last column of Table 8), then the situation is somewhat different, as illustrated in Figure 1.

Table 8: EUCTs by home country

Country of residence	Other tourists	EUCTs	EUCTs/total number of respondents
Belgium	1,368	634 (4.4%)	31.67%
Denmark	1,322	700 (4.9%)	34.62%
Germany	2,123	877 (6.1%)	29.23%
Greece	1,754	246 (1.7%)	12.30%
Spain	2,296	706 (4.9%)	23.52%
Finland	1,473	528 (3.7%)	26.39%
France	2,063	953 (6.6%)	31.30%
Ireland	1,468	532 (3.7%)	26.60%
Italy	2,186	821 (5.7%)	27.30%
Luxembourg	584	417 (2.9%)	41.66%
The Netherlands	1,301	707 (4.9%)	35.21%
Austria	1,195	809 (5.6%)	40.37%
Portugal	1,773	227 (1.6%)	11.35%
Sweden	1,398	602 (4.2%)	30.10%
UK	2,233	773 (5.4%)	25.72%
Bulgaria	1,815	191 (1.3%)	9.52%
Cyprus	728	276 (1.9%)	27.49%
Czech Republic	1,555	445 (3.1%)	22.25%
Estonia	778	222 (1.5%)	22.20%
Hungary	1,672	346 (2.4%)	17.15%
Latvia	779	223 (1.6%)	22.26%
Lithuania	817	183 (1.3%)	18.30%
Malta	799	212 (1.5%)	20.97%
Poland	2,249	752 (5.2%)	25.06%
Romania	1,808	198 (1.4%)	9.87%
Slovakia	1,622	378 (2.6%)	18.90%
Slovenia	787	217 (1.5%)	21.61%
Turkey	1,812	209 (1.5%)	10.34%
Iceland	720	280 (2%)	28.00%
Croatia	731	269 (1.9%)	26.90%
Macedonia	883	120 (0.8%)	11.96%
Montenegro	868	177 (1.2%)	16.94%
Moldavia	899	117 (0.8%)	11.52%
Total	19,339	14,347 (100.0%)	-

Figure 1 shows that European urban cultural tourists are the most common in Luxembourg (41.66%), Austria (40.37%), The Netherlands (35.21%), Denmark (34.62%) Belgium (31.67%), Sweden (30.10%), Germany (29.23%), Iceland (28%), Italy (27.3%), Croatia (26.9%), Ireland (26.6%), Finland (26.39%) and the UK (25.72%). These countries have the greatest market potential for a marketing campaign targeted at promoting and branding urban, cultural destinations.

Figure 1: EUCTs by home country (2015 and 2016)



3.2. Profile of EUCTs who visited Croatia

Determining the (demographic) profile of EUCTs who visited Croatia at least once in the two research waves required separating those tourists who met the following criteria: a) that they belong to the EUCTs category and b) they visited Croatia in the previous year. Out of the total number of respondents who visited Croatia in one of the research waves (n=1,708), 815(47.7%) of them mentioned culture and/or city sightseeing. To define the profile of EUCTs in the research who visited Croatia, descriptive analysis of their characteristics was conducted (Table 9).

Table 9: **Profile of EUCTs who visited Croatia**

EUCTs		Total (n=815)
Gender	Male	321 (39.4%)
	Female	494 (60.6%)
Age	15 - 24	132 (7.7%)
	25 - 34	205 (12.0%)
	35 - 44	287 (16.8%)
	45 - 54	334 (19.6%)
	55 - 64	372 (21.8%)
	65 and older	378 (22.1%)
	Mean Std. dev.	50.08 16.23
Occupation	Self-employed	82 (10.1%)
	Employees	335 (41.1%)
	Manual workers	48 (5.9%)
	Not working	348 (42.7%)
Type of community	Rural area or village	250 (30.7%)
	Small or middle sized town	303 (37.2%)
	Large town	262 (32.1%)
Household size (aged 15+)	1	139 (17.1%)
	2	399 (49.0%)
	3	142 (17.4%)
	4+	130 (16.0%)

Table 9 shows that females make up 60% of EUCTs who visited Croatia. The dominant categories of respondents are those not working (42.7%) and those who are (41.1%). Also, dominant groups are those coming from urban areas (69.1%) and from two-member families (48%) as well as from households with more than two family members (33.4%). The share of EUCTs in the number of tourists who visited Croatia indicates the following frequency: Austria (18.56%), Slovenia (17.18%), Slovakia (9.69%) and Poland (6.38%).

4. DISCUSSION AND CONCLUSION

There are many factors that influence tourists' preferences, ranging from progressive fear of terrorism to choosing remote destinations as an attempt to contribute to pollution reduction. These are just some of the reasons for the growing interest in attracting tourists from neighbouring countries and the need to know more about the profile of visitors.

For the purpose of this paper, publicly available data in the EU Flash Eurobarometer 414 (2015) and 432 (2016) were used to profile European urban cultural tourists (EUCTs). This research has certain limitations, because it was based on secondary data that was treated as primary data. One limitation refers to the measurement scales, which were predefined, making retrospective change impossible. Another limitation is

the fact that the research does not include the living habits of respondents, which would greatly clarify the respondents' profiles and enable more complex and thorough analyses.

Factor analysis results confirmed the research assumptions by Falk and Katz-Gerro (2017), which were used in this paper to formulate the research question. Namely, classification of two reasons for going on holiday (culture and city trips) in one factor were interpreted as belonging to same construct in this paper, whereas the respondents who gave high marks to both reasons were designated as EUCTs. The research showed that the group of EUCTs grew from 19.9% (2015) to 27.7% (2016). This leads to the assumption that the share of EUCTs in the total population of European tourists is on the rise, which demonstrates the actual need, i.e. demand of European tourists for culture and urban attractions in tourist destinations. On the basis of available Eurobarometer data this paper researched demographic profile of EUCTs on the basis of which it is important to note that the female share of the population is larger than the male share and that the over-45 age groups account for the largest proportion of the population. In terms of their occupation, the number of employed respondents and the number of respondents who are not (an longer) employed (pensioners and the unemployed) are proportional. It was determined that the majority of EUCTs originate from urban areas. While EUCTs do not account for more than 30% of the total population, it can be assumed that they spend more than other respondents since they travel frequently and year-round. Exactly this conclusion gives scope for further detailed studies on EUCTs aimed at in-depth researching on their lifestyles, preferences and expectations.

Out of the total number of respondents who visited Croatia in one of the two research waves (n=1,708), 815 (47.7%) stated culture and/or city-sightseeing as the reasons for visiting the country. In order to create a distinctive destination brand for Croatia as an authentic destination, it is necessary to develop a marketing strategy and diversify it in accordance with urban and cultural tourist profiles. Results of the paper refer to the importance of putting national cultures in the focus of marketing campaigns featuring Croatia as a culturally and internationally attractive destination. Consequently, a tourism marketing strategy requires establishing measurement instruments which would help to create a EUCTs database necessary for future tourism strategies based on the consumption of cultural values.

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Josipa Mijoč, PhD, Assistant Professor
University of Josip Juraj Strossmayer Osijek
Faculty of Economics in Osijek
Trg Lj. Gaja 7, 31000 Osijek, Croatia
Phone: +385-91-2244086
E-mail: jmijoc@efos.hr

Suzana Marković, PhD, Full Professor
University of Rijeka
Faculty of Tourism and Hospitality Management
Primorska 42, 51410 Opatija, Croatia
Phone: +385-99-2455901
E-mail: suzanam@fthm.hr

Jasna Horvat, PhD, Full Professor
University of Josip Juraj Strossmayer Osijek
Faculty of Economics in Osijek
Trg Lj. Gaja 7, 31000 Osijek, Croatia
Phone: +385-91-2244025
E-mail: jasna@efos.hr