

**УНИВЕРЗИТЕТ У ПРИШТИНИ СА ПРИВРЕМЕНИМ  
СЕДИШТЕМ У КОСОВСКОЈ МИТРОВИЦИ**

**ЕКОНОМСКИ ФАКУЛТЕТ**



## **ЗБОРНИК РАДОВА**

Међународни научни скуп ЕКОМ 2023

**Актуелни друштвено-економски изазови развоја  
земаља у савременим условима**

International Scientific Conference ЕКОМ 2023

**Current social-economic challenges of development  
of countries in contemporary conditions**



**Косовска Митровица, новембар 2023.**

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# MEASURING TOURISTS' SATISFACTION WITH ELEMENTS OF THE TOURIST OFFER OF THE CITY OF RIJEKA

МЕРЕЊЕ ЗАДОВОЉСТВА ТУРИСТА ЕЛЕМЕНТИМА ТУРИСТИЧКЕ  
ПОНУДЕ ГРАДА РИЈЕКЕ

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**Abstract:** *The purpose of this research was to determine the level of satisfaction of tourists with the elements of the tourist offer of the city of Rijeka. An empirical research was conducted using a structured online questionnaire on the visitors who visited or are planning to visit Rijeka for tourist purposes. The results of the research indicate a somewhat moderate level of satisfaction among tourists, although some improvements are necessary. Based on the findings, developmental guidelines for the improvement of the city tourist offer of Rijeka were proposed.*

**Keywords:** *tourist offer, tourist destination, Rijeka, tourist satisfaction.*

**Сажетак:** *Циљ овог истраживања било је утврђивање степена задовољства туриста елементима туристичке понуде града Ријеке. Сprovedено је емпиријско истраживање кориштењем структурираног онлајн упитника о посетиоцима који су посетили или планирају да посете Ријеку у туристичке сврхе. Резултати истраживања указују на донекле умерен ниво задовољства туриста, иако су неопходна извесна побољшања. На основу налаза предложене су развојне смернице за унапређење градске туристичке понуде Ријеке.*

**Кључне речи:** *туристичка понуда, туристичка дестинација, Ријека, задовољство туриста.*

**JEL Classification:** *L83, Z32.*

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## **INTRODUCTION**

Globalization trends are stimulating changes in the tourism market, which is why destinations need to adapt to the tourist demand as much and as fast as possible. Globalization resulted in tourists being informed more than ever and willing to participate in tourism flows. The number of tourist destinations with new products is growing, which leads to not only greater competition (Blažević et al., 2009), but also changes in tourists' preferences. The constant search for satisfying individual specific needs resulted in the development of numerous specific forms of tourism (Ivanović et al., 2015), one of them being city tourism. Numerous cities in the world recognized the advantage of developing this specific form of tourism since the diversity and richness of its offer is capable of satisfying tourists' particular and various needs, whether we discuss culture, religion, oenogastronomy, education, health, shopping, etc. (Bock, 2015; Ivanović et al., 2015). Rijeka is an attractive city destination with a long tourist tradition that has been developing its tourist offer for many years. Tourists who visit Rijeka are able to enjoy the sightseeing, go shopping, enjoy good quality food and drinks, visit friends and family, enjoy the offer of leisure and entertainment, visit sacral buildings, etc. In order for Rijeka to continue developing an even more successful, diverse, high quality and competitive city tourist offer, it is necessary to observe the motives that stimulate visitors to (re)visit it for their holiday and how satisfied they are with the tourist services and products. Measuring tourist satisfaction is an important prerequisite for the development of city tourism and ensuring the quality of service. The purpose of this research is to determine the level of satisfaction of tourists with Rijeka's tourist offer and discuss its future developmental directions.

### **1. THEORETICAL BACKGROUND**

City destinations have always attracted tourists with their numerous and diverse offerings contributing to the development of city tourism as a specific form of tourist offer. Within their tourist products, cities present an ideal combination of cultural tourism, health tourism, religious tourism, educational tourism, shopping tourism, event tourism, business tourism and enogastronomic tourism. Jovanović emphasizes the important information that city holidays have become an important part of the contemporary tourist offer at the world level, and for which interest is shown by the growing number of tourists who want to stay in city destinations and spend their holidays exploring the ambience, architecture, culture, art, and meeting new people (Rabotić, 2013; Jovanović, 2022). City tourism is

developed in Europe in particular, which is witnessed by the growing statistical indicators. Statista (2023) analyzed the achieved international tourist arrivals in selected most developed tourist cities in Europe and determined that despite the effects of the COVID-19 pandemic, city destinations are registering an increase in their tourist arrivals in the post-pandemic period. I.e., in 2019, Paris registered 22.2 million international arrivals, which in 2020 decreased to 5.1 million. In 2021, an increase was registered to 6.7 million and to 19.4 million in 2022. Istanbul registered 14.91 million international tourist arrivals in 2019, after which the numbers decreased to 5 million in 2020. An increase was registered in 2021 (9.3 million) and in 2022 (16.02 million). A similar situation was registered for the cities of Amsterdam and North Holland, Madrid, Athens, Rome, Vienna, Venice, Berlin, and Milan, which indicates tourists' growing interest in this type of tourist offer.

In order for city destinations to be able to progress in the future, they need to monitor tourists' attitudes, with a particular emphasis on their satisfaction with the elements of city tourism. Findings as such can be used as a valuable basis for tourism offer improvement and development, as well as future better positioning of the city destination on the tourist market (Postma et al., 2017; Cibinskiene & Snieskiene, 2015; Rogerson & Rogerson, 2017). I.e., Li's empirical research (2014) was focused on determining which factors influence the satisfaction of tourists who visit the city destination of Chongqing for their holiday. The findings in the paper indicated that significant attention should be paid towards improving the quality of transportation services, services of tour guides, information distributed during sightseeing, traffic in the destination, etc. Petrović Mišić (2015) measured tourists' satisfaction with the elements of tourism offer of the city of Portorož. The results have shown that the respondents are very satisfied with their overall stay in Portorož, considering that the arithmetic mean for all five statements was above 4. The highest arithmetic mean was registered for the statement about tourists feeling pleased for visiting the destination, after which follow the statements related to tendency to recommend Portorož as a holiday destination, quality of tourism offer being high, interest in revisiting Portorož, and finally opinion that the visit exceeded the respondents' expectations. The aim of Soldić Frleta and Smolčić Jurdana's research (2018) was to examine the presence of potential differences in the level of satisfaction of tourists with different elements of the offer of city tourism. According to the results, the highest mark was given to safety and hospitality (which included kindness of tourism employees, sense of safety during tourist's stay in the destination, friendliness and hospitality of the domestic population), followed by environmental elements (environmental preservation, cleanliness in the

destination, beauty of nature and landscape, equipment and maintenance of beaches) and quality of services (accommodation, catering facilities, presentation of cultural and historical heritage). A moderate mark was given to transport and information (traffic connectivity of the destination, availability of information in the destination, quality of local transport, and quality of information on the official website of the tourist destination) and facilities and value for money (sports facilities, entertainment opportunities, shopping opportunities, facilities for children, variety of cultural events, and value for money).

Ben-Dalia et al (2013) conducted an evaluation of the tourism product of the city of Tel Aviv. For the purpose of this research, the respondents were distributed into groups based on the reasons for visiting the city: 1.) holidays; 2.) work; 3.) culture; and 4.) visiting relatives and friends. The results have shown that visitors who were motivated by holidays and those motivated by visiting relatives and friends expressed a higher level of satisfaction in comparison to the visitors who were motivated by work and culture. Beaches and free time were considered strengths of the city's destination offer by the respondents, while the physical characteristics of the city (transportation, cleanliness, architecture and accommodation) were considered weaknesses. Based on the findings, it can be concluded that Tel Aviv, as a city tourism destination, possesses significant and diverse attractions and the ability to satisfy the wishes and needs of tourists. In terms of the improvements, the authors stated that additional attention needs to be placed on secondary products (accommodation, catering facilities, shopping, etc.) as well as on internal accessibility. Garín-Muñoz and Moral (2017) examined in their research which determinants contribute to the success of Barcelona as a city tourism destination on the tourist market. The results of the empirical research showed that visitors consider accommodation capacity services, restaurant services, and achieving value for money as the most important elements. Elements like the offer and quality of shops and bars, the cultural offer, entertainment activities, environmental protection and safety during the stay were also considered very relevant.

Research like the one previously presented indicates justification for measuring tourists' satisfaction with the elements of the city's tourism offer, since findings like these can provide insight into where to focus in the upcoming period and what can be improved in order for a destination to become more competitive on the tourism market.

The city of Rijeka is a European tourist destination with a favorable geographical position, located on the northern part of the Adriatic Sea, more precisely in Kvarner Bay. It possesses excellent natural resources (moderate climate with above-average rainfall, mild winters mostly

without snow, warm summers during which temperatures often exceed 35 degrees Celsius), rich cultural-historical heritage, high quality accommodation capacities. It has been actively developing the offer of cultural tourism, active tourism, gastronomic and wine tourism, religious tourism, event tourism and business tourism. According to the Tourist Board of Rijeka, the city of Rijeka has been registering an increase in its tourist arrivals and overnights (with the exception of the period of the pandemic caused by COVID-19), after which the city started registering again an upward trend. In 2022, Rijeka achieved a total of 182.908 tourist arrivals and 569.752 overnights. In this structure prevail international tourists prevail, which indicates that Rijeka is recognized on the international tourism market (see more in Tourist Board of Rijeka, 2022; 2023). In order to continue registering positive trends it is important to monitor tourists' levels of satisfaction, which was the purpose of this research. In the following chapters the authors will present the methodology and the results of the empirical research.

## **2. METHODOLOGY**

An empirical research was conducted in the period from March 20 to April 20, 2023, using a structured survey questionnaire. The measuring instrument used in the research was adapted according to Podovac (2019). The participants were tourists who stayed or are staying in Rijeka during their holiday. The questionnaire was distributed via Google Docs to 150 e-mail addresses and via the social network Facebook. 106 respondents accepted to participate in the research. The gathered data were processed using Microsoft Excel, and descriptive statistics methods were used. The questionnaire consisted of two parts: 1) sociodemographic characteristics (gender, age, level of education, country of origin and monthly income); 2) determining the number of previous tourists' stays in the destination, the length of their stay, the way the trip was organized, the means of transport used during the trip, the sources of information used when choosing a holiday destination, the motives for visiting tourists, the satisfaction of tourists with the elements of the tourist offer of the destination (attractiveness and accessibility of the city, quality of accommodation offer, quality of other services, quality of additional facilities, quality of natural resources in the city, attitude of local residents and employees in tourism towards tourists), and the intention to recommend a holiday destination. When choosing the motive for visiting Rijeka and the sources of information used when making the decision to visit, respondents were able to select multiple answers. When evaluating tourists' satisfaction with

the elements of the city's tourist offer, a Likert scale was used in the range of 1-5 (1 - I am completely dissatisfied to 5 - I am completely satisfied).

### 3. RESULTS

The results of the empirical research will be presented in this part. According to gender, most of the respondents are male (55%), followed by female respondents (44%). Only 1% did not want to declare their gender. In terms of age, most of the respondents belongs to the age group 36-45 years (42%), followed by the age groups 26-35 (22%), 46-55 (18%), and 18-25 (12%). Only 4% of respondents belonged to the age group 56-65, and 2% to the age group 65 and older. The majority of the respondents (51%) have completed high school education, while 26% have a university degree (26%), a college degree (15%), a masters/doctorate (6%) and finished elementary school (2%). According to the country of origin, the largest share of respondents (73%) was from Croatia, followed by Slovenia (6%), Germany (5%), Austria (3%), Serbia (3%), Italy (3%), Bosnia and Herzegovina (3%), Poland (1%), Slovakia (1%), Scandinavian countries (1%), and other countries (1%). When observing the respondent's monthly income, it has been registered that 19% earn 1,001.00-1,200.00 EUR, followed by the respondents earning 2,001.00 and more EUR (17%), 1,201.00-1,400.00 EUR (13%), 601,00-800,00 EUR (11%), 801,00-1000,00 EUR (10%), 1.401,00-1.600,00 EUR (9%), 1801,00- 2.000,00 EUR (6%), 501,00-600,00 EUR (6%), 1.601,00-1.800,00 EUR (5%), and up to 500,00 EUR (2%). 2% of the respondents stated they do not earn any income. According to the number of stays, 45% of respondents stayed in Rijeka 6 or more times, followed by respondents who stayed 2-3 times (25%), and respondents who stayed once (16%), 4-5 times (9%), and for whom this was the first visit (5%). A total of 34% of them prefer a stay in Rijeka in duration of 2-3 days, 22% for one day, 21% for 8 or more days, 13% for 4-5 days, 6% less than one day (excursionists), and 4% for 6-7 days. 87% of respondents prefer to organize their trip independently, 5% prefer to use the services of a travel agency, and 8% prefer other ways of organizing. During their travel, 80% of tourists prefer to use their own car, 11% bus, 4% combined transport (plane-bus, plane-car, etc.), 3% airplane, 1% train and 1% the official vehicle of the company in which they work. When choosing Rijeka as a holiday destination, the respondents primarily used the recommendations of relatives and friends (32%), information from the Internet (28%), previous positive experiences during their stay in the destination as sources of information (15%) and other sources (14%). Lower interest was shown for collecting information from the travel agency (5%), radio, television, film and video (3%) and catalogs,

In terms of the satisfaction of tourists with the accessibility of the city, the highest mark was registered for the traffic accessibility of the destination ( $\bar{x}=3.83$ ), followed by the quality of the transport infrastructure ( $\bar{x}=3.27$ ), possibility of parking ( $\bar{x}=3.22$ ), tourist signage ( $\bar{x}=3.20$ ) and the quality of public urban transport in the destination ( $\bar{x}=3.15$ ). The average rating of satisfaction with the accessibility of the city is  $\bar{x}=3.33$ .

**Table 3. Quality of accommodation offer**

Elements	$\bar{x}$	SD
Courtesy of the staff of the accommodation facility	4,06	0,88
Competence of the staff of the accommodation facility	3,87	0,92
Variety of food and beverage services in the accommodation facility	3,87	0,89
The quality of food and beverage services in the accommodation facility	3,86	0,90
Location of the accommodation facility	3,81	0,95
Structure of rooms in the accommodation facility	3,76	0,97
Availability of additional services for rest and recreation	3,64	0,90
Price-quality ratio	3,58	0,89
Opportunities for organizing events within the accommodation facility	3,55	0,88
Average mark	3,78	0,03

Source: Authors based on: Jurišić (2023, p. 36).

The quality of the accommodation offer was evaluated based on nine sub-elements. The highest rating went to the friendliness of the staff ( $\bar{x}=4.06$ ), followed by the competence of the staff ( $\bar{x}=3.87$ ), the variety of food and beverage services ( $\bar{x}=3.87$ ), the quality of food services and drinks ( $\bar{x}=3.86$ ), the location of the accommodation facility ( $\bar{x}=3.81$ ), the structure of the rooms ( $\bar{x}=3.76$ ) and the availability of additional services for rest and recreation ( $\bar{x}=3.64$ ). The lowest rated were the price-quality ratio of the accommodation offer ( $\bar{x}=3.58$ ), and the possibility to organize events within the accommodation facility ( $\bar{x}=3.55$  SD 0.88). The average mark is  $\bar{x}$  3.78 SD 0.03.

**Table 4. Quality of other services**

Elements	$\bar{x}$	SD
Opening hours of catering establishments	3,84	0,90
Quality of catering services	3,78	0,88
Working hours of financial and trading companies, health services, etc.	3,71	0,97
The quality of services of financial and commercial companies, health services, etc.	3,70	0,91
Quality of services of tourist organizations and tourist information center	3,60	0,88
Availability of services of tourist organizations and the Tourist Information Center	3,54	0,88
Involvement of travel agencies in providing services to tourists	3,49	0,92
Working hours of tourist information desks	3,43	0,95
Average mark	3,64	0,15

Source: Authors based on: Jurišić (2023, p. 37).

According to the results of the assessment of satisfaction with the quality of other services, the highest rating was satisfaction with the working hours of catering facilities ( $\bar{x}=3.84$ ), followed by the quality of

services of catering facilities ( $\bar{x}=3.78$ ), working hours of financial and trading companies, health services, etc. ( $\bar{x}=3.71$ ), the quality of services of financial and trading companies, health services, etc. ( $\bar{x}=3.70$ ), and the quality of services of tourist organizations and tourist information centers ( $\bar{x}=3.60$ ). The availability of the services of tourist organizations and the Tourist Information Center ( $\bar{x}=3.54$ ), the involvement of tourist agencies in providing services to tourists ( $\bar{x}=3.49$ ), and the working hours of tourist information desks ( $\bar{x}=3.43$ ) were rated somewhat lower. The average mark for satisfaction with the quality of other services is moderate ( $\bar{x}=3.64$ ).

**Table 5. Quality of additional facilities**

Elements	$\bar{x}$	SD
Shopping opportunities	3,86	0,96
The quality of the offer for nightlife	3,65	0,97
Sports and recreational facilities	3,65	0,90
Spa & wellness ponuda van smještajnog objekta	3,50	0,94
Entertainment for children	3,45	0,89
Organization of excursions	3,38	0,90
Average mark	3,58	0,17

Source: Authors based on: Jurišić (2023, p. 37).

The previous table shows the results of the respondents' satisfaction with the quality of additional content. The highest rating was given to shopping opportunities ( $\bar{x}=3.86$ ), quality of nightlife ( $\bar{x}=3.65$ ), sports and recreation facilities ( $\bar{x}=3.65$ ), and spa and wellness offers outside the accommodation facility ( $\bar{x}=3.50$ ). A bit lower rating was given to entertainment for children ( $\bar{x}=3.45$ ), and the organization of excursions ( $\bar{x}=3.38$ ). The mark of satisfaction with the quality of additional content is average ( $\bar{x}=3.58$ ).

**Table 6. Quality of natural resources in the city**

Elements	$\bar{x}$	SD
Orderliness and cleanliness of the destination	3,37	0,92
Harmonization of the architectural design of the city with the natural environment	3,30	1,02
Parks and green areas	3,24	0,93
Average mark	3,30	0,07

Source: Authors based on: Jurišić (2023, p. 38).

Tourists' satisfaction with the quality of natural resources in the city of Rijeka is presented in the previous table. The highest mark was given to the arrangement and cleanliness of the destination ( $\bar{x}=3.37$ ), followed by the compatibility of the city's architectural design with the natural environment ( $\bar{x}=3.30$ ) and parks and green areas ( $\bar{x}=3.24$ ). The mark of satisfaction with the quality of natural resources in the city is average ( $\bar{x}=3.30$ ).

**Table 7. The attitude of the local population and employees in tourism towards tourists**

Elements	$\bar{x}$	SD
Safety at the destination	4,23	0,70
Recognition of foreign languages by tourism employees	3,98	0,85
Courtesy of workers in tourism	3,97	0,80
Hospitality of local people	3,91	0,81
The quality of services provided by workers in tourism	3,87	0,97
Average mark	3,99	0,08

Source: Authors based on: Jurišić (2023, p. 38).

When examining the attitudes of the local population and employees in tourism towards tourists, the highest mark was registered for tourists feeling safe in the destination ( $\bar{x}=4.23$ ), followed by recognition of foreign languages of employees in tourism ( $\bar{x}=3.98$ ), friendliness of tourism employees ( $\bar{x}=3.97$ ), the hospitality of the local population ( $\bar{x}=3.91$ ), and the quality of services provided by workers in tourism ( $\bar{x}=3.87$ ). The average mark is  $\bar{x}=3.99$ .

**Table 8. Satisfaction with the overall stay in the city of Rijeka and evaluation of the experience and value for money**

Elements	$\bar{x}$	SD
Satisfaction with the entire stay in the city of Rijeka	3,99	0,70
Experience for money	3,70	0,76
Value for money	3,65	0,83

Source: Authors based on: Jurišić (2023, p. 39).

Tourists rated the satisfaction of their entire stay in the city of Rijeka relatively high ( $\bar{x}=3.99$ ). The rating of experience for money was  $\bar{x}=3.70$ , while value for money was rated with  $\bar{x}=3.65$ .

**Table 9. The intention of recommending Rijeka as a holiday destination**

Intention of recommending	%
1- I certainly won't recommend it	0
2-I will not recommend it	5
3-Neutral	23
4- I will recommend it	46
5- I will certainly recommend it	26

Source: Authors based on: Jurišić (2023, p. 39).

According to the data in the previous table, 72% of the respondents stated that they would recommend Rijeka as a vacation destination, 23% expressed a neutral attitude, while only 5% said they would not recommend Rijeka as a holiday destination (Jurišić, 2023, p. 39).

The results of measuring satisfaction with the elements of the tourist offer can certainly be considered unsatisfactory for the most part, given that a significant number of elements were rated below 4, i.e. with an average rating. Bearing this in mind, in the following chapter the developmental guidelines for improvement of Rijeka's tourist offer will be presented.

#### **4. DEVELOPMENTAL GUIDELINES FOR IMPROVEMENT OF TOURIST OFFER OF CITY OF RIJEKA**

The results of the empirical research indicated quite clearly that the current state of the tourist offer could be considered unsatisfactory, which indicates the need for significant improvements that will contribute to the success of Rijeka as a tourist destination on the tourist market. The following development guidelines are being proposed:

- It is necessary to focus on improving the attractiveness of the natural environment and landscape of the city of Rijeka, the preservation of its cultural and historical heritage sites, the protection of natural attractions, ecological preservation and the availability of sightseeing attractions, while upholding principles of sustainable development. Attention must also be placed on the quality organization of tours of attractions in order to enable tourists to experience unique experiences, which would contribute to a better promotion of Rijeka as a tourist destination. This is very important since the results showed that tourists consider the recommendations of friends and relatives (word of mouth) and the Internet (written reviews) to be the most important sources of information they consider when choosing Rijeka for their holiday.
- The results for accessibility of the city indicate the need for investments in improving the quality of transport infrastructure, solving the parking problem, and improving tourist signage and the quality of public urban transport in the destination.
- When discussing the services in the accommodation facilities, most of the elements were evaluated with a medium grade, which indicates that additional efforts need to be focused on the education of hospitality workers, improvement of the variety and quality of the food and beverage offer, as well as the offer of additional services for rest and recreation, etc.
- Additional focus is necessary on improving the quality of services and extending the working hours of catering establishments, financial and commercial companies, tourist organizations and the tourist information center, considering that this is a prerequisite for

satisfying the needs of tourists and can significantly influence their decision to revisit Rijeka again.

- Additional facilities were marked with an average mark, which indicates the need for their improvement, like possibilities for shopping (other than buying groceries), a quality offer of nightlife and entertainment, sports and recreational activities, fun activities for children, organization excursions, etc.
- The mark of quality of natural resources indicates further improvements through the adoption of sustainable development postulates (greater orderliness and cleanliness of the destination, greater harmony of the city's architectural arrangement with the natural environment, and better maintenance of parks and green areas).
- The relations between employees in tourism and the domestic population with tourists can be considered satisfactory, however, it is still necessary to consider ways of improvement. Improving knowledge of foreign languages, friendliness and quality of services provided by employees in tourism is advisable. Hospitality provided by the local population is one of the most important prerequisites for the development of tourism in the destination. The local population must be continuously educated about the advantages that tourism development brings to them and the destination.
- It is necessary to monitor the attitudes of tourists (motives of their visit and level of satisfaction), and to achieve unconditional cooperation of city and state institutions, the ultimate goal of which must be the development of a successful and competitive tourist product. A prerequisite for success is the use of suitable total quality management tools, as well as securing financial investments.
- It is necessary to continue to develop specific forms of tourist offer for which Rijeka has the prerequisites and resources (enogastronomic tourism, cultural tourism, event tourism, etc.), the development of which significantly reduces the seasonal nature of business.
- All improvements to the tourist offer must be accompanied by well-designed and implemented marketing activities, with a special emphasis on promotion. Visits to professional tourism fairs, the production of quality promotional films, television shows about the city and strengthening of cooperation with tourist agencies are just some of the tools that can be used more adequately, but also be aware that it is a long-term and complex project to change perception in order to build the image of the destination.

- A focus needs to be placed on forming a recognizable brand in order to additionally influence and motivate tourists to visit. By establishing successful cooperation with tourist organizations and agencies, tourists will be provided with sufficient information and encouraged to choose and use additional elements of the offer and therefore stay longer in the destination. Research has shown that staying for a period of two to three days is the most common preference, and a higher quality and more diverse tourist offer creates prerequisites for extending the stay at the destination. It is therefore necessary to prepare quality promotional material that will point to the rich and diverse tourist offer and the opportunities it brings to tourists.

## CONCLUSION

For many years, the city of Rijeka has been recognized on the tourist market as a tourism destination that contributes to the competitiveness of the Croatian tourism product with its special features. An analysis of the characteristics of the tourist offer of the city of Rijeka revealed that this city has a rich tourist offer. In order to continue to register its success in the future, it is necessary to monitor the attitudes (primarily motives and satisfaction) of tourists who visit Rijeka for their holiday, and based on the findings to plan further improvements. It can be reasonably expected that their application will result in the improvement of the quality and diversity of the tourist offer of the city of Rijeka, which will have a positive effect on the satisfaction of tourists, who in that case will be more inclined to recommend Rijeka as a holiday destination. In order to achieve greater success in the future, it will be necessary to continue to monitor the attitudes of tourists, i.e., what are the motives that encourage them to choose Rijeka for their stay, and how satisfied they are with the elements of the tourist offer. The theoretical contribution of this paper manifests in the review of the most recent and relevant theoretical findings on the topic of city tourism, while the practical contribution manifests in the proposed developmental guidelines formed based on the empirical findings. The obtained results will serve the management of the tourist destination as a basis on which they will continue to improve their tourist offer. In terms of limitations, the research was conducted on a small statistical sample. It is the authors' intention in the future to repeat this research on a larger sample of respondents in order to get a more clear vision of the state of city tourism offer of Rijeka.

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