

ANALYSIS OF THE TOURIST OFFER OF THE CITY OF ZAGREB: A TOURIST PERSPECTIVE

АНАЛИЗА ТУРИСТИЧКЕ ПОНУДЕ ГРАДА ЗАГРЕБА: ТУРИСТИЧКА ПЕРСПЕКТИВА

Romina Alkier Tomić¹

Vedran Milojica²

Faculty of Tourism and Hospitality Management, University of Rijeka,
Opatija, Croatia

Danijel Vučenović³

Bože Peričića 4, 23000 Zadar, Croatia

Abstract: The paper emphasizes the importance of city tourism as a specific form of tourism with the modern tourist offer, and presents the attitudes of tourists who visited the city of Zagreb for their holiday. The authors analyzed the most current scientific findings on this topic, as well as the selected findings of the most recent study *Attitudes and Expenditures of Tourists in Croatia TOMAS 2022/23*. Results presenting their motives and preferred activities indicate the possibility of insufficient recognizability of elements of tourist offer by the tourists, which might have resulted in lower interest in trying certain activities. In terms of satisfaction, tourists are mostly satisfied with the elements of Zagreb tourist offer, however, it is necessary to improve the quality of the information provided about the destination, Internet access, and marketing activities. Based on the findings the authors discussed the developmental guidelines.

Keywords: city tourism, destination, city of Zagreb.

Сажетак: У раду се истиче важност градског туризма као специфичног облика туризма са савременом туристичком понудом, те износе ставови туриста који су посетили град Загреб током свог одмора. Аутори су анализирали најактуелнија научна знања о овој теми, као и одабране налазе најновије студије *Ставови и расходи туриста у Хрватској TOMAS 2022/23*. Резултати који приказују њихове мотиве и префериране активности указују на могућност недовољне препознатљивости елемената туристичке понуде од стране туриста, што је могло довести до мањег интересовања за испробавање одређених активности. Што се тиче задовољства, туристи су углавном задовољни елементима загребачке туристичке понуде, међутим потребно је побољшати квалитет информација о дестинацији, приступ интернету и маркетиншке активности. На основу добијених налаза аутори су дискутовали о развојним смерницама.

Кључне речи: градски туризам, дестинација, град Загреб.

JEL Classification: L83, Z32.

¹ rominaa@fthm.hr; <https://orcid.org/0000-0003-2666-8271>

² vedran.milojica@gmail.com; <https://orcid.org/0000-0002-0898-2032>

³ danijel.vucenovic@gmail.com; <https://orcid.org/0009-0008-3207-2929>

This is an open access paper under the license



INTRODUCTION

Globalization influenced the economic, cultural and political development of cities. People living in cities are more individual and show interest in new experiences in mixed societies, which requires them to be more mobile in order to enjoy new and different cultural and entertainment activities. These changes contributed towards new transformations in cities. Today cities, guided by the slogan „Be different“, are working hard to find new and different ways how to become more privileged, and by that more competitive (Yıldız & Akbulut, 2013) in the tourist market. This contributed towards the development of city tourism. City tourism is one of the most developed specific forms of tourism in the world. Many world cities are aware of the richness of resources that they possess (natural, cultural-historical, educational, etc.) and are using them wisely in developing their tourist offer and attracting tourists interested in new experiences (Milošević et al., 2023; Hacia, 2019; Bock, 2015). As a capital city of the Republic of Croatia, Zagreb has been developing its tourist offer throughout the years, attracting tourists during the entire year, and placing itself as a competitive city tourist destination on the international tourist market. To be able to plan further development of its tourist offer, it is important to analyze the attitudes of its tourists and based on the findings plan further improvements. In this paper, the authors present the attitudes of tourists towards the tourist offer of Zagreb, and based on the findings present improvement guidelines.

1. THEORETICAL CONSIDERATIONS

In the last few decades cities were faced with numerous difficulties due to the growing urbanization, which left significant social, spatial and ecological consequences. Globalization damaged activities related to production, which contributed to the growth of unemployment. Due to this, cities recognized the necessity of attracting and developing new industries in order to improve their economic state and reduce the unemployment. Tourism was recognized as one of the solutions for the reduction of unemployment and the regeneration of urban areas (Urošević et al., 2023). Cities began gaining their recognition more and more as tourist destinations in the period up to the 1980s, when both industry and researchers started paying more attention towards potential advantages of developing tourism in cities. City tourism is significantly different in relation to other specific forms of tourism. One of the most significant characteristics is a high concentration of tourists who visit cities for various reasons like holidays,

culture, visiting friends and family, business, etc. (Podovac, 2021; Gârbea 2013; Bakucz, 2012; Edwards et al., 2008). Today city holidays represent a phenomenon and a contemporary trend in tourism, for which a large number of tourists are showing growing interest. Short stays full of diverse content enable tourists to explore the destination's particularities like the ambience, architecture, culture, arts and people (Jovanović, 2022, 97). According to Statista (2024), in 2023 the highest number of tourist arrivals was registered in Paris and Île-de-France (21.8 million), followed by London (20.28 million), Istanbul (17.37 million), Barcelona (12.22 million) and Amsterdam and North Holland (10.17 million). As it is well known, the world was struck by the pandemic caused by the COVID-19 virus, which left its implications on world tourism. However, as soon as the country borders reopened, city destinations started registering an increase in tourist arrivals, the highest being London in 2023 (20.28 million, respectively +4,16 million in relation to 2019), followed by Paris and Île-de-France (21.8 million in 2023, respectively +2.4 million in relation to 2019).

City destinations are a focus of diverse research studies aimed towards determining the tourist's attitudes about their tourist offer, based on which further improvement could be planned. Attention is paid to determining motives that attract tourists to cities (Chi & Phuong, 2022; Podovac, 2021; Almeida et al., 2019), satisfaction with the elements of the city tourist offer (Nguyen et al., 2024; Mandagi, n.d.; Carvache-Franco et al., 2024; Della Corte et al., 2015; Le & Dong, 2017), influence of satisfaction on tourist consumption in cities (Cárdenas-García et al., 2015), loyalty to the city destination (McDowall, 2010; Suprina et al., 2023; Carvache-Franco, 2021), the achieved level of competitiveness (Cibinskiene & Snieskiene, 2015), etc. Tourist motivation describes what are the actual reasons why tourists travel to a particular destination, as well as which elements of tourist offer are crucial in their decision-making process when choosing a city destination (Albayrak & Caber, 2018; Cheng & Cheng, 2024). I.e., Podovac (2021) analyzed tourist's motives for visiting Belgrade. Most of the respondents visited and stayed in Belgrade due to business reasons, attending scientific congresses, visiting friends and family, sightseeing, and enjoying night life. Almeida et al. (2019) identified in their study that the pull factors significant in the tourist's decision-making process when choosing Porto as a holiday destination are hedonic consumption (culture, gastronomic offer, festivals and other cultural events). Lower significance was determined for active holiday and leisure activities. Lowest interest was determined for business reasons, religion, and self-improvement. In their study conducted in the city of Lima Carvache-Franco et al. (2021) identified the variables of travel motivation

in a coastal city destination, and motivational dimensions that influence tourists' return intention, tendency to recommend the destination and say positive things about it (loyalty variables). Culture and nature, novelty and social interaction, learning, authentic coastal experience, nightlife and sun and beach were determined as motivational factors. Novelty and social interaction have proven to be the most relevant predictor for revisit intention, and authentic coastal experience was the most relevant predictors for positive word of mouth. Religious motives, self-improvement and business were the least motivational factors.

Satisfaction of tourists represents a crucial strategic weapon on which numerous city destinations rely if they wish to take a competitive position in the tourist market. Satisfaction depends on the benefits that tourists experience when using tourist services, as well as on expectations based on their previous experiences, influences from the society, and the reliability of information about the services delivered through marketing activities. Conducting research focused on determining tourist's level of satisfaction with tourist services can bring advantages for the destination, and contribute towards gaining and maintaining tourists' loyalty, this way achieving long-term competitiveness in the tourist market (Milošević et al., 2016 according to Živković and Ilić, 2008 and Yuksel and Yuksel, 2002). Ranjbarian and Pool (2015) conducted an empirical research in Nowshahr City of Iran. They emphasize that perception of quality and value of a tourist destination has a positive influence on a tourist's satisfaction, as well as a tourist's future revisit intention. Nguyen Huu et al. (2024) identified culture, perceived value and green practices as satisfaction components of visitors influencing their future revisit intention of Can Tho city. Cultural contact has the most significant influence. Sadeghi et al. (2019) determined that elements like safety of tourists, restaurant cleanliness, food provision, beauty and attractiveness, architecture and design of the city, and communication systems (telephone and Internet) influence the satisfaction of tourists who visit Shiraz, Iran. Satisfaction with local food offer was the most relevant motive for them for visiting. Garín-Muñoz and Moral (2017) determined that the offer of accommodation and restaurants (its availability, diversity and achieving value for money), quality of shops and bars, cultural offer and entertainment, and security and environmental issues significantly influence the satisfaction of tourists when visiting Barcelona.

Tourists who are satisfied with tourist services will: a) prolong their stay in a destination, spend more of their funds, and very likely revisit in the future; b) promote the service provider and the services online through social networks and online ratings, which will have positive implications on business and achieving competitiveness of a destination; c) stimulate friends and family to join them on their next visit to the destination next

time; d) through satisfaction with the holiday experience improve the quality of their life (EHL Insights, 2020). Previously presented research findings indicate the relevance and justification of monitoring attitudes of tourists who choose city destinations for their holiday. Based on the findings, it is possible to plan further improvements in the structure of the tourist offer and plan marketing activities.

Zagreb is the capital city of the Republic of Croatia, a destination with a rich and diverse tourist resource base, due to which it has all the necessary preconditions for developing a high quality and competitive tourist offer and placing it on the international tourist market. (Podovac et al., 2020). Over the years it has been registering success on the tourist market which is visible from the statistical indicators presented in *Table 1* and *Table 2*.

Table 1. Tourist arrivals in the city of Zagreb in the period 2018-2023

Arrivals	2018	2019	2020	2021	2022	2023
Total	18.666.580	19.566.146	7.001.128	12.775.794	17.774.958	19.492.931
Domestic	2.021.709	2.212.658	1.455.849	2.134.985	2.451.209	2.638.062
Foreign	16.644.871	17.353.488	5.545.279	10.640.809	15.323.749	16.854.869

Source: Croatian Bureau of Statistics (2024). Tourist arrivals in the city of Zagreb. Retrieved 27th September 2024 from

https://web.dzs.hr/PXWeb/Table.aspx?layout=tableViewLayout1&px_tableid=BS_TU11.px&px_path=Turizam__Dolasci%20i%20no%20c4%87enja%20turista%20u%20komercijalnim%20smje%20tajnim%20objektima&px_language=hr&px_db=Turizam&rxid=79a2be31-3fac-4ef5-a556-08df30d1ee3d

Table 2. Tourist overnights in the city of Zagreb in the period 2018-2023

Overnights	2018	2019	2020	2021	2022	2023
Total	89.651.789	91.242.931	40.794.455	70.201.959	90.040.177	92.376.832
Domestic	6.476.646	7.095.300	5.415.391	7.354.132	7.752.665	8.113.228
Foreign	83.175.143	84.147.631	35.379.064	62.847.827	82.287.512	84.263.604

Source: Croatian Bureau of Statistics (2024). Tourist overnights in the city of Zagreb. Retrieved 27th September 2024 from

https://web.dzs.hr/PXWeb/Table.aspx?layout=tableViewLayout1&px_tableid=BS_TU11.px&px_path=Turizam__Dolasci%20i%20no%20c4%87enja%20turista%20u%20komercijalnim%20smje%20tajnim%20objektima&px_language=hr&px_db=Turizam&rxid=79a2be31-3fac-4ef5-a556-08df30d1ee3d

Statistical indicators presented in *Table 1* and *Table 2* point to the fact that an increase has been registered for both tourist arrivals and overnights in the observed period, with an exception of year 2020 when a decrease was registered due to the lockdown caused by the COVID-19

pandemic. After the borders were reopened, tourist turnover once again started registering an increase.

Many tourists tend to visit Zagreb every year for different reasons (due to business, attending concerts and other events, exploring the sights, visiting friends and family, etc.). During their stay, they wish to stay in the accommodation that is in accordance with their needs and wishes, which is why significant attention has been paid to offering tourists various options. Zagreb's accommodation offer consists of hotels of various categories, innovative and affordable hostels, as well as private accommodation (Official Website of the Tourist Board of the City of Zagreb, n.d. f). During their stay, tourists can participate in various tours by riding the bus, a bicycle, jumping from the airplane, or riding a hot air balloon. The offer of city tours is rather diverse and rich, and guided by professionals. It is necessary to emphasize *Agram of the 19th and 20th Century tour* (focused on learning the history and architecture of the city), *Altstadt in Zagreb - Gradec and Kaptol* (visiting attractions and hearing interesting facts and anecdotes that represent the character of Zagreb), *The Soul of Old Zagreb* (walking the medieval settlements of Gradec and Kaptol, learning about the tradition and architecture, hearing the traditional stories), *Frajerice* (learning about the inspirational women who impacted the city development with their way of thinking and through diverse activities), *Up and down through historical Zagreb* (visiting palaces and parks, hearing stories about the medieval walls and ghost legends, learning cultural history through fun and educational stories about the particular events, people and places from the past and the present), *Croatian greats in Zrinjevac Park* (visiting the park and learning about lives of the composers, linguists, painters and diplomats, and their contribution to the people), *Goldsmith's Treasure Through Walking and Storytelling tour* (Goldsmith's Treasure represents one of the most famous books ever written as a part of Croatian literature, as well as an ode to the Zagreb, the city where Dora Krupić and Pavle Gregorijanec met and fell in love. The entire story can be experienced on the exact locations where it occurred, like Kaptol, Gradec, and the tunnel below Grič), etc. Tourists can enjoy also costumed tours like *Lower Town Cafés' Stories* (*kavana* is a Croatian café where bohemians met in the past, and where numerous stories were written), *Kelnerice* (women dressed in costumes of servers working in those cafés back in the day tell the stories from those cafés), *Mysterious stories* (tours guided by historians who tell occult and mysterious stories from the historical files), *Tesla in Zagreb* (the tour guide dressed as Nikola Tesla guides tourists to the locations connected with the famous inventor, and telling stories about his life and successes), *Zagreb in costumes* (tour guides dressed as historical celebrities of Zagreb, like famous writer August Šenoa, first

Croatian reporter Marija Jurić Zagorka, and others present the Lower and Upper City, Mirogoj Arcades, Zagreb Cathedral, and Dolac Market. At the very end of the tour tourists visit and light the candle at the Stone Doors. Below the Lotrščak tower, they have a view of the entire city. Storytelling also represents an important part of the tourist offer since it enables tourists to hear famous Zagreb stories about who the famous local people were, the most beautiful love stories, the story about its urban development, the chronicles of the city and Šenoa family, etc. Gastronomy represents a part of the non-material cultural heritage of a destination, which is why gastronomic tours are also organized and offered. Zagreb's (and Croatian in general) gastronomy was influenced by various culinary impacts from Austrians, Turks, Mediterranean, etc. Besides enjoying good quality food and drinks, tourists are capable of learning about the origin of a particular dish, the way of its preparation, etc. (štruklji, turkey with mlinci, trganci, etc.). Tours are guided in Croatian, German and Spanish language (Official Website of the Tourist Board of the City of Zagreb, n.d. b). Culture represents an important part of Zagreb's tourist offer. Tourists can visit museums, galleries and art collections, attend concerts in concert halls, performances in theatres and cinemas, or visit libraries and explore the documented bibliography. When discussing the offer of museums, it is necessary to emphasize the *Archaeological museum* (visitors can explore the Greek collection, Egyptian collection, and the bibliographic collection within the library), *Cravaticum boutique museum* (visitors can learn historical facts about the tie and see interactive exhibits), *the State Archive in Zagreb* (visitors can explore diverse written heritage.¹ Tourists can participate in various workshops, guided tours, film screenings and lectures, etc.), *Ethnographic Museum* (visitors can explore the Croatian ethnographic heritage, classified in three cultural zones: Adriatic, Dinaric and Pannonian. The museum possesses approximately 3,000 permanently placed items that visitors can see and learn about (folk costumes, collections of rarities, etc.), *Croatian Architecture Museum* (diverse relevant historical documentation and data of Croatian architecture stored in a form of photographs, plans, models, slides, drawings, etc. Museum activities also manifest in a form of organizing thematic panels and exhibitions, as well as publishing), *Croatian Railway Museum* (focused on preservation and presentation of historical heritage of a Croatian railway system. The museum collects and presents material exhibits as well as documented materials, and many others. Tourists can visit diverse art collections and exhibitions in art galleries (*Kaptol Gallery*, *"Josip Račić" Gallery of the National Museum of Modern Art*, *Croatian Association of Artists*, etc.), attend music events in concert halls (*Concert and Congress Hall Vatroslav Lisinski*, *Zvonimir Bajsić Studio*, *Croatian Radio-Television*,

Sports center Zagreb...), attend art performances in theaters for both adults and children (*Divan Teatar, Gavella Drama Theater, Ivan Goran Kovačić, Komedijski Gradski Teatar, Kerempuh Satirical Theatre...*), or visit libraries and explore various bibliographical materials (*City Library, City Library-Children's Department, Croatian Library for the Blind, Ivana Brlić Mažuranić...*) (Official Website of the Tourist Board of the City of Zagreb, n.d.c). Attractions, like parks, squares, public monuments, architectural monuments, etc. also attract tourists. Parks in the city of Zagreb are diverse and capable of presenting tourists with something different, like the *Botanical Garden* (with 5,000 or more plants, both imported exotic ones, and indigenous Croatian plants), or *Zagreb ZOO* (visitors can learn about various animal species). Tourists can also explore nature and enjoy themselves in various activities by visiting *Bundek Park, Jarun, or Medvednica*. City squares represent the heart of a city, where tourists can enjoy the city life in the same way as local inhabitants do, by walking, drinking coffee, listening to nice music, and simply observing their surroundings and relaxing. All the squares have historical meaning and a story behind them, like *Ban Jelačić Square* (with the Statue of Ban Josip Jelačić and Manduševac Fountain), *Catherine's Square* (with a beautiful Baroque church and Klovićevi Dvori Gallery), *King Tomislav Square* (dedicated to Tomislav, the first Croatian king), *St Mark's Square* (considered as the center of Upper Town, with a *Church of St. Mark's* and *Banski Dvori*), etc. Tourists can also see various historical attractions (*Antun Gustav Matoš sculpture, bronze sculpture of Dora Krupićeva, Josip Juraj Strossmayer Monument, King Tomislav Monument, Statue of Marija Jurić Zagorka, sculpture of Virgin Mary with Angels...*) and architectural monuments (*Croatian National Theatre, Croatian State Archive, the Palace of Croatian Academy of Arts and Sciences, The Mestrovic Pavillion, Parish of the Assumption of the Blessed Virgin Mary in Remete, The Cathedral of Assumption of the Blessed Virgin Mary, The Church of St. Blaise, The Church of St. Francis of Assisi*) and learn about their historical and cultural importance (Official Website of the Tourist Board of the City of Zagreb, n.d. a). Cultural events are organized throughout the entire year, mostly exhibitions and various concerts of both Croatian and foreign artists (Official Website of the Tourist Board of the City of Zagreb, n.d. d). Besides exploring the cultural offer, tourists can also shop, enjoy night life, gastronomic offer, sports and recreation activities, and health and beauty services. The possibilities for *shopping* are excellent, from buying fresh produce (fruit and vegetables, milk products, eggs, etc.) at the Dolac city market, original and unique Croatian souvenirs, antiques, or visiting fashion stores and shopping centres situated all over the city. Residents of Zagreb enjoy spending time socializing, drinking coffee and drinks, as well

as going out, which resulted in greater opening of restaurants, coffee shops, bars, and night clubs, and consequently development of *night life* offer. The offer of clubs and bars can satisfy various tastes of tourists (jazz music, alternative music, live music, electronic music, etc.). Zagreb is very famous for its *gastronomy*. Tourists can enjoy diverse international cuisines, various fusions, street food, as well as ethnic cuisine by visiting restaurants (Uspinjača, Agava, Alegria, Asia, Batak Grill, Bicko, Buffet Bešek, Etno Park Zagreb, Plješivička Klet, Restoran kod Štefa...), pastry shops (Amelie, Briocherie, Boutique of cakes and sweets, Choco Box by Bolero...), and wine bars (Amicorum Wine Bar, Bellucci Coffee & Wine bar, Bornstein, Cheese & Wine Bar...). Furthermore, tourists can enjoy *sports* activities, like running on Jarun and Bundek, cycling, mountain cycling, practicing sports on sports grounds like football, basketball, tennis, volleyball, boxing, bowling, etc. (Sports center Zagreb, Dražen Petrović Basketball Hall, Sports Park Mladost, Football Stadium Zagreb, Zagreb boxing centre, Salata Sports and Recreation Center, Tennis Centre Maksimir, Bowling Club...), swimming in pools (Utrina) or in a lake Bundek, skiing (Sljeme Ski Resort), exercising in gyms and fitness centres etc. *Beauty and health* are motives that many tourists may bear in mind when choosing their city holiday destination. During their stay they may use services of numerous hairdressing and barber shops to get a new hairstyle and a new look, beauty and wellness centres for anti-aging treatments, peelings, liftings, manicures and pedicures, massages, visiting saunas, etc. (Official Website of the Tourist Board of the City of Zagreb, n.d. e).

Previously presented information indicate that the city of Zagreb has a very unique and diverse tourist offer capable of satisfying various tastes of contemporary tourists. However, in order to remain competitive, and become even more recognizable in the tourist market, it is important to observe tourist's attitudes and based on the findings rethink further tourist offer development. Following the authors will present the attitudes of tourists who choose to visit the city of Zagreb for their holiday.

2. METHODOLOGY

An empirical research was conducted in the period June 2022 until June 2023 on the area of the Republic of Croatia, by the Institute of Tourism in Zagreb. The research was based on TOMAS methodological framework, it was quantitative, and the data was collected by interviewing tourists using a structured questionnaire and a computer. A total of 14,632 tourists participated in the research, of which 1.890 (12%) spent their holiday in the city of Zagreb (Marušić et al., 2023, 22). Following the authors will present

the selected results that present the tourist's attitudes about the tourist offer of city of Zagreb.

3. FINDINGS

In this chapter authors present the attitudes of the respondents towards the tourist offer of City of Zagreb. The data for the gender of the respondents were not available. Most of the respondents were in the age group 26-35 (28.0%), followed by 36-45 (23.1%) and 46-55 (22.0%). 14.4% were 56 and more, and 12.6% was up to 25 years of age. The average age of the most of the respondents was 40.8 years. Most of the respondents have a university degree or higher (52.0%), while 24.4% have a two-year college degree. 23.6% of the respondents have a secondary school degree or less. In terms of the monthly income in Euro, most of the respondents earn 5.001 Euro and more (17.6%), followed by the ones earning 1.501-2.000 Euro (14.3%), 4.001-5.000 Euro (13.4%), 3.501-4.000 Euro (13.3%), 2.001-2.500 Euro (12.9%), 2.501-3.000 Euro (8.6%), 1.001-1.500 Euro (7.8%), 3.001-3.500 Euro (6.9%), 501- 1.000 (3.7%), and up to 500 Euro (1.4%). Most of the respondents prefer to visit and explore the city alone (35.6%) or in the company of their partner (34.7%), while 15.1% prefer to visit in the company of family members (15.1%) or friends and acquaintances (14.6%). They may be considered as very loyal visitors, since high 45.1% of them visited 7 and more time, while 18.3% visited 3-6 times. For 18.5% of them this was their first visit, and for 18.1% their second visit. In terms of sources of information used when researching the characteristics of tourist offer, the respondents consider online tourist agencies (28.4%), recommendations from friends and relatives (20.5%), experiences from previous visit (19.1%) and official websites of Croatian Tourism boards and offices (national, local) (19.0%), blogs, forums and travel-oriented portals (14.4%), and social media posts (13.2%) as the most reliable ones. Lower interest was registered for using tourist attractions websites (9.8%), accommodation facilities websites and mobile applications (9.0%), recommendations from travel clubs or travel associations (6.1%), recommendations from travel or tourist agencies (4.7%), sponsored ads on search engines, social media, and portals (3.6%), tourism and other fairs and exhibitions (2.9%), advertising on tv or radio (2.7%), articles in the newspapers and magazines (2.6%), documentary movies or stories on tv or radio (2.3%), and advertisements, posters, catalogues, brochures, and other printed promotional materials (1.6%). For 6.7% of the respondents there was no need for any information (Marušić et al., 2023, 104-111).

Table 3. The main motive of holiday/leisure trips

The main motive of holiday/leisure trips	%
Cities (city break)	33,8
Culture and art	19,0
Touring/sightseeing	18,8
Other sports and recreation	7,9
Nature	7,0
Events	4,6
Entertainment and festivals	4,4
Hiking/walking	2,1
Cycling/mountain biking	0,9
Gastronomy (food and drink)	0,9
Other	0,3
Wellness/thermal spa	0,2
Villages/rural areas	0,0

Source: Marušić et al. (2023). Attitudes and Expenditures of Tourists in Croatia TOMAS 2022/23. p. 108

As main motives for visiting Zagreb, the respondents emphasized primarily city breaks (33.8%), culture and art (19.0%), and a touring and sightseeing (18.8%). Lower interest was registered for other sports and recreation (7.9%) and nature (7.0%). The lowest interest was registered for events (4.6%), entertainment and festivals (4.4%), Hiking/walking (2.1%), cycling/mountain biking (0.9%), gastronomy (food and drink) (0.9%), and wellness and thermal spa (0.2%). No interest was expressed for visiting villages and rural areas.

Table 4. Number of overnights in the City of Zagreb

Number of overnights	%
1-3	75.8
4-7	18.7
8-10	1.4
11-14	0.7
15-21	0.8
22-28	0.0
29 and more	2.6
Average number of overnights	3.7

Source: Marušić et al., (2023). Attitudes and Expenditures of Tourists in Croatia TOMAS 2022/23. p. 117

Most of the respondents (75.8%) prefer to stay in duration of up to three days, followed by the ones who stay 4 to 7 days (18.7%).

Table 5. Tourist activities during the stay in the County of Zagreb

Activities during the stay	%
Going to restaurants	70,5
City sightseeing	68,1
Visits to museums, galleries and exhibitions	40,7
Visits to historical buildings	24,3
Shopping (except everyday items)	18,8

Going to clubs/dancing/nightlife	16,6
Swimming/bathing	11,0
Some other activity	9,4
Visits to protected nature areas	8,3
Walking	8,1
Going to Christmas/advent fairs	6,9
Going to sports events	6,7
Going to entertainment events	6,1
Using wellness/spa services	6,0
Going to cultural events	5,5
Hiking	5,0
Using healthcare services	4,6
Jogging/running	3,2
Indoor sports	2,6
Touring wine roads /wineries	2,5
Cycling on marked cycling tracks	2,3
Going to traditional events	2,0
Visits to theme parks	1,8
Tennis	1,3
Other water sports	1,3
Visits to family farms	1,3
Touring thematic roads	1,0
Participating in workshops	1,0
Visits to thermal spas	0,9
Fishing	0,8
Diving	0,8
Mountain biking	0,6
Adventure sports	0,5
Rafting	0,2
Hunting	0,2
Horse riding	0,2
Golf	0,1
Going on organised boat trips	0,0

Source: Marušić et al. (2023). Attitudes and Expenditures of Tourists in Croatia TOMAS 2022/23. p. 118

When staying in the City of Zagreb, tourists prefer to visit restaurants and explore gastronomic offer (70.5%), go sightseeing around the city (68.1%), visit museums, galleries and exhibitions (40.7%), historical buildings (24.3%), go shopping (18.8%), and going to clubs to dance and experience nightlife (16.6%). A smaller share of them practice activities like swimming and bathing (11.0%), visits to protected nature areas (8.3%), walking (8.1%), attending Christmas and advent fairs (6.9%), sports events (6.7%), entertainment events (6.1%), using wellness and spa services (6.0%), attending cultural events (5.5%), go hiking (5.0%), using healthcare services (4.6%), go running (3.2%), practicing indoor sports (2.6%), go on tours on wine roads and visiting wineries (2.5%), cycling on marked cycling tracks (2.3%), attending traditional events (2.0%), visits to theme parks (1.8%), playing tennis (1.3%), other water sports (1.3%), visit

family farms (1.3%), touring thematic roads (1%), participating in workshops (1%), visit thermal spas (0.9%), go fishing (0.8%), diving (0.8%), mountain biking (0.6%), enjoy adventure sports (0.5%), rafting (0.2%), hunting (0.2%), horse riding (0.2%), and play golf (0.1%).

Table 6. Level of tourist's satisfaction with elements of tourist offer of County of Zagreb

Level of satisfaction	%	Level
Overall stay	93,7	VH
Personal safety	93,1	VH
Culture and art	92,1	VH
Atmosphere, mood	90,4	VH
Gastronomic offer in destination	89,9	VH
Beauty of the destination	89,7	VH
Beauty of nature and landscape	89,4	VH
Destination is pedestrian friendly	88,6	VH
Hospitality of the local population	88,3	VH
Shopping options	87,2	VH
Sports facilities	85,5	VH
Events	84,8	VH
Destination suitable for children	84,7	VH
Extent to which destination is cared for and maintained	84,6	VH
Accommodation facility	84,0	VH
Traffic accessibility of the destination	83,5	VH
Ecological preservation of the place	81,4	VH
Local public transport	80,3	VH
Walking paths	78,8	H
Marked heritage sites	77,2	H
Beach equipment/how fixed up	73,9	H
Offer of organised trips/excursions to surrounding area	72,3	H
Entertainment/nightlife	72,2	H
Beach cleanliness	71,6	H
Destination adapted to people with special needs	70,7	H
Information available in the destination	69,5	A
Free Internet in destination	67,9	A
Information/education in protected nature areas	65,1	A
Traffic in destination	64,1	A
Cycling routes and paths	57,5	L

Source: Marušić et al. (2023). Attitudes and Expenditures of Tourists in Croatia TOMAS 2022/23. p. 120

Satisfaction level: Above 80% (very high-VH); 70% to 80% (high-H); 60% to 70% (average-A); 50% to 60% (low-L); under 50% (very low-VL).

The level of satisfaction of tourists with the tourist offer of Zagreb can be considered as very satisfactory; most of the tourists expressed a very high level of satisfaction with the majority of the elements. It is necessary to emphasize overall stay, personal safety, culture and art, atmosphere and mood, gastronomic offer, beauty of the destination and nature and landscape, pedestrian friendliness, hospitality of the local population,

possibilities for shopping, offer of sports facilities, organization of events, appropriateness of destination for children, accommodation facilities, traffic and accessibility of the destination, ecological preservation of the place, local public transport, etc. An average mark was given to the elements of information available in the destination, availability of free Internet in the destination, provision of information and education in protected nature areas, and traffic in destination. Cycling routes and paths were the only element that was given a low mark.

Within this chapter, the authors presented the attitudes of tourists towards tourist offer of the city of Zagreb. Based on the findings, in the following chapter authors will discuss potential of tourism offer development.

4. DISCUSSION

In the previous chapter authors presented the characteristics and state of the tourist offer of city of Zagreb, as well as tourist's attitudes towards it. The results reflecting the tourist's motives indicate the possibility that tourists still haven't sufficiently recognized the diversity of Zagreb's tourist offer which is relevant for their decision-making process. In terms of the preferred activities during their stay, tourists prefer exploring the gastronomic offer, city sights, as well as the cultural amenities (museums, galleries and exhibitions, and historical buildings). However, much lower interest was registered for other activities. The results for the satisfaction with the tourist offer of Zagreb may be considered as very satisfactory since most of the elements were marked with a (very) high mark. The average levels of satisfaction were registered for availability of information during tourist's stay in the destination, access to free Internet in destination, and provision of information and education in protected nature areas. Tourists are very loyal to Zagreb as the destination. Despite the fact that an increase of tourist turnover is registered (both in arrivals and overnights), it is quite clear that tourists currently observe it more as a city break destination; they mostly prefer to stay for up to 3 days. Findings in this paper indicate that additional efforts need to be made to acquaint tourists more with the city tourist offer and stimulate them to extend their stay in the future. Today most tourists use information and communication technology when browsing the information about the destination's tourist offer and based on their findings, choose a holiday destination, as well as which activities they would be interested in participating in during their stay. In order to be able to do that, it is necessary to provide more detailed and precise information about Zagreb's tourist offer. Also, attention needs to be paid towards improving the access

to free Internet (tourists tend to publish posts with photos, give reviews, and communicate with friends and family during their stay in the destination) and promotion activities (in particular online) in order to improve the visibility and recognizability of tourist offer elements (sports activities, location and offer of wineries, traditional events, rural family households, etc.). Artificial Intelligence (ChatGPT in particular) is gaining on importance and is increasingly used in tourism, especially in marketing activities. Benjamin (2023) states that its use can enable the following: a) easier and more effective generation of original content; b) repurposing of previously used promotional material by rewriting it and adding new information, and preparing it for social media and the press. Any part of the material may be altered in accordance with a particular situation and for a specific audience; c) generation of numerous versions of headlines and slogans, etc. (Benjamin, 2023). Despite the fact that tourists have expressed a (very) high level of satisfaction with the elements of the tourist offer of Zagreb, in order to maintain a positive trend, it is still necessary to invest efforts in further improvement of the tourist offer. Podovac et al. (2020) emphasize the need of tracking tourist's attitudes and improving the offer (while maintaining the authenticity), investing into education of employees in tourism, establishing successful cooperation of destination management stakeholders, coordinating strategies that impact tourism development, maintaining a maximum level of safety of tourists and domestic population etc.

CONCLUSION

In this paper, authors present the relevance of city tourism as a specific form of tourism and a part of the modern tourist offer with the use of the most recent scientific literature, as well as quantitative and qualitative indicators. Presented indicators indicate that city tourism in Zagreb is registering growth (growing number of tourist arrivals and overnights and a (very) high level of satisfaction with the tourist offer elements). However, the results concerning the motives and preferred activities might be considered unsatisfactory since they could be interpreted in a way that current promotion activities are insufficient and need to be improved. Based on the findings, the authors discussed the developmental guidelines for the future. Their implementation would contribute to improving the current state of Zagreb's tourist offer, which would make it even more recognizable and competitive on the international tourist market.

LITERATURE

1. Albayrak, T. & Caber, M. (2018). Examining the Relationship between Tourist Motivation and Satisfaction by Two Competing Methods. *Tourism Management*, (69), 201-213. <https://doi.org/10.1016/j.tourman.2018.06.015>
2. Almeida, F., Silva, O., & Amoêdo, N. (2019). Urban tourist motivations in the city of Porto. *Ottoman: Journal of Tourism and Management Research*, 4(2), 445-462. DOI:10.26465/ojtmr.2018339521
3. Bakucz, M. (2012). Održivi gradski turizam ili viši kvalitet života za lokalno stanovništvo? - ex post analiza projekta Pečuj evropska prestonica kulture za 2010, *Megatrend revija*, 9(1), 149-168.
4. Benjamin, A. (2023). How to Use Generative AI to Promote Your Destination. Destinations International. Retrieved 26th September from <https://destinationsinternational.org/blog/how-use-generative-ai-promote-your-destination>
5. Bock, K. (2015). The changing nature of city tourism and its possible implications for the future of cities. *European Journal of Futures Research*, (3), 1-8. <https://doi.org/10.1007/s40309-015-0078-5>
6. Cárdenas-García, P. J., Pulido-Fernández, J. I., & Pulido-Fernández, M. de la C. (2015). The Influence of Tourist Satisfaction on Tourism Expenditure in Emerging Urban Cultural Destinations. *Journal of Travel & Tourism Marketing*, 33(4), 497-512. <https://doi.org/10.1080/10548408.2015.1064061>
7. Carvache-Franco, M., Alvarez-Risco, A., Carvache-Franco, W., Carvache-Franco, O., Del-Aguila-Arcentales, S., & Estrada-Merino, A. (2022). Push and pull motivations as predictors of satisfaction and loyalty in coastal cities: a study in Lima, Peru. *Journal of Policy Research in Tourism, Leisure and Events*, 16(4), 692-709. <https://doi.org/10.1080/19407963.2022.2043881>
8. Carvache-Franco, M., Alvarez-Risco, A., Carvache-Franco, W., Carvache-Franco, O., Estrada-Merino, A., & Rosen, M. A. (2021). Coastal Cities Seen from Loyalty and Their Tourist Motivations: A Study in Lima, Peru. *Sustainability*, 13(21), 11575. <https://doi.org/10.3390/su132111575>
9. Cheng, A., & Cheng, X. (2024). What is the motivation of tourists to visit a destination developed with tourists' participation? A case study of Ant Forest. *Current Issues in Tourism*, latest articles, 1-6. <https://doi.org/10.1080/13683500.2024.2342399>

10. Chi, N.T.K. & Phuong, V.H. (2022). Studying tourist intention on city tourism: the role of travel motivation. *International Journal of Tourism Cities*, 8(2), 497-512. <https://doi.org/10.1108/IJTC-03-2021-0042>
11. Cibinskiene, A., & Snieskiene, G. (2015). Evaluation of City Tourism Competitiveness. *Procedia - Social and Behavioral Sciences*, (213), 105-110. <https://doi.org/10.1016/j.sbspro.2015.11.411>
12. Croatian Bureau of Statistics (2024). Tourist arrivals in the city of Zagreb. Retrieved 27th September 2024 from https://web.dzs.hr/PXWeb/Table.aspx?layout=tableViewLayout1&px_tableid=BS_TU11.px&px_path=Turizam__Dolasci%20i%20n o%c4%87enja%20turista%20u%20komercijalnim%20smje%c5% a1tajnim%20objektima&px_language=hr&px_db=Turizam&rxid=79a2be31-3fae-4ef5-a556-08df30d1ee3d
13. Croatian Bureau of Statistics (2024). Tourist overnights in the city of Zagreb. Retrieved 27th September 2024 from https://web.dzs.hr/PXWeb/Table.aspx?layout=tableViewLayout1&px_tableid=BS_TU11.px&px_path=Turizam__Dolasci%20i%20n o%c4%87enja%20turista%20u%20komercijalnim%20smje%c5% a1tajnim%20objektima&px_language=hr&px_db=Turizam&rxid=79a2be31-3fae-4ef5-a556-08df30d1ee3d
14. Della Corte, Valentina and Sciarelli, Mauro and Cascella, Clelia and Del Gaudio, Giovanna. (2015). Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in the City of Naples. *Journal of Investment and Management* 4(1-1): 39-50, Available at <https://ssrn.com/abstract=2580728>
15. Edwards, D., Friffin, T., & Hayllar, B. (2008). Urban tourism research: Developing an agenda, *Annals of Tourism Research*, 35(4), pp. 1032-1052. <https://doi.org/10.1016/j.annals.2008.09.002>
16. EHL Insights (2020). Tourism Satisfaction: Importance, Measurability & Impacts. Retrieved 29 October 2024 from <https://hospitalityinsights.ehl.edu/tourism-satisfaction>
17. Gârbea, R.V. (2013). Urban Tourism between content and aspiration for Urban Development. *Management & Marketing*, XI(1/2013), 193-201.
18. Garín-Muñoz, T., & J. Moral, M. (2017). Determinants of Satisfaction with an Urban Tourism Destination: The Case of Barcelona. *Journal of Reviews on Global Economics*, (6), 113–128. Available at <https://ideas.repec.org/a/lif/jrgelg/v6y2017p113-128.html>

19. Haçia, E. (2019). The role of tourism in the development of the city. *Transportation Research Procedia*, (39), 104–111. <https://doi.org/10.1016/j.trpro.2019.06.012>
20. Jovanović, V. (2022). *Thematic tourism*. Belgrade: Singidunum University.
21. Le, C.C. & Dong, D.X. (2017). Factors affecting European tourists' satisfaction in Nha Trang city: perceptions of destination quality. *International Journal of Tourism Cities*, 3(4), 350-362. <https://doi.org/10.1108/IJTC-04-2017-0022>
22. Mandagi, D.W., Soewignyo, T., Kelejan, D.F., & Walone, D.C. (2024). From a hidden gem to a tourist spot: Examining brand gestalt, tourist attitude, satisfaction and loyalty in Bitung city. *International Journal of Tourism Cities*, (ahead-of-print). <https://doi.org/10.1108/IJTC-10-2023-0217>
23. Marušić, Z., Beroš, I., Sever, I., Ivandić, N., & Čorak, S. (2023). *Attitudes and Expenditures of Tourists in Croatia TOMAS 2022/23*. Zagreb: Institute for Tourism Zagreb
24. McDowall, S. (2010). International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand. *Asia Pacific Journal of Tourism Research*, 15(1), 21–42. <https://doi.org/10.1080/10941660903510040>
25. Miložica, V., Jurišić, M., & Podovac, M. (2023). Measuring Tourists' Satisfaction with Elements of the Tourist Offer of the City of Rijeka. In S. Vujović (Ed.), *International Scientific Conference EKOM 2023 Current social-economic challenges of development of countries in contemporary conditions* (p. 383-397). Kosovska Mitrovica: Faculty of Economics in Priština.
26. Milošević, S., Penezić, N., Mišković, I., Škrbić, I., & Katić, I. (2016). The significance of tourists' satisfaction at the destinations. In H. Maškarić Ribarić & D. Smolčić Jurdana (Eds.), *23rd Biennial International Congress Tourism & Hospitality Industry 2016 Trends and Challenges* (p. 219-231). Opatija: Faculty of Tourism and Hospitality Management.
27. Nguyen Huu, T., Nguyen Ngoc, H., Nguyen Dai, L., Nguyen Thi Thu, D., Truc, L. N., & Nguyen Trong, L. (2024). Effect of tourist satisfaction on revisit intention in Can Tho City, Vietnam. *Cogent Business & Management*, 11(1), 1-15. <https://doi.org/10.1080/23311975.2024.2322779>
28. Official Website of the City of Zagreb (n.d.a). Attractions. Retrieved 26th October from <https://www.infozagreb.hr/hr/istrazi-zagreb/atrakcije>

29. Official Website of the City of Zagreb (n.d.b). City tours. Retrieved 26th October from <https://www.infozagreb.hr/hr/istrazi-zagreb/razgled-grada>
30. Official Website of the City of Zagreb (n.d.c). Culture. Retrieved 26th October from <https://www.infozagreb.hr/hr/istrazi-zagreb/kultura>
31. Official Website of the City of Zagreb (n.d. d). Events. Retrieved 26th October from <https://www.infozagreb.hr/hr/dogadanja>
32. Official Website of the City of Zagreb (n.d. e). Lifestyle. Retrieved 26th October from <https://www.infozagreb.hr/hr/lifestyle>
33. Official Website of the Tourist Board of the City of Zagreb (n.d. f). Accommodation. <https://www.infozagreb.hr/hr/planiranje-putovanja/smjestaj>
34. Podovac, M. (2021). Analysis the motivation of tourists for staying in cities: The case study of city of Belgrade. *The Annals of Faculty of Economics in Subotica*, 57(45), 51-65. <https://doi.org/10.5937/AnEkSub2145051P>
35. Podovac, M. (2021). Komparativna analiza ponude gradskog turizma Beograda i Sofije. *Megatrend revija ~ Megatrend Review*, 18(1), 159-164. DOI: 10.5937/MegRev2101177P
36. Podovac, M., Drpić, D., & Milojica, V. (2020). Analysis of tourism supply of the city of Zagreb and perspectives of its future development. *Menadžment u hotelijerstvu i turizmu - Hotel and tourism management*, 8(1), 89-99. Doi:<https://doi.org/10.5937/menhottur2001089P>
37. Ranjbarian, B., & Pool, J. K. (2015). The Impact of Perceived Quality and Value on Tourists' Satisfaction and Intention to Revisit Nowshahr City of Iran. *Journal of Quality Assurance in Hospitality & Tourism*, 16(1), 103-117. <https://doi.org/10.1080/1528008X.2015.966295>
38. Sadeghi, A. , Dehghani, M. A., & Dadgar, M. (2019). Ranking of the Factors Affecting Urban Tourism Satisfaction Using Kano Model, Case Study: Shiraz City. *Journal of Urban tourism*, 6(3), 139-151. <https://doi.org/10.22059/jut.2019.264118.523>
39. Statista (2024). Number of international tourist arrivals in selected cities and destinations in Europe from 2019 to 2023. Retrieved 26th October 2024 from <https://www.statista.com/statistics/487572/leading-european-city-destinations/>
40. Suprina, R., Gantina, D., Haryono, J., Gaffar, V., & Wulantika, L. (2023). Exploring tourist loyalty in metropolitan city of Indonesia. *Journal of Eastern European and Central Asian Research*

- (*JEECAR*), 10(4), 580–588.
<https://doi.org/10.15549/jeecar.v10i4.1351>
41. Urošević, M., Stanojević, M., & Đorđević, D. (2023). Urban Tourism Destinations in the World. *Economic Themes*, 61(3), 343-364.
42. Yıldız, S., & Akbulut, M.T. (2013). Current Trends in Developing Urban Tourism. *Archnet- International Journal of Architectural Research*, 7(2), 297-310. <http://dx.doi.org/10.26687/archnet-ijar.v7i2.172>
43. Yuksel, A. & Yuksel, F. (2002). Measurement of Tourist satisfaction with restaurant services: a segmentbased approach. *Journal of Vacation Marketing*, 9(1), 52-68.
<https://doi.org/10.1177/135676670200900104>
44. Živković, R. & Ilić, M. (2008). TRIad Quality-Satisfaction-Loyalty in Tourism. In S. Arsovski (Ed.), 2. International Quality Conference, (p. 1-5). Kragujevac, Serbia: Association for Quality and Standardization of Serbia.

The paper was received: December 27, 2024

The paper was sent for correction: January 5, 2025

The paper was accepted for publication: January 17, 2025