

What will Prevail within Citybreak Travel, Motivation or Demotivation? Case Study of Novi Sad, Vojvodina, Serbia

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Abstract

The aim of this paper is to develop a new perspective on urban tourist motivations and demotivation's by applying the Analytic Hierarchy Process (AHP) model in order to better understand how tourists make decisions about which destinations to visit. Authors discovered that most important factor within city break travel is internal force, followed by the external force and least important is demotivation. The paper argues that the results indicate the value of applying the AHP model to understand the role and importance both of push and pull factors and demotivators in urban tourism destination choice.

Keywords: Analytic Hierarchy Process (AHP); motivation; demotivation; city break travel; Novi Sad

Introduction

Human behavior could be defined as something directed towards, and resulting from, unfulfilled needs (Maslow, 1943). Closely linked to human behavior is motivation or demotivation, which can further influence decision making process when deciding upon final destination and type of activities at the destination. Pizam and Sussmann (1995) provided one of the first insights on motivation and describe it as something “which predispose a person to participate in tourist activity. Dann (1981) perceived it as “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision”; Pearce et al. (1998) provided a proposition on explanation of tourist motivation as the global integrating network of biological and cultural forces

which provides value and path to travel choices, behavior and experience. Understanding the motivations of tourists is the precondition for comprehending all travel experiences and research can help us to better understand this (Hsu & Huang, 2008). Moreover, data on motivation provide useful tool for comprehending key trends within the tourism market and marketing activities proposition (Seaton & Bennett, 1996).

On the far side of the motivation spectrum, lies demotivation or better said something that restricts the tourism activity. Jackson (1991) defined tourism limitation as something that restricts the formation of tourism preferences and inhibits or prohibits (restricts) the participation and enjoyment in tourism activity. In this regard, this paper investigates the trav-

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el motives (internal and external) and limitations for visiting the city of Novi Sad (Serbia), but also makes a pairwise comparison between them, and thus measures the importance factor.

Novi Sad consists out of 15 suburban settlements and is the second largest city in Serbia. The gravitational zone of the city passes the Danube River as well as the road sections E-70 and E-75 of international significance, also through the city cross two important corridors: Corridor 10 and river Corridor 7). According to the 2011 census, there were 341,625 inhabitants registered in the city. In the previous 12 years (2002-2013), Novi Sad visited an average of 89.663 tourists annually, of which 46.415 were domestic and 43.247 were foreigners. The average length of stay for the previously mentioned period is 1.9 which is characteristic for city destinations. Foreign tourists have a higher average length of stay (2.1), compared to domestic tourists (1.7 days) (Vujičić, 2015). In the last five years (2014-2018) the number of tourism is continually rising, so the average number of tourists is 156.826 tourist arrivals with around 313.025 overnight stays. The main landmark of Novi Sad is Petrovaradin Fortress, the complex tangible cultural heritage embodying a

complex military fortification system, built throughout 17th and 18th century for the purpose of deflecting Turkish invasions and rampart. Today, and for the last 19 years the famous music festival Exit is present (Besermenji et al., 2009; Cimbalević et al., 2019). Mentioned Novi Sad's major event provides the opportunity for experiencing the destination's culture and increasing visitor's knowledge about Novi Sad and Serbia (Zakić et al., 2009).

The principal aim of this paper is to develop a new perspective on tourist motivations and demotivation by applying the Analytic Hierarchy Process (AHP) method, a new approach in exploring tourist behaviour, to the case of Novi Sad. The AHP approach is used to construct an evaluation model and calculate criterion weights in a decision making process (Vujičić et al., 2018). It integrates different measures into a single overall score for ranking decision alternatives (Miljković et al., 2018). This research provides a ranking of the push and pull motives, and also demotivation, for visitors of Novi Sad. This methodology can prove useful to destination marketing organizations, travel agencies and other stakeholders connected directly or indirectly to the domestic tourism strategy.

Literature Review

Tourism motivation and limitations have been vastly researched by many authors (Crawford & Godbey, 1987; Crompton, 1979; Dann, 1981; Jackson, 2000; Mayo and Jarvis, 1981; Pearce, 1982; Pearce, 1991; Pearce, 2005; Pearce & Caltabiano, 1983) and is still a popular research topic (Božić et al., 2016; Božić et al., 2017a; Božić et al., 2017b; Huang et al., 2001; Jang et al., 2002; Jiang, 2015; Leong et al., 2015; Lesjak et al., 2015; Li et al., 2015; Wong & Tang, 2016). Research is mainly directed towards grasping tourism behaviour that can be described as vital component in the decision making process when choosing a destination and nature of vacation (Dann, 1977; Pearce, 2014; Sirakaya & Woodside, 2005), further argued and researched the level of satisfaction that is derived from tourism experience (Correia et al., 2013; Caber & Albayrak 2016; Dann, 1981; Dunn & Iso-Ahola, 1991; Ryan, 2002; Yoon & Uysal, 2005). Travel motivation consists out of needs that incline a person towards a certain tourist activity (Pizam et al., 1979).

Numerous travel motivation theories have been presented throughout the decades by various authors. For instance, Dann (1981) perceives tourist motivation as a content state of mind that pushes participants or group of participants to participate on a journey and which is latter taken as a valid justification for that decision. The wide known theoretical

concepts which have been applied to measure travel motivation are Maslow's hierarchy of needs, Alderfer's Existence, Relatedness and Growth (ERG) theory, Herzberg's motivator-hygiene theory (Ghazi et al., 2010) as well as push-pull theory, Iso-Ahola's escape-seeking dichotomy (1982) and the travel career ladder (TCL) theory (Pearce, 1988). All of above mentioned theories conclude significant fact- psychological and/or biological needs incline people to travel. One of the most widely discussed theories of motivation and tested on different topics is push and pull theory (Baloglu & Uysal, 1996; Crompton, 1979; Dann, 1977; Hsu et al., 2008; Pizam et al., 1979; Prayag & Ryan, 2011; Uysal & Jurowski, 1994). Despite the variety of different approaches that have been introduced, developed and modified with aim of explaining tourist motivations, push-pull theory tends to be one of the most extensively discussed theories within the tourism motivation literature (Cook et al., 2010; Correia et al., 2013; Kassean & Gassita 2013; Wu & Pearce. 2014). Basis is the foundational typology of travel motivations that was presented by Crompton (1979), where he made a clear difference between "push" and "pull" motives. Push motives are perceived as intrinsic motives or motives which are connected to the individual, whereas pull motives are connected to the characteristics of the destination (Antón et al., 2017). Authors

Uysal and Jurowski (1994) argue that internal motivators include desires for escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction. Pull factors are presented through tangible resources (such as beaches, infrastructure, cultural heritage), and travellers' perceptions and expectations of a destination. Further discussed, many researchers have recognised that pull factors are directly connected to the features and attributes of a tourist destination (Pan & Ryan, 2007; Prayag and Ryan, 2011; Turnbull & Uysal, 1995). In that way, we can conclude that most of the researchers put accent on the push factors (internal force), researching intrinsic motivators for travel, and in some way neglecting pull factors and their significance in tourism travel and choice of destination, but what is more interesting is that a little research has been done on their interaction and level of importance. While some authors have begun to contemplate the complex relationships that exist between push and pull factors (Caber & Albayrak 2016; Jeong & Yoon, 2013; Kleonsky, 2002; Kim et al., 2003), it is generally argued that they relate to two separate tourist decisions made at two separate points in time – one influencing on whether to go or not, and the other deciding where to go. Thus, push factors are observed to be present in the decision-making process before pull factors, which have an impact (Dunne, 2009). It is apparent that push factors influence tourists' travel decisions, yet destinations cannot create push motivations for tourists (Božić et al., 2017b). Destinations can only offer attractions coherent with tourists' push factors. In other words, pull factors can be predisposed and enriched by destinations as part of how they respond to tourist motivations through their marketing strategies and activities such as promotion, segmentation and product development (Hawkes et al., 2016; Jeong & Yoon, 2013; Kassean & Gassita, 2013).

Equal to motivation theory emerged the limitation theory, besides trying to understand the force which drives tourist to travel, researchers wanted to comprehend the construct of force that influence tourist not to travel (Fleischer & Pizam, 2002; Gilbert & Hudson, 2000; Jovanović et al., 2013; Kerstetter, 2002, Nyaupane et al., 2004; Pennington-Gray & Kerstetter, 2002). Backman and Crompton (1989) were among the first authors to argue the tourism limitations (barriers) and defined them as barriers or constraints which inhibit (limit) the tourism activity or participation to tourism activity. Limitations began to emerge within tourism literature such as: distance of destination (McKercher & Lew, 2003), climate and seasonality (Baum & Hagen 1999, Martin & Ballantine, 2005), lack of transport and accommodation, personal safety, lack of promotion, lack of time (George, 2003; Thapa & Rasul, 2003) and other. Crompton (1979) described lim-

itations as situational inhibitors. Socio-demographic characteristics (age, sex, nationality, income, marital status) were also used in the tourism literature to describe limitations to tourism travel (Burnett & Baker, 2001; Waitt, 1997). Most of the suggested models were tested on different target groups and types of tourism destinations, for example, Gilbert and Hudson (2000) researched ski tourists and barriers to their participation, while Fleischer and Pizam (2002) investigated senior Israeli tourist and barriers to travel, whereas Pennington-Gray and Kerstetter (2002) focused their study on limitations to travel connecting the research to natural attractions. Also, some authors investigated in the domain of socio-demographic characteristics and their influence over acquired experience and perception of limitations (Backman & Crompton, 1989; Chick & Roberts, 1989; Crawford & Godbey, 1987; Jackson & Dunn, 1988; Searle, 1991). Maybe the first researchers who tried to develop a comprehensive model for limitations on tourism travel are Crawford and Godbey (1987), model which was further modified by Crawford et al., (1991) and Jackson et al., (1991; 2000). The cited model deals with inhibitors to tourism travel, which are further allocated into three main groups: intrapersonal, interpersonal and structural barriers. Sole number of limitations changed and expanded during the tourism research, but the set (group) stayed the same.

Cities have become main destinations where to travel, leading to research on travel motivation for city visitation and defining city break travel. For example, Page (1995) focused research on travel motivations for visiting cities and argued that main motives were: visiting friends and relatives, shopping, conference and exhibitions, education, culture and heritage. Law (1993) revealed that the primary motivation for visiting cities could often be a visit to a museum or attending a concert. Ashworth and Tunbridge (1990) defined cities as multidimensional and multi-functional and thus declared that travel motivation has to be considered in a similar way; cities have a great number of factors that influence tourists' destination choice. Burtenshaw et al. (1991) perceived the diverse set of resources in cities that can be related to pull motives, containing historic monuments, museums and galleries, shops, cafes and restaurants. In recent studies, researchers have also emphasized shopping as a dominant motive for travel and choice of destination (Oh et al., 1995; Sirakaya et al., 2003). Quan and Wang (2004) researched primary and secondary trip motivations and showed that food can be seen as the primary trip motive and has a important effect on the overall image of destinations. Milman and Pizam (1995) and Goossens (2000) argued and studied destination image and the complexi-

ty of influence it has on travel motivation, showing the composite ways in which push factors are united in affecting destination choice. Božić et al., (2017b) developed a new analytical scale for domestic tourism motivations and limitations for visiting complex destinations with multiple resources, comprising out of both cultural and natural assets. The scale

was also based on push and pull theory, discussing their role in destination choice.

Thus, the focus of this paper is to present a model of motivators (internal and external) and barriers which influence decision making process when choosing a destination. Developed model will be tested by AHP, while study area is Novi Sad (city break destination).

Methodology

With complex decisions, which have a lot of criteria and alternatives, decision making process itself becomes complex, consisting out of mutually connected and dependent factors, which influence the final decision (Jandrić & Srđević, 2000). In mentioned situations, with complex decisions, specialized software is used (Decision Support Systems (DSS)). The analytical-hierarchy process (AHP) is a systematic approach developed by Saaty (1980). It provides solutions to complex problems and employs hierarchical structures through developing priorities for different alternatives determined by the decision makers (Brushan & Rai, 2004). The AHP approach is used to construct an evaluation model for decision making, using weighted criteria. It integrates different measures into a single overall score for ranking decision alternatives (Hsu et al., 2009). It is usually applied to simplify multiple criterion problems by decomposing it into a multilevel hierarchical structure (Harker & Vargas, 1987). The AHP model gradually compares alternatives and measures their impact on the final decision-making goal, which helps decision makers to choose between competing alternatives (Saaty, 1980). Given a pairwise comparison, the analysis involves three tasks: (1) developing a comparison matrix at each level of the hierarchy starting from the second level and working down, (2) computing the relative weights for each element of the hierarchy, and (3) estimating the consistency ratio (CR) to check the consistency of the judgment (Božić et al., 2018). If the consistency ratio (CR) is less than 0.10, the result is sufficiently accurate and there is no need for adjustments in comparison or for repeating the calculation. If the ratio of consistency is greater than 0.10, the results should be re-analysed to determine the reasons for inconsistencies, to remove them by partial repetition of the pairwise comparison, and if repeating the procedure in several steps do not lead to the reduction of the consistency to the tolerable limit of 0.10, all results should be discarded and the whole procedure should be repeated from the beginning (Jandrić & Srđević, 2000). In order to evaluate criteria weight for motivation and limitation of Novi Sad visitors, authors first developed hierarchy structured model (Figure 1) and after applied AHP

model, a method with increasing application in the tourism literature (Scholl et al., 2005).

Study Sample

The data was collected on the premises of the local tourist office and two city hotels. Questionnaires were distributed by hotel and tourist office employees. Initially, 50 tourists were invited to participate in the research, 14 refused to participate, as they thought it would take them too much time. The final sample included 36 tourists, of different ages, nationality and sex. The sampling strategy for the AHP method can be based on a suitably chosen purposive sample that is appropriate for generating qualitative data, which is useful for research focusing on a specific issue where a large sample is not necessary, especially in tightly bounded case studies (Cheng & Li, 2002; Lam & Zhao, 1998). A purposive sampling strategy was deemed appropriate for this research because of the limited need for generalization from the case study (Creswell, 2007). Cheng and Li (2002) argue that the AHP method, is in fact, made impractical in surveys with a large sample size as "cold-called", non-expert, respondents may have a great tendency to provide arbitrary answers, resulting in a very high degree of inconsistency, which invalidates the approach (Wong & Li, 2008).

Procedure

Research was conducted from January till September 2018. All respondents were thoroughly informed about the purpose of the research, as well as on the identity of the researchers. Respondents voluntarily participated in the research and were informed that the research was anonymous and that the data would be used strictly and solely for the purpose of research.

The survey was carried out in English in form of a structured interview, where interviewer asked the questions from the survey, filling in the answers. In this way, some possible misunderstandings of the questions were eliminated. Respondents were asked to express their preferences between different factors (internal, external, and barriers) when visiting Novi Sad, rather to say in terms of how important they felt each motive or barrier was when deciding to vis-

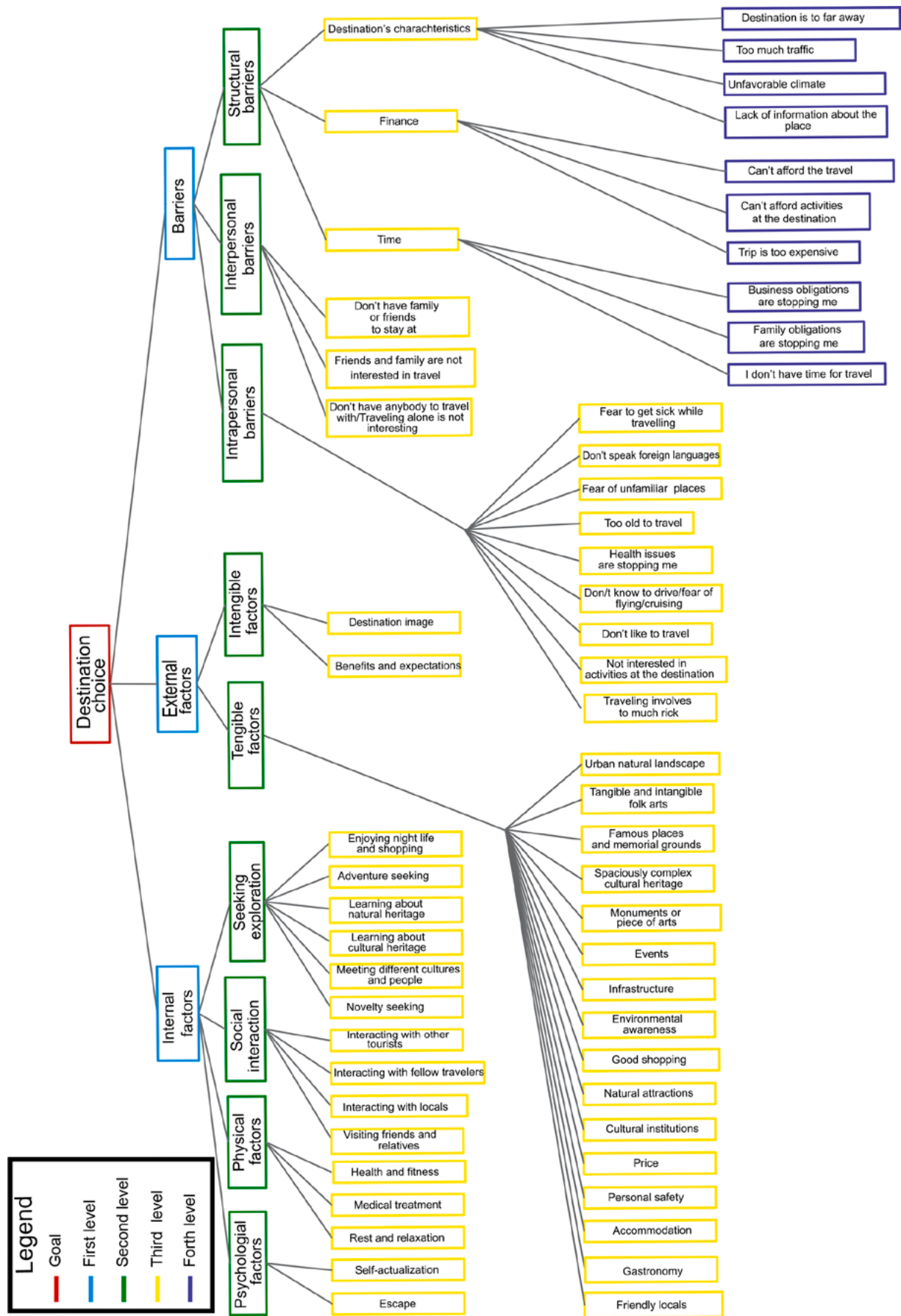


Figure 1. Choice of destination model

Source: Modified model developed by Chen et al., 2013; Hsu et al., 2009; Jackson, 2000.

it Novi Sad, by using Saaty's scale (1980) (Table 1). Authors gave brief explanation of each criterion (factor) before and during the structured interview. Respondents were inquired to assign corresponding numerical value (Saaty's scale) to different factors based on the relative importance factor has for them.

Table 1. Saaty's scale for pair wise comparisons in AHP

Judgment term	Numerical term
Absolute preference (A over element B)	9
Very strong preference (A over B)	7
Strong preference (A over B)	5
Weak preference (A over B)	3
Indifference of A and B	1
Weak preference (A over B)	1/3
Strong preference (A over B)	1/5
Very strong preference (A over B)	1/7
Absolute preference (A over B)	1/9

An intermediate numerical value 2,4,6,8 and 1/2,1/4,1/6,1/8 can be used as well

Source: Saaty (1980)

Having evaluated all the factors at the level two, they moved to level three and, with the help of pair-wise comparison of factors within the same level of the hierarchy, assessed the relative importance. After that, they moved to level four and to level five, using the same procedure. As the feedback from all re-

spondents was satisfactory, we can consider that the research is sufficiently clear and adequate for the intended issues.

Questionnaire design and research phases

The first phase of the research included a review of the existing literature and the selection of all factors and constraints that affect the travel and therefore the choice of the tourist destination. Based on the literature review (Botha et al., 1999; Chi & Qu, 2008; Crompton & Ankamah, 1993; Dann, 1981; Echtner & Ritchie, 1993; Fleischer & Pizam, 2002; Gilbert & Hudson, 2000; Hsu et al., 2009; Kim et al., 2012; Klenosky, 2002; Nyaupane et al., 2004; Pennington-Gray and Kerstetter, 2002). The selected factors influencing the decision-making process are divided into three main groups: (1) individual motivation or personal factors (pushing factors), (2) the characteristics of the destination (attractiveness factors) and (3) situational inhibitors or constraints .

After the selection of factors and the design of the questionnaires, the second phase of the research started, which included the interviewing of visitors to Novi Sad, as well as the entry of the obtained data into the statistical program "Expert Choice 2000".

Finally, the consistency of the overall research is determined, as well as the final ranking of the factors by calculating the weight coefficients. Figure 8 shows the hierarchical presentation of all included factors.

Results

The results show that at the second level of the hierarchy the most important factor influencing the choice of destination is the Internal Force (0.443), followed by External Force (0.326), while the least important are Barriers (Limitations) (0.231) (Figure 2). Consistency ratio (CR) is 0.01, which indicates that the study is reliable and accurate and therefore there is no need for adjustments in the comparison of criteria.

The synergy of all responses of the respondents lead to an analysis of all individual items on the lowest level of the hierarchy, and the obtained weight coefficients indicate the most dominant ones to those least dominant when it comes to factors influencing the choice of the tourist destination of Novi Sad (Figure 3). From a total of 55 criteria: Spaciously complex cultural heritage (0.055), Price (0.048), Personal safety (0.043), Gastronomy (0.043), Natural attractions (0.042), Cultural institutions (0.040), Meeting different cultures and people (0.038), Monuments or piece of arts (0.034) proved to be the most important factors for visitors of Novi Sad.

The least important factors for Novi Sad visitors are: Health and fitness (0.005), Too much traffic (0.004), Visiting friends or relatives (0.004), I don't have time to travel (0.003), Medical treatment (0.003) (Figure 2).

The level of consistency (CR) is 0.09 which is within the normal range and there is no need for a new evaluation of the weight criteria.

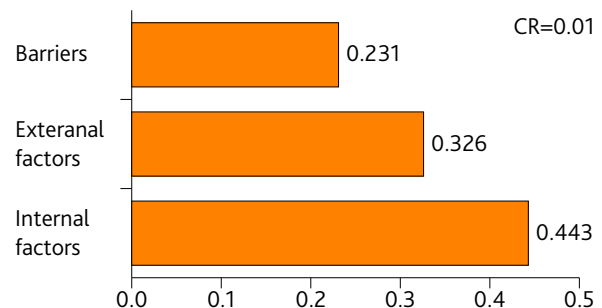


Figure 2. Total weight values for the second level of indicators

Source: data analysed in Expert Choice 2000 program (graphs made in Excel)

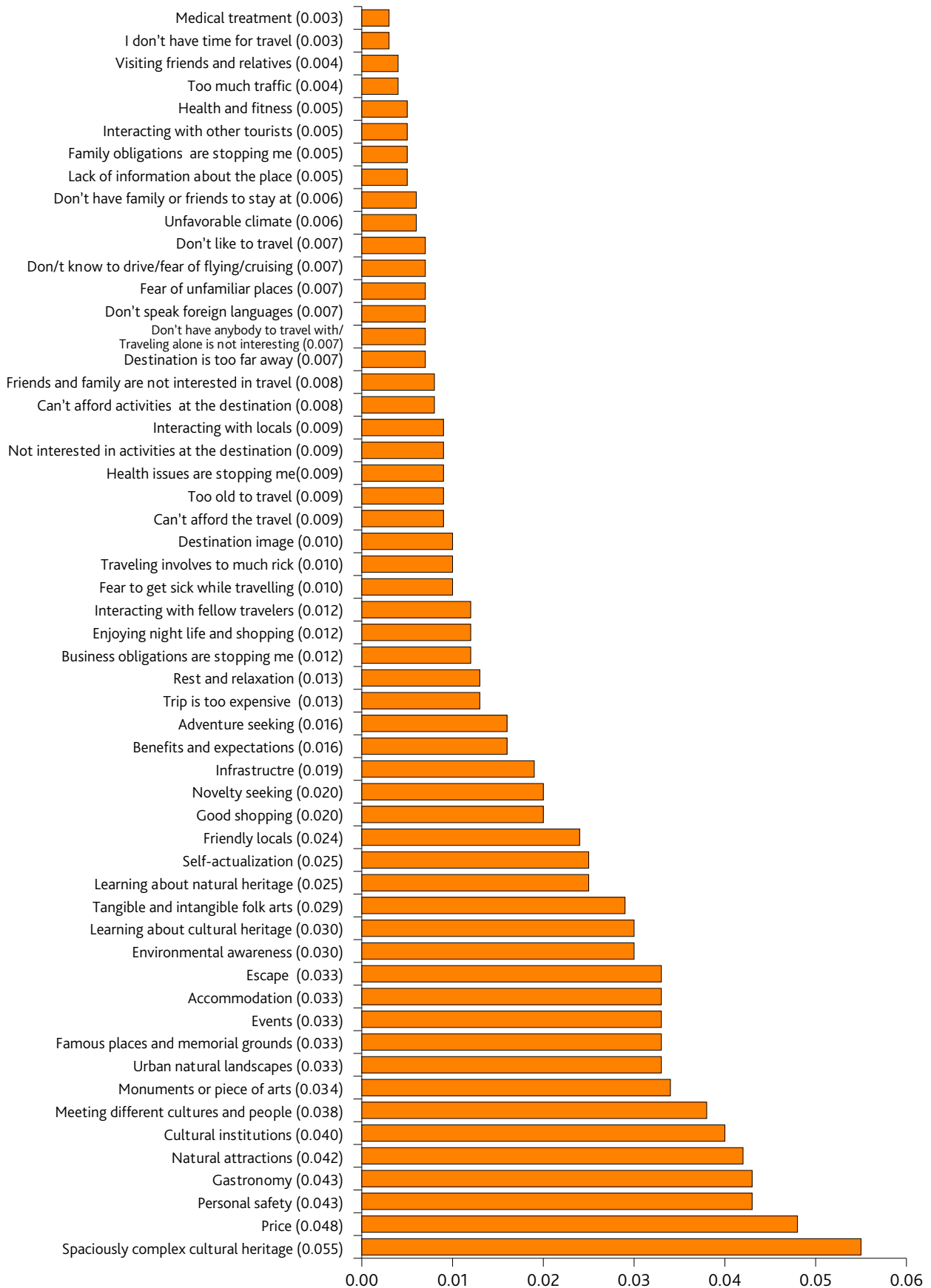


Figure 3. Total weight values for individual items on the lowest level of the hierarchy

Source: data analysed in Expert Choice 2000 program (graphs made in Excel)

Discussion

Based on the results internal force plays the major role in the decision-making process to travel, followed by the external force and ending with barriers to travel. This suggests that for tourists are the most important internal forces, respectively they are crucial when choosing a tourist destination, which has already been shown in previous studies (Hsu et al., 2009).

Among all factors, the synergy showed that culture plays one of the important roles. In general, there is an increasing interest in cultural tourism and its activities (Smith, 2003; WTO, 1993). There is a wide variety of cultural activities in which an individual can venture, to interact with objects of past and present culture, as well as to fully engage in a “living” culture (Bourdieu, 1986). Meeting different cultures and people represents a social interaction leading to cultural need fulfilment. Crompton (1993) described the motive to meet other people is present almost on every trip. Museums are among the most popular motives within cultural tourism travel, usually followed by galleries and cultural and historical monuments (McKercher, 2004).

The price is one of the most influential factors within the decision-making process, due to which tourism companies use a wide range of marketing strategies to reach demand (Nicolau, 2011). Morrison (1996) points out that the hedonistic approach to the consumption of tourism services implies that high prices do not adversely affect demand, but that the concept of “value for money” plays a greater role, where the amount of money spent is directly related to the quality of services. Bojanic (1996) points out that price and quality are two basic elements that form a strategy for gaining competitive advantage. Namely, through the concept of relative perceived value, it is possible to offer comparative quality at a comparable price: whether the superior quality is premium or inferior quality at a reduced price.

The need for personal security and safety is an innate personality trait, the basic need of man (Maslow, 1954). Security concerns especially play a role in deciding not to travel to aggressive/hostile destinations (Edgell, 1990). Marketing employees often emphasize the problem that the media creates through the sensational presentation of isolated criminal incidents, which results in an increase in the actual level of risk and therefore affects the visit of tourists (Crystal, 1993). Ryan and Kinder (1996) found that the most common sites of crime are bars, nightclubs, city centres and other. Tourists visiting these places are the most common targets of the robber (Albuquerque de & McElroy, 1999). Giddens (1990) states that crime against tour-

ists affects not only tourists and their families but has far-reaching effects. The far-reaching effects are seen in the fact that such crimes are often reported to the media and taken by tourists themselves. Accordingly, Glensor and Peak (2004) found that the most important precondition for the successful development of tourism is the reputation of keeping criminals under control and guaranteeing safety to tourists.

Food choice is a complex process under the influence of different factors (Furst et al., 1996). Food itself possesses psycho-sensory, social and symbolic meanings, and is often associated with the image of the destination, as well as with destination attractiveness (Ab Karim & Chi, 2010; Bessiere, 1998; Frochot, 2003). Food can be at the very top of the traveler’s experience during the trip, and it can influence the decision to revisit the given area (Kim et al., 2011; Quan, Wang, 2004). Nowadays new forms of tourism are emerging such as: gastronomic tourism, culinary tourism, gourmet tourism, which distinguish food as the primary motive of travel (Boniface, 2003; Hall & Sharples, 2008; Kivela & Crofts, 2005).

Natural resources or natural areas represent a magnet for attracting tourists (Baker, 1986; Driml & Common, 1996). They can satisfy their recreational needs, ecological needs (Cicin-Sain & Knecht 1998; Kay & Adler 1999; Vallega, 1999) or a simple need for silence (Booi & Van den Berg, 2012), peace and tranquillity (Jackson et al., 2000). Natural areas certainly affect positively the mental and physical health of the individual by eliminating negative mental states such as stress, depression, and others (Maas et al., 2006). Certainly, the way of life of a modern man is an excellent precondition for the development of these negative states and problems (Katcher & Beck, 1987; Stilgoe 2001), and thus the change in everyday routine positively affects his mental and physical health.

At the end of the spectrum, we can find such motives as health and fitness, which can be linked to medical and wellness tourism, a form of tourism that is increasingly present on the tourism market (Wray et al., 2010). Wellness tourism can be described as a comprehensive positive and holistic understanding of health that manifests itself through the physical, psychological, social and spiritual experiences and activities that tourists undertake to maintain or improve health and well-being, which is the primary motive for this journey (Voigt, 2009).

The inhabitants of larger cities usually feel the need to travel to quieter places suitable for relaxation and far from the urban noise. On the other hand, large city centres are important tourist destinations which at-

tract a lot of visitors (Blešić et al., 2008). The increasing popularity of city breaks led to the growth of traffic jams and over-crowded areas, which further led to the studying of the economic measures prescribed by the administration that could reduce or regulate everything (Aguiló et al., 2012). The main problem caused by the traffic jams is the delay of tourism activities and can be perceived as bad experience and inhibitor to tourism activities, which can further negatively affect potential future (Alegre & Cladera, 2006) or even lead to a search for an alternative destination (Dickinson & Robbins, 2008).

Visits to friends and relatives (VFR) proved to be an irrelevant factor, which is in line with some previous studies (Heung et al., 2001; Mok & Armstrong, 1995), while Blank and Petkovic (1987) point out that cities represent areas with a high density of population, due to which sometimes travel relates to visit to relatives

and friends and can be seen as logical factor which influence destination choice. The lack of time is another inhibiting factor, which represents the travel limit. For example, a senior consultant in the consulting firm has money to travel, but time can turn out to be a limiting factor due to an excessive amount of work (Cruz, 2006). This is the most common case for a business tourist.

Medical tourists are patients traveling abroad for medical treatments such as organ transplantation, stem cell therapy, reproductive services, cosmetic surgery, dental services, etc. High costs, insufficient insurance, a great deal of waiting time and locally inaccessible treatments are some of the basic factors that encourage people to take this type of travel and look for medical services somewhere else which are different from their place of residence (Borman, 2004).

Conclusion

The main contribution of this study is the application of AHP method for the measurement of motivation and limitation to travel in the city break destinations. In this paper, a number of tourism behaviour models were consulted, mostly focusing on motivation and limitation theories. Which further led to the development of motivation and demotivation model which authors applied on the city of Novi Sad. One of the main ideas of this paper was to measure the importance factor of motivation and limitations to travel and to better understand this complex interaction. The model was tested on the example of city break destination, but authors believe it can be employed in more complex and polyfunctional destinations. AHP proved to be useful in measuring weight criteria and also made a contribution to pair wise comparison, thus providing useful data on the interaction between motivation and limitations. The AHP model can be useful as an analytical tool for evaluating tourist behaviour, especially utilised for multi-attraction destinations, when a lot of pull factors are influential on the decision making the process. This study complements the findings of Ashworth and Tunbridge (1990), that cities acts as multi-dimensional attractions, concurrently motivating or demotivating heterogeneous tourist groups.

The synergy of all responses led to an analysis of all individual items on the lowest level of hierarchy describing Novi Sad as a multi attractive destination. Most dominant factors were: Spaciously complex cultural heritage, Price, Personal safety, Gas-

tronomy, Natural attractions, Cultural institutions, Meeting different cultures and people, Monuments or piece of arts. This finding complements already established destination image of Novi Sad seen as a cultural city, with rich natural surrounding attractions e.g. river Danube and Fruška Gora Mountain (Vasiljević et al., 2018), specific gastronomy, friendly people, safe streets and competitive prices. Lowest ranked factors (suggest that that visitors to Novi Sad are not primarily motivated by recreational activities, medical treatment, or VFR motivation. For example, in the case of VFR Page (1995) found this factor as one of the most dominant in travel to urban destinations.

Hierarchy of factors for tourists visiting Novi Sad provides useful insight for destination management and marketing (e.g., product personalisation, branding strategy). Moreover, insight on the combination of the push and pull factors as motivational categories is even more useful as it helps tourism providers to create a tailored product and services combining those attractions (motives) and suggesting synergy of activities suitable for different target groups of visitors.

Further research should be focused on different sample of visitors, fine-grained approach could deliver more precise information on visitor motivation and demotivation, enabling the destination managers and marketing experts to better made the marketing strategies for the city and especially providing tourism sellers and re-sellers to adapt tourism offer and better position Novi Sad on competitive market.

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