CONSUMER BEHAVIOUR IN TOURISM, NEEDS AND PLEASURES

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Abstract:

This paper addresses the needs and consumer behavior in the segment of city break tourism, particularly among the younger generation, which is becoming an increasingly significant user of this type of tourism. The paper examines how the needs and satisfaction of young travelers influence their decision-making processes when choosing urban destinations and planning travel details. By conducting surveys and working with focus groups, the research in the areas of Budva and Kotor investigates the factors driving the behavior of younger consumers in this context, including the attractiveness of the destination, cultural experiences, the influence of social media, and peer recommendations. The research results highlight the importance of understanding the unique preferences and motivations of young travelers who opt for short city breaks, as well as the role of technology and social interactions in shaping their travel experiences. This insight is crucial for urban destinations and hospitality providers who wish to attract and satisfy this growing segment of the tourism market.

Keywords: Consumer behavior, urban tourism, city breaks, needs, satisfaction

JEL classification: Z31, Tourism: Industry Studies

INTRODUCTION

Tourist behavior is shaped by a complex spectrum of needs and satisfactions that define how tourists make decisions and evaluate their experiences. The reasons behind these decisions lie in the needs that drive tourists to travel. Initial motivations often stem from basic physiological

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and safety needs, such as the need for rest and relaxation. With the accelerated pace of modern life, the desire for a change of environment and the effort to reduce everyday stress and obligations become key driving forces for individuals to travel and discover new elements of different cultures and ways of life. Among the spectrum of human needs are the needs to travel and to expand the dimensions of their knowledge (Rowe et al., 2002). Included in this spectrum are also the needs for tourism (Stefanović, 2017). Travel allows people to distance themselves from routine and to physically and mentally rejuvenate.

However, beyond these basic needs, tourists are also driven by higher psychological needs. Travel provides an opportunity to fulfill the need for belonging and socialization. Whether it involves traveling with family, friends, or meeting new people at the destination, the social aspect of tourism plays a significant role. Travel often satisfies the need for self-esteem and personal achievement. Visiting destinations with significant cultural and historical heritage, visiting museums, and tasting local gastronomic and enological flavors allow tourists to gain a sense of pride and personal accomplishment. These moments are often documented and shared with others through social media, which further enhances the feeling of satisfaction and social recognition. It is considered that the need to share exclusive content is a strong driver of travel, especially among young people. City break tourism, as a form of urban leisure tourism, is increasingly popular among young tourists today. If a short trip is well planned and booked in advance at lower prices, the satisfaction is very strong, and as a consequence of such a feeling, there arises a further need for travel and new discoveries. Travel allows individuals to explore their interests, passions, and inner aspirations. Discovering new cultures, customs, and ways of life enriches the tourist and stimulates intellectual development. In encountering differences, travelers often re-evaluate their own values and attitudes, leading to deeper self-understanding and personal growth and development. Although they have become more significant only in the last decades of the 20th century, city visits for tourism purposes are not a new phenomenon (Rabotić, 2013).

1. DEFINITION OF CITY BREAK AND DATA COLLECTION METHODOLOGY

For the purposes of this study, we define a city break as a short trip or vacation that takes place exclusively in urban areas, with a minimum stay of one night, focused on exploring the culture, gastronomy, history,

art, and other attractions that cities offer. This type of travel is popular among tourists who want to spend a short time discovering new cities and experiencing their atmosphere and vibes.

The data collection methodology for this research on the needs and organization of city break trips in Budva and Kotor included a combination of quantitative and qualitative methods to gain a comprehensive understanding of tourist behavior in these cities.The research was conducted on 50 groups of young tourists aged 16 to 35 from different parts of the world. The groups included 2 to 7 members. The research period was the end of December 2023.A survey questionnaire was designed to collect quantitative data on the demographic characteristics of the respondents, length of stay, type of accommodation, sources of information about the destination, as well as their preferences, satisfaction, and consumption habits during their stay. Through focus groups, their attitudes, opinions, and experiences related to their visit to Budva and Kotor were explored in more depth.Additionally, available statistical data and tourism research in Budva and Kotor were analyzed, including data on the number of tourist arrivals, guest structure, type of accommodation, main tourist attractions and activities, as well as economic indicators related to the tourism industry. A descriptive analysis of the collected data was performed to identify trends, patterns, and characteristics of tourist behavior in Budva and Kotor. These steps provided a deeper understanding of the needs, preferences, and motivations of tourists, which is crucial for further consideration and drawing conclusions in the research.

2. PERSONAL SATISFACTION AS A GENERATOR OF TOURISM CONSUMPTION

The satisfactions that tourism provides are closely linked to fulfilling various needs. While satisfaction is often subjective and individual, it can be generalized through several key aspects. Firstly, the aesthetic experience and the pleasure derived from aesthetics play a significant role. Visits to natural beauties, archaeological and contemporary monumental landmarks, or artistic events provide visual and spiritual satisfaction that can leave a lasting impression.

Tourism as an industry not only satisfies individual needs and provides pleasure to tourists but also has a significant socio-economic impact. This impact is reflected in increased spending, job creation, and the strengthening of local economies. The aesthetic and cultural pleasures

that tourism offers help preserve cultural heritage and promote regional values, further encouraging tourism development. Besides economic benefits, tourism contributes to the social development of communities. Interaction between tourists and local residents fosters cultural exchange and increases mutual understanding and tolerance. These interactions often lead to better integration of local communities into global trends, providing them with opportunities for growth and development through various forms of cultural and economic partnerships.

Tourism variables include measures such as tourist spending and international tourist travel. The results confirm the link between tourism and growth, and the sector facilitates market entry for small businesses, resulting in job creation and income in developing regions if promoted through effective policy implementation, even in regions where tourism is not a leading sector (Meyer, 2021). Beyond economic metrics lie opportunities for community engagement, cultural enrichment, and sustainable growth (Čekrlija, Milić, 2024). By connecting this individual level of satisfaction with the broader economic context, it is observed that tourism plays a key role in economic development by enhancing travel spending. This is precisely why urban areas are seriously involved in the distribution of tourism expenditure, which has been constantly growing over the past fifty years.

Tourist satisfaction plays a crucial role in generating expenditure in tourism. When tourists are satisfied with their travel experience, they are more likely to spend more money on various tourism products and services during their stay. There are several ways in which tourist satisfaction can stimulate spending in tourism. Firstly, satisfaction contributes to increased spending on accommodation, which is the most significant part of the revenue for local economies. General satisfaction leads to higher spending on gastronomy and hospitality in general. Tourists who are satisfied with the quality of food, service, and atmosphere in restaurants and cafes are more likely to dine out more frequently and spend more money on meals and drinks during their stay, which is defined as outdoor spending. Simultaneously, satisfaction can increase spending on tourist activities and attractions, further generating expenditure. Finally, tourist satisfaction can lead to the desired word-of-mouth effect, meaning that satisfied tourists recommend the destination within their immediate environment and through online tools, which can lead to increased tourist traffic and spending at a specific location.

In essence, tourist satisfaction plays a crucial role in stimulating expenditure in tourism, as satisfied tourists are more likely to spend

more money on various tourism products and services, contributing to the economic prosperity of tourist destinations where specific tourist spots particularly benefit. Therefore, tourism service providers should invest in improving the quality of services and experiences to ensure guest satisfaction and stimulate their spending.

3. THE NEEDS FOR INDEPENDENT TRAVEL PLANNING

The need for independent travel planning from a consumer behavior perspective arises from the desire to satisfy certain traveler needs and preferences. Modern tourists feel the need to control their travel to fulfill a strong need for autonomy and freedom. Self-planning allows them to choose destinations, activities, and accommodations according to their own wishes, making them feel like active participants in creating their travel experiences.

Internet technology in travel preparation directly addresses the needs of today's tourists. Most seek efficiency and convenience in planning their trips, and internet technologies allow them to quickly access information about destinations, accommodations, transportation services, and other activities. Booking platforms such as Booking.com, Airbnb, and Hotels. com enable travelers to book accommodations with just a few clicks, offering a wide range of options for every budget and travel style. These platforms often provide special discounts and promotions that help travelers save money.

Moreover, the ability to choose and have flexibility in organizing trips is essential, and online platforms for booking accommodations, flights, and other services offer a wide array of options that match their individual preferences and budget. This allows tourists to tailor their trips to their needs and desires.

Simultaneously, tourists want to be well-informed and safe during their travels, and mobile apps for navigation, translation, and social media provide useful tools for this. Travelers can quickly access information about safety, weather conditions, local customs, and other factors that affect their trip, helping them feel prepared and secure.

Finally, tourists strive for personalization and authentic experiences during their travels, and social media allows them to explore destinations, get recommendations, and learn important details not found on traditional travel sites. This significant advancement in the segmentation of tourism

demand over the last 20 years enables them to create trips that match their individual interests and preferences.

4. ANALYSIS OF RESULTS

This study explores the complexities of consumer behavior in the field of urban tourism, particularly among the younger population opting for short breaks in smaller coastal towns. It examines how the needs and satisfactions of young travelers influence their decision-making processes when choosing urban destinations and planning their itineraries. By employing an approach that combines quantitative and qualitative methods, the research analyzes factors shaping consumer behavior in this context, including destination attractiveness, cultural experiences, the influence of social media, and peer recommendations. The first aspect under consideration is destination attractiveness. Young travelers, driven by a desire for adventure and new experiences, often choose urban destinations offering a wealth of cultural and entertainment options. This need for diversity and the dynamic city life motivates them to explore destinations that can offer unique and unforgettable experiences. Cultural experiences are another crucial factor. Young travelers are inclined to explore local culture, art, and gastronomy, and it is important for a destination to offer authentic experiences reflecting its identity. This type of interaction with the local community allows for a deeper understanding and appreciation of different cultures, further enriching their travel experience.

In a study conducted in the cities of Kotor and Budva, the visit of 50 groups of young tourists from abroad, who visited these cities for the first time, was analyzed. The concept of a city break is becoming increasingly popular among young people due to its flexibility and the opportunity to experience the atmosphere and attractions of urban life in a short period. The research was conducted on 50 groups of young tourists aged 16 to 35 from various parts of the world. The groups ranged from 2 to 7 members. The research was conducted at the end of December 2023.

Analysis of the length of stay shows that 38% decided to stay only one night, suggesting that these tourists preferred quick and dynamic visits due to limited time or budget. Seventeen groups visited other cities besides Budva and Kotor during their trip. Interestingly, the majority of the groups (41 out of 50) traveled by plane, indicating a high degree of mobility and the availability of air transportation, which is in line with urban tourism trends.

Regarding accommodation reservations, the majority of respondents (66%) used the online platform Booking.com. This confirms the dominance of online channels in the process of travel planning and reservations, aligning with the theory of consumer behavior in tourism. Twenty-two percent of respondents had only basic information about the cities they visited, while the rest gathered significant information and became familiar with the impressions of others who shared their experiences through online comments during their stay. Interestingly, all respondents rated the gastronomic offer of the cities as high-quality and rich.

Of the total number of respondents, 11 expressed a strong desire to return for a longer stay, while 3 stated that they did not feel the need to return. All respondents answered positively to the question of whether they share multimedia content created during their travels on social media. 84% of them responded that price was crucial in choosing a travel destination. This is certainly one of the most significant responses on which the further development of destinations is based, as the price, as an element of the marketing mix, plays a significant role in choosing a travel destination. Finally, 56% of respondents answered that the quality of the transportation infrastructure was not satisfactory, while 18% responded that it was not important to them at all.

These results provide deeper insights into the needs, preferences, and behavior of young tourists when visiting cities such as Kotor and Budva. Understanding these factors is crucial for destinations and tourism service providers to adequately respond to the demands of this important demographic group and ensure sustainable growth and development of urban tourism. In a study conducted in the area of Kotor and Budva, an additional layer of complexity in consumer behavior in the field of urban tourism, especially among the younger population opting for short city breaks, lies in the diversity of their preferences and motivations. Young tourists choose cities for a city break for various reasons, including a desire for cultural experiences, exploring local gastronomy, learning about history and architecture, as well as for nightlife and entertainment. This diversity of interests requires destinations to provide a wide range of attractions and activities to meet the different needs of young tourists. Additionally, the influence of digital technology and social media further contributes to complexity, as young travelers often use online platforms to research destinations, plan itineraries, and share their experiences with others. This creates a dynamic environment in which consumer behavior continuously changes and adapts to new trends and influences.

Therefore, understanding this complexity is crucial for destinations and tourism service providers to effectively respond to the needs and desires of young tourists and provide them with an unforgettable experience during their stay in cities like Kotor and Budva.

CONCLUSION

The satisfactions derived from tourism and meeting tourists' needs not only enrich individual experiences but also significantly contribute to the economic and social development of destinations. Based on the analysis of consumer behavior in tourism in the observed cities, key conclusions are drawn, indicating the complexity of preferences and habits of young tourists when visiting these destinations. A clear trend of short visits is noticeable, reflecting the popularity of the city break concept among the young population. This trend, besides the desire for quick and dynamic experiences, is often motivated by the limited time or budget of the travelers. A significant number of tourists arrive by plane, emphasizing high mobility and the availability of air transport as key characteristics of urban tourist destinations. Furthermore, it is important to note that a significant portion of city break tourists utilize car rental services during their stay, highlighting the need for mobility and independence during their visit to selected destinations. These parameters, within the complexity of consumer behavior, underscore the importance of understanding the specific preferences and requirements of the young population opting for short city breaks. Additionally, the use of online platforms for accommodation reservations signifies the overall digitalization of travel planning processes. This trend indicates that young travelers increasingly rely on the internet as the main source of information and tool for organizing their trips.

In conclusion, analyzing the aforementioned parameters is crucial for destinations like Kotor and Budva to tailor their tourism offerings and services to meet the needs and expectations of young tourists. It is important to emphasize that tourism today enables individuals to take control of their time and choices, providing a sense of liberation from everyday constraints. This freedom often results in feelings of happiness and fulfillment. All these dimensions of needs and satisfactions make tourism a complex and dynamic segment of the economy. Understanding consumer behavior in tourism is based on respecting various aspects of human motivations and reactions. In this way, it is possible to meet tourists' expectations and desires, providing experiences that are

not only satisfactory but also transformative. Based on the research conducted on the behavior of young tourists in Kotor and Budva, several key conclusions can be drawn that provide deeper insights into their preferences and needs.

Firstly, the popularity of the city break among young people is clearly visible, as many of them have chosen short, dynamic visits to these destinations. This indicates a growing trend among the young population who prefer flexible and fast visits to urban environments, allowing them to make the most of the limited available time. The high degree of mobility of young tourists, confirmed by their choice of air transport, underscores the importance of accessible and efficient transportation options in attracting this demographic group. The dominance of online platforms in the accommodation reservation process confirms the significance of digitalization and internet usage in travel planning, consistent with contemporary consumer behavior trends. Interest in gastronomic offerings and positive reviews regarding the quality of food indicate the importance of local culinary offerings as a key factor in tourist satisfaction. This information can be beneficial to local restaurateurs and tourism organizations in creating offers that will further attract young travelers. At the same time, tourist satisfaction related to prices emphasizes the importance of accessibility and competitiveness of destinations in tourism marketing. Lastly, the perception of transportation infrastructure as unsatisfactory by more than half of the respondents suggests the need for improvement in this aspect to enhance the overall visitor experience.

PONAŠANJE POTROŠAČA U TURIZMU, POTREBE I ZADOVOLJSTVA

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Apstrakt:

Ovaj rad se bavi potrebama i ponašanjem potrošača u segmentucity break turizma, posebno među mlađom generacijom koja koja je njegov sve zanačajni korisnik. Rad istražuje kako potrebe i zadovoljstvo mladih putnika te njihov uticaj na procese donošenja odluka prilikom izbora urbanih destinacija i planiranja detalja putovanja. Provodeći ankete i rad sa fokus grupama, istraživanje na područu Budve i Kotora istražuje faktore koji pokreću ponašanje mladih potrošača u ovom kontekstu, uključujući atraktivnost destinacije, kulturna iskustva, uticaj društvenih medija i preporuke vršnjaka. Rezultati istraživanja ističu značaj razumijevanja jedinstvenih preferencija i motivacija mladih putnika koji biraju kratki gradski odmor, kao i ulogu tehnologije i socijalnih interakcija u oblikovanju njihovih putničkih iskustava. Ovaj uvid je ključan za urbane destinacije i pružaoce usluga u ugostiteljstvu koji žele da privuku i zadovolje ovaj rastući segment tržišta turizma.

Ključne reči: *Ponašanje potrošača, urbani turizam, gradski odmori, potrebe, zadovoljstva*

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