



„EXCOVER - EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA (ID:10047202)“

EXCOVER – LOCAL REPUTATION ANALYSIS

KARLOVAC COUNTY – OLD TOWNS OF KARLOVAC COUNTY

PP3 PUBLIC INSTITUTION REGIONAL DEVELOPMENT AGENCY OF KARLOVAC COUNTY

IMPRESSUM

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CLIENT:



Public institution Regional development agency of Karlovac county, Jurja Haulika 14, 47000 Karlovac, Croatia, VAT ID: 51670715831

AUTHOR ORGANIZATION:



SENSUM Ltd. Kvaternikova 21, 51000 Rijeka, Croatia, VAT ID: 83240465383

Authors:

Ph.D. Duško Radulović
Katarina Marčan, mag.oec.
Ivan Šarlija, bacc.oec.
Ines Prgin, dipl.oec.

Outline

1. Introduction to Reputation Analysis	4
2. Google Trends analysis	5
2.1 Cities of Karlovac County	7
2.2 Events in Karlovac County	9
2.3 Local attractions of Karlovac County	10
2.4 Sights of Karlovac County	14
3. “Non-visitor” survey analysis	18
3.1 Popularity with “non-visitors”	19
3.2 Market segmentation	21
3.2.1 Market segmentation by socio-demographic characteristics	21
3.2.2 Market segmentation by trip-related factors	24
3.2.3 Implications for marketing and strategy	29
4. Visitor survey analysis	29
4.1 The emotional appeal of Karlovac County	30
4.2 Karlovac County’s image and destination management	32
4.3 The quality of products and services, heritage and climate in Karlovac County	35
4.4 The tourism workers attitude in Karlovac County	37
4.5 The perceived social responsibility in Karlovac County	40
4.6 The reputation of Karlovac County	43
5. Concluding remarks	45

1. Introduction to Reputation Analysis

Karlovac County participates in the EXCOVER project with the objective of developing sustainable tourism as privileged driver of economic growth. Regardless of the numerous visitors who come to the County primarily to visit the Plitvice Lakes National Park, the current influx of tourists in other places in the County is significantly lower and below the potential level that local resources could attract. In order to devise an effective strategy to make Karlovac County a popular tourist destination, it is necessary to understand why many tourists do not choose it as a destination for their trips and vacations and what changes could be implemented to improve the tourist attractiveness of this region.

In particular, the focus is on:

- how (little) popular Karlovac County is,
- which aspects are the most popular,
- with what it is associated in the thoughts of people from different countries,
- how potential visitors perceive it,
- what dissuades them from visiting,
- what impression do tourists get from experiencing the destination.

In order to investigate the collective judgment of both potential and actual tourists about Karlovac County as a tourist destination, a demand-based Reputation Analysis is carried out. The object of investigation is the reputation of the area that it encompasses, which includes the degree of satisfaction according to actual tourists (to be induced to revisit), but also with reference to just potential visitors (the main target group to be attracted to develop the local tourism sector). Moreover, it has been shown that a favorable reputation can positively influence the image of a destination that is conveyed to the general public of potential visitors, the perception of its value and the tourists' loyalty.

This Reputation Analysis relies on both direct (based on sample surveys) and indirect (web-based) approaches. This report examines different information from multiple sources:

- Web analysis – Google Trends,
- Survey interviews with visitors who visited popular tourist destinations located near Karlovac County,
- Survey interviews with tourists in Karlovac County.

2. Google Trends analysis

In order to assess how well is Karlovac County actually (un)known at both national and international level, what it is associated with in the view of the general public and how popular local attractions are, data from Google Trends were analyzed (including the period from March 2019 to March 2020). Google Trends is a search trends feature that allows you to see how often specific keywords, subjects and phrases have been queried over a specific period of time, by showing the frequency with which a given term is entered into Google's search engine, relative to the site's total search volume, based on a sample of Google searches.

The search terms, used in the analysis, are the following:

- Karlovac
- Ogulin,
- Ozalj,
- Duga Resa,
- Slunj,
- Karlovac Beer Days,
- Advent festival in Ogulin,
- Vivodina Wine Days (Ozalj),
- Strudelfest (Ozalj),
- Grin fest,
- Summer on Mrežnica,
- Advent festival on Mrežnica,
- Summer in Ogulin,
- Days of the City of Ogulin,
- Masquerade of the City of Ogulin,
- Summer in Ozalj,
- European Rafting Cup,
- Easter Fair,
- Korana meetings “water games”,
- Motorijada,
- Days of the City of Slunj,
- Carnival,
- Biciklijada,

- Celebration of the feast of St. Antun Padovanski,
- Noć šišmiša – Late night cave tour,
- Aquatika – freshwater aquarium,
- The Homeland War Museum Karlovac – Turanj,
- The Town Museum od Karlovac city,
- Ivana's fairytale house Ogulin,
- Rastoke,
- Old Town of Bosiljevo,
- Old town of Cetin,
- Old town of Modruš,
- Old town of Dubovac,
- Old town of Novigrad na Dobri,
- Frankopan Castle,
- Old town of Ozalj,
- Old town of Drežnik,
- Old town of Slovin,
- Karlovac Star,
- City of Zagreb,
- City of Rijeka.

For each search word, in addition to the total search volume, the following categories were taken into account:

- Arts & Entertainments,
- Beauty & Fitness,
- Books & Literature,
- Business & Industrial,
- Food & Drinks,
- Games,
- Hobbies & Leisure,
- Jobs & Education,
- Shopping,
- Sport,
- Travel.

Most of the search words were combined with the word “Travel” because the research is based on the tourism aspect of these terms.

The research period for the terms used is 12 months.

Searches run from the following countries were analysed:

- Croatia,
- Slovenia, Bosnia and Hercegovina, Serbia, Macedonia, Austria, Hungary, Germany,
- Worldwide.

2.1 Cities of Karlovac County

The presented analysis of the search of Karlovac County’s cities includes the Cities of Karlovac, Ogulin, Ozalj, Duga Resa and Slunj.

Karlovac

According to Google Trends data at the search level of Croatia, in the category of “Travel”, the greatest interest for City of Karlovac is realized in May and June. The leading five counties that search this term are: Karlovac County, Lika-Senj County, Zagreb County, the City of Zagreb and Sisak-Moslavina County with the three most searched terms being: “*Saint John's eve bonfires Karlovac*”, “*Summer stars*” and “*Autotransport timetable Karlovac*”.

Two neighbouring countries of Karlovac County are Slovenia and Bosnia and Herzegovina. According to the data collected for Slovenia, it is evident that the search for City of Karlovac has a seasonal pattern with peaks occurring in September, while search patterns for Bosnia and Herzegovina show peaks recurring in July, August, the end of September and the beginning of October.

Worldwide, search peaks are shown in summer months, specifically in June, July and August. The top five countries by interest displayed in searching the City of Karlovac are Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Macedonia. Conducted searches mainly consist of general information on the City of Karlovac.

Ogulin

In the the category of “Travel”, the the greatest interest in searching the City of Ogulin is realized in September, August and October. The counties from which the most searches are performed include

Karlovac, Lika-Senj, Primorje-Gorski Kotar County, the City of Zagreb and Dubrovnik-Neretva County, with the most searched terms being: *"Town of Ogulin"*, *"Hotel Frankopan"* and *"Ogulin in the heart"*.

Internet users originating from Slovenia mostly search for the term *"Ogulin"* in May, July, December, late January and early February, while users from Bosnia and Herzegovina search for the same term mostly during April, late June and early July.

Worldwide, the word Ogulin is mostly searched by Internet users from Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Austria.

Ozalj

Based on the results for Croatia, the search for the City of Ozalj occurs mostly in March, April, September and October. The counties that search this term most are: Karlovac and Zagreb counties, the City of Zagreb, Sisak-Moslavina and County of Primorje-Gorski Kotar. The most frequently searched terms are: *"City of Ozalj"*, *"Health centre Ozalj"*, *"Weather forecast Ozalj"*, *"Old Town of Ozalj"* and *"Ozalj Castle"*.

In neighbouring Slovenia, the term *"Ozalj"* is most frequently searched for in March, while in Bosnia and Herzegovina the search for the same term peaks in August.

Worldwide, the term is most searched for in March, April and May, while the ranking of countries from which the term is mostly searched for is Croatia, Slovenia, Bosnia and Herzegovina and Germany.

Duga Resa

In Croatia, in the category of *"Travel"*, the City of Duga Resa is searched mainly in June. Interest by counties ranges from Karlovac, Sisak-Moslavina County, the City of Zagreb, Zagreb County to County of Primorje-Gorski Kotar. Our neighbours in Slovenia search this term mostly during August and October, while Bosnia and Herzegovina does so mostly in April.

Worldwide, the most frequent search periods include June, August and December, and most searches originate from Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Austria.

Slunj

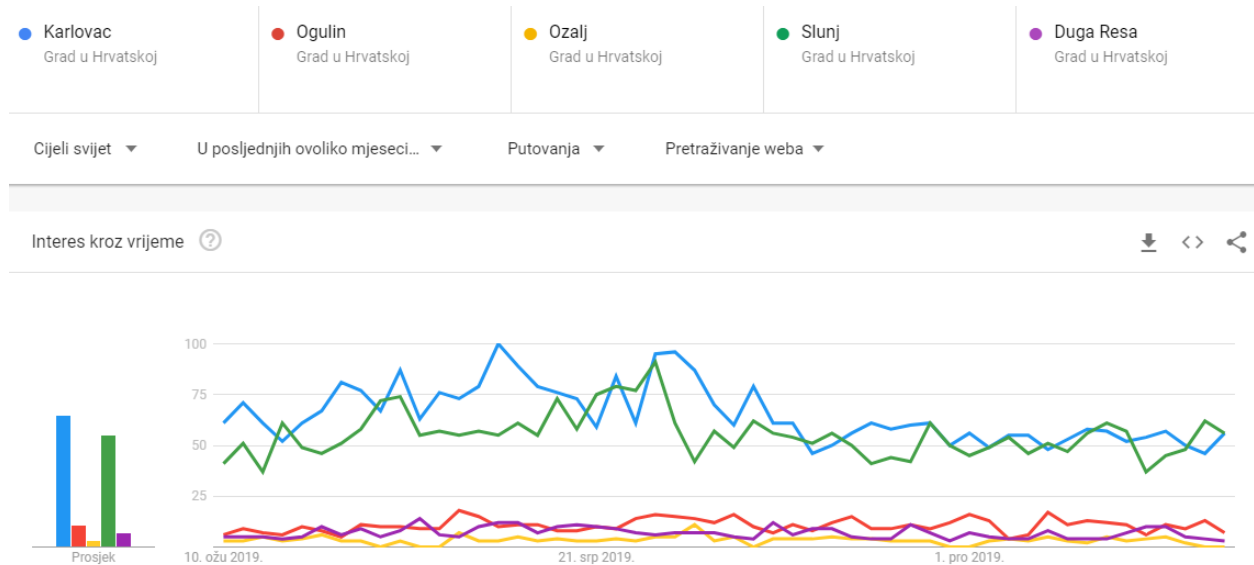
In the category of *"Travel"*, Internet search for Slunj in Croatia mainly occurs in November, originating mostly from Karlovac County, Lika-Senj County, Zagreb County, the City of Zagreb and Sisak-Moslavina County. The term *"Rastoke"* is most sought-after.

In Slovenia the search for the same word peaks in September and December, while most searches originating in Bosnia and Herzegovina occur during April and August.

Worldwide, Slunj is mostly searched for in August from Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Hungary.

Data on the frequency and search patterns of Internet users should be analysed and taken into account in designing and planning of promotional campaigns in digital media, in order to achieve maximum promotion results.

Graph 1. Comparative view of five cities according to the search period



From the chart presented above a conclusion can be drawn that among the five compared cities in Karlovac County, Karlovac is the most searched for, followed by Slunj, Ogulin, Duga Resa and Ozalj, with searches peaking mostly during summer months. Data displayed in this chat is based on worldwide search patterns in the period of previous 12 months within the category of "Travel".

2.2 Events in Karlovac County

Data analysis of the searches for Karlovac County events include Karlovac Beer Days, Advent festival in Ogulin, Vivodina Wine Days (Ozalj) and Strudelfest (Ozalj).

Karlovac Beer days

Analysing the data obtained via Google Trends, "Karlovac Beer Days" is the most important event in the City of Karlovac. Observing the search patterns of this phrase in Croatia in the past 12 months, a peak is visible at the time the event is held (in August) with event program being the most searched topic. The

counties from which the most searches are realized are Karlovac, Zagreb, Lika-Senj County, the City of Zagreb and Sisak-Moslavina County.

When the search for this phrase in Croatia is analysed within the category of "Food & Drinks", the order of counties looks somewhat different: Karlovac, Lika-Senj, Krapina, Sisak-Moslavina and Zagreb county. An analysis of the search for this event at the global level shows that it is mostly searched by Internet users from Croatia, followed by Slovenia and Germany. Results were crosschecked for Internet searches from neighbouring Bosnia and Herzegovina, but no data was available. "*Karlovac Beer Days*" event was also compared to other events such as "*Advent festival in Karlovac*", "*Weekend in Dubovac*", "*Saint John's eve bonfires and spring promenades*", but due to huge discrepancies in the results it was not possible to draw a common conclusion, so the data is not presented in this report. In conclusion, however, it can be said that "*Karlovac Beer Days*" is the most sought-after event in Karlovac.

Advent festival in Ogulin

Observing the data for Croatia, this event is most often searched for in December, primarily from Zagreb, while worldwide the term is most searched in June, October, November and December.

Vivodina Wine Days (Ozalj)

Internet users from Croatia search for this term mostly in June, at the global level the search peaks in May and June, more precisely around the period of the event itself.

Strudelfest (Ozalj)

Strudelfest is most searched in Croatia in September, November and January, from Karlovac County and the City of Zagreb.

2.3 Local attractions of Karlovac County

Among the local attractions, the following search terms were analysed: Aquatika - freshwater aquarium, Homeland War Museum Karlovac - Turanj, Karlovac City Museum, Ivana's fairytale house Ogulin, Rastoke and Barač' caves.

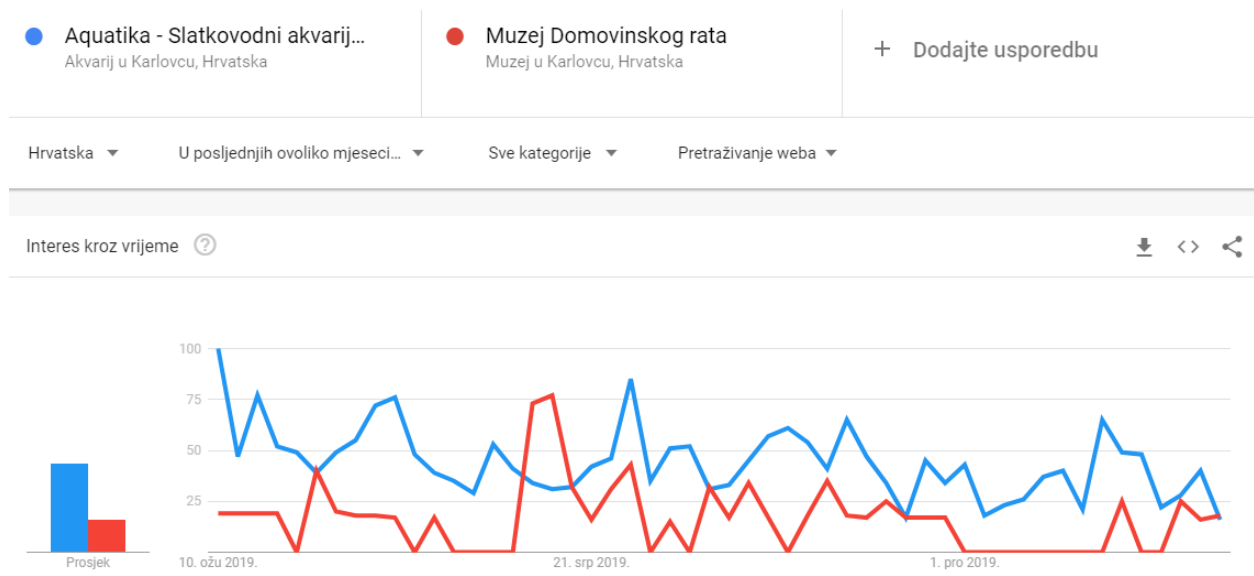
Aquatika - freshwater aquarium

According to the category "arts and entertainment" in the Republic of Croatia, Aquatika is mainly searched in May, mostly from Karlovac, Zagreb, Primorje-Gorski Kotar County and the city of Zagreb.

Homeland War Museum Karlovac - Turanj

In Croatia, this term is searched mainly in May and June, mostly in Karlovac and Zagreb counties and the city of Zagreb.

Graph 2. Search overview of the Homeland War Museum and Aquatika aquarium at the national level



The graph shows a comparison of searches for terms Aquatika and Homeland War Museum Karlovac - Turanj as important attractions in the city of Karlovac. It can be seen that Aquatika - freshwater aquarium has been searched to a greater extent, and the seasonality of the search is noticeable, which ranges more intensively from the beginning of March / April to October / November.

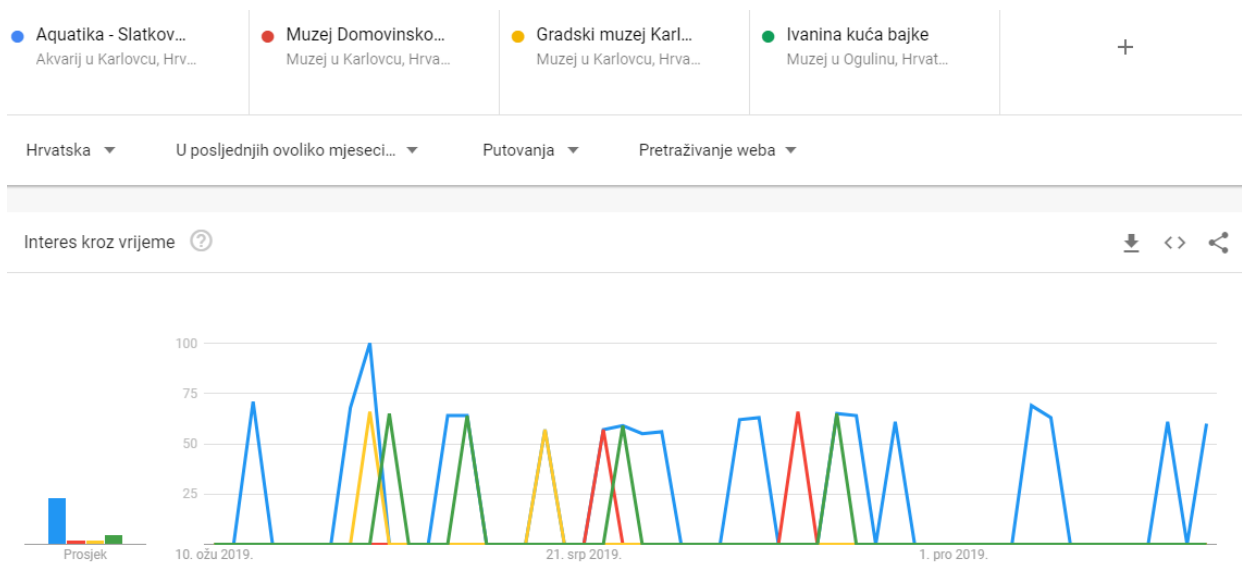
Karlovac City Museum

In Croatia, the Karlovac City Museum is searched mostly in June, in accordance with the tourist season, and most searches come from Karlovac County and the City of Zagreb. Search time changes if we look at global search intensity data and it mostly appears during April and July.

Ivana's fairytale house Ogulin

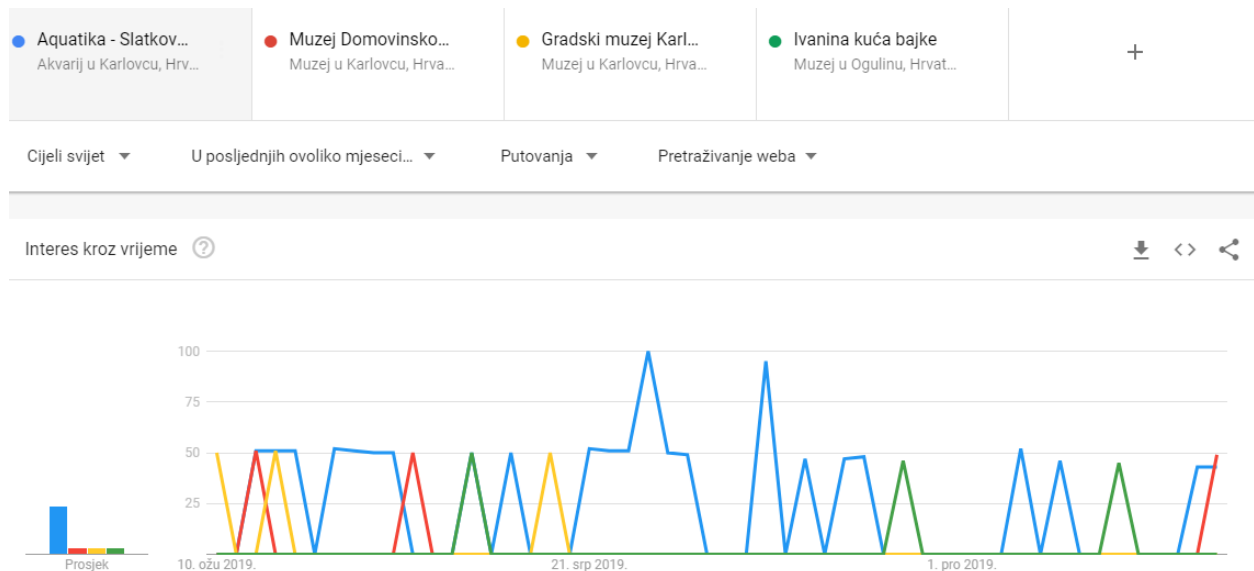
The search for this term is most common in May, June, August and October, and most searches come from the city of Zagreb.

Graph 3. Comparison of the County's attractions by travel category at the national level



According to the category of travel in Croatia, Aquatika - freshwater aquarium is the most searched attraction, followed by Ivana's fairytale house, Homeland War Museum and Karlovac City Museum and it can be seen that Aquatika has more frequent searches during the year compared to others who are searched only in certain months.

Graph 4. Comparisons of the County's attractions by travel category on the global level



When the same group of terms is compared on a global level, it can again be concluded that the largest share in searches has Aquatika - freshwater aquarium, while other attractions are much less searched. These terms are, as expected, mostly searched from Croatia.

Rastoke

In Croatia, the term "Rastoke" is most often searched in August from Karlovac, Lika-Senj, Zadar, Šibenik-Knin and Krapina-Zagorje counties. The most searched terms are "Slunj rastoke" and "rastoke accommodation".

In Slovenia, this term is most searched in July and in Bosnia and Herzegovina in June. Globally, the most common search period is August, from territories of Croatia, Slovenia, Bosnia and Herzegovina, Hungary and Serbia.

Barač caves

In the search category "hobbies and leisure", Barač caves, as an attraction of Karlovac County, is searched in Croatia throughout the year, except in November and January. The period of highest search intensity is in late June and mid-September, which indicates greater interest in the attraction during the summer season. Searches are most frequent from Karlovac, Lika-Senj and Zadar counties and the City of Zagreb.

2.4 Sights of Karlovac County

The main sights of Karlovac County included in the search analysis are the ruins of the Old Town of Modruš in Josipdol, the Old Town of Dubovac based in Karlovac, the ruins of the Old Town Drežnik in Rakovica and the Old Town of Ozalj.

Ruins of the Old Town Modruš in Josipdol

According to the *travel* category, the term "Modruš", which signifies the Old Town Modruš, is searched only in Croatia, primarily in Karlovac County, while a smaller number of searches is visible in the City of Zagreb. High search intensity of the term "Modruš" is visible in April, December and January.

The Old Town Dubovac in Karlovac

In the same category, the term "Old Town Dubovac" is searched only in Croatia, primarily in Karlovac County, while a smaller number of searches is visible in the City of Zagreb. The term is most searched in August and February.

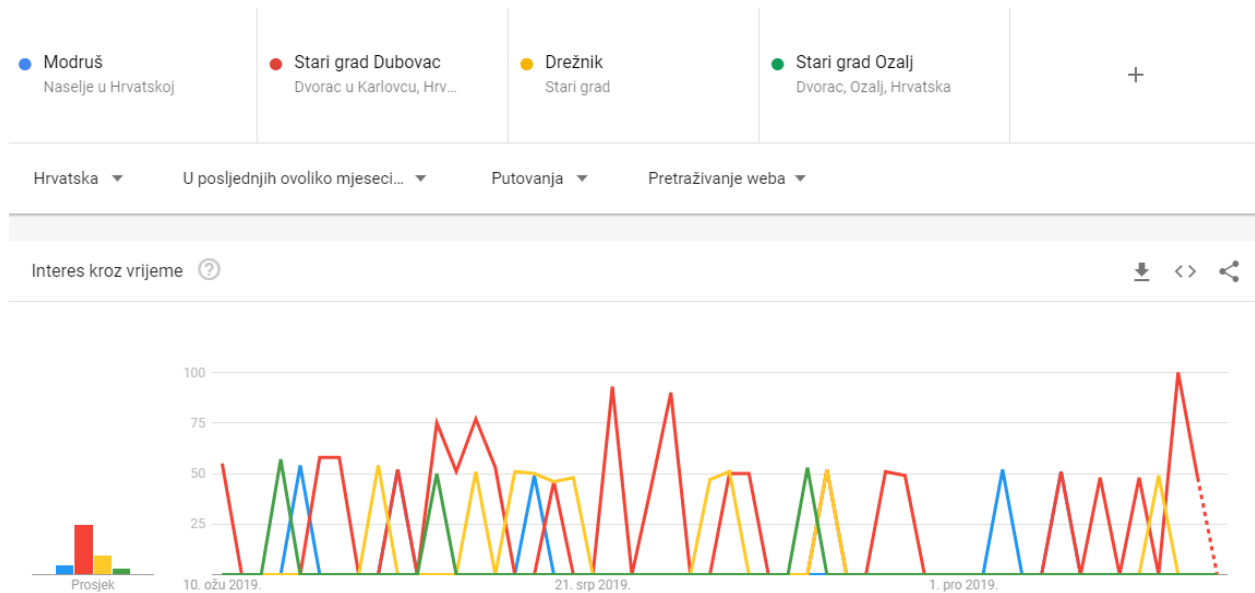
Ruins of the Old Town Drežnik in Rakovica

In the "travel" category, the term "Drežnik" signifies the ruins of the Old Town Drežnik, and it's searched only in the City of Zagreb. The highest search intensity is visible from May to July, in September, at the end of December and in February. Since the Legends of Plitvice Valleys and the Celebration Feast of St. Antun Padovanski are held in June in the Old Town Drežnik, it is understandable that the frequency of the search term "Drežnik" increased during May and June.

The Old Town Ozalj

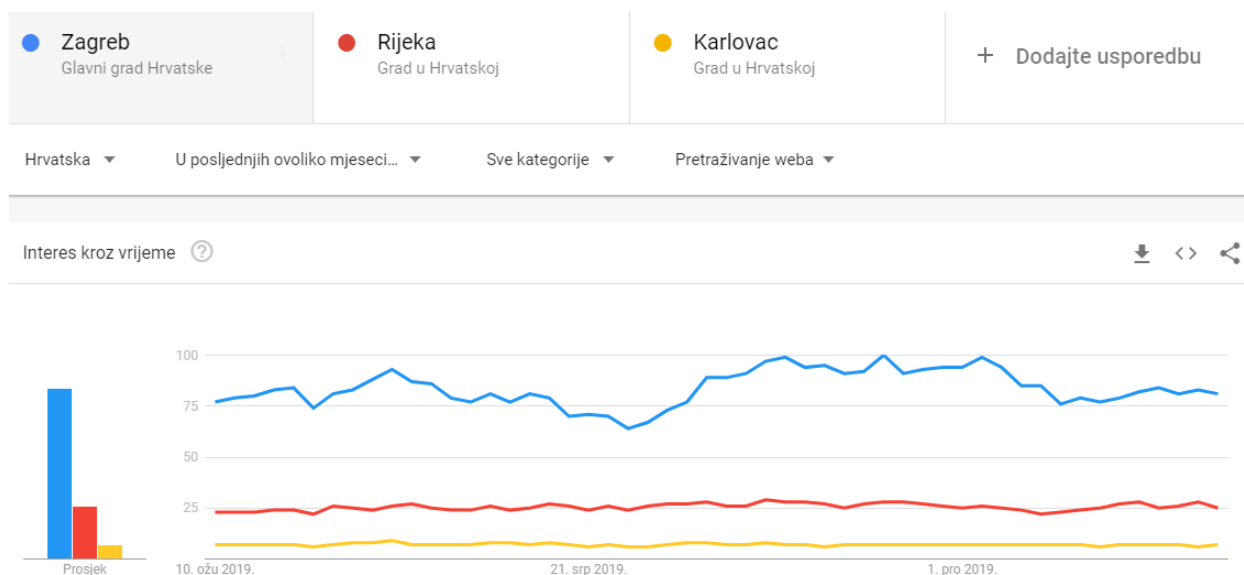
The Old Town Ozalj is also searched only in the City of Zagreb, mostly in early April, late May and early October, which is common given the tourist season and the work of the Homeland Museum located in the old town.

Graph 5. Comparisons of searches of old towns by travel category at the national level



The presented chart gives a comparison of the most frequently searched old towns in Karlovac County. It is obvious that Dubovac is, on average, the most searched old town, followed by Drežnik, Modruš and Ozalj. It is also clear that the frequency of searches is not sufficient for the development of tourism outside the seasonal period. Other old towns such as Bosiljevo, Cetingrad, Novigrad na Dobri, Frankopan Castle in Ogulin, Old Town Slovin in Slunj and Karlovac Star do not have a representative number of searches, so their data are not shown in the chart.

Graph 6. Comparison of searches of the city of Karlovac, Zagreb and Rijeka at the national level



According to the presented search at the level of the Republic of Croatia and according to all categories, it is evident and expected that Zagreb is the most searched city, followed by Rijeka and then Karlovac. Globally, in the travel category, Karlovac has the lowest search results and they come mostly from Croatia, Serbia, Slovenia, Canada and Bosnia and Herzegovina.

Analysing the overall data, it can be concluded that Karlovac County and its tourist attractions are mostly searched by domestic tourists, the search takes place mostly in the spring, summer and autumn, which makes sense due to nice weather, possibility for tourists to play sports and enjoy the outdoors. In addition, it should be noted that during the mentioned period tourists usually go on holidays.

As for foreign countries, Karlovac County, its tourist attractions and events are mostly searched from Serbia, Slovenia, Bosnia and Herzegovina, Hungary, Canada, Austria.

Table 1. Searched terms whose results were too low to show

Searched term	Categories	Country/World
Beer days Karlovac	All categories	Bosna and Hercegovina
Cycling adventure Karlovac	All categories	World
Karlovac City Museum	Travel	Slovenia, BiH
Grin fest	All categories	Croatia, World
Summer on Mrežnica	All categories	Croatia, World

Advent on Mrežnica	All categories	Croatia, World
Summer in Ogulin	All categories	Croatia, World
Days of the city of Ogulin	All categories	Croatia, World
Masquerade of the city of Ogulin	All categories	Croatia, World
Summer in Ozalj	All categories	Croatia, World
European Rafting Cup	All categories	Croatia, World
Easter Fair	All categories	Croatia, World
„Water games“on Korana	All categories	Croatia, World
„Motorijada“	All categories	Croatia, World
Days of the town of Slunj	All categories	Croatia, World
Carnival	All categories	Croatia, World
Bicycle Race	All categories	Croatia, World
Celebration of the feast of St. Antun Padovanski	All categories	Croatia, World
Late night cave tour	All categories	Croatia, World

The reason these terms did not generate a Google Trends verification result was because there was not enough searches for these terms to include them in the tool analysis.

According to all the above statistics and graphs, one gets the impression that Karlovac County is not popular enough in foreign countries, that searches are mostly from Croatian counties and the most popular search period is during the tourist pre-season and season - spring and summer. Karlovac County has a great potential for attracting tourists during other seasons, but for that it is necessary to design new tourist contents, which would ultimately lead to a greater distribution of tourist arrivals during the year.

The strength of Karlovac County, in terms of reputation, is certainly the great popularity of already proven tourist contents and events such as Beer Days in Karlovac, Aquatika, Homeland War Museum, Barać Caves and Rastoke, which attract large numbers of tourists on yearly basis.

On the other hand, the weakness of Karlovac County, in terms of reputation, is the insufficient popularity of certain places such as old towns, which were not in high demand in the period and for the purpose of sustainable tourism should try to design new and interesting tourist contents that will popularize these places.

Google Trends analysis shows that Karlovac County is perceived as an attractive tourist destination during the spring and summer, therefore in the future, actions should be done such as creating new tourist offers

as well as creating new marketing and communication strategies with the aim to present and promote Karlovac County as a destination worth visiting throughout the whole year.

The relatively disheartening information obtained by conducting the Google Trends analysis is certainly the weaker popularity of the County in foreign countries. Given that Karlovac County has some very popular local attractions, a larger number of searches was expected and thus a greater popularity of the destination. According to the information obtained by Google Trends analysis, it was found out that Karlovac County is more popular among domestic tourists during spring and summer, which is not surprising given the beautiful weather and the beauty of nature that surrounds it.

Given the above, Karlovac County should intensify its marketing and communication activities towards domestic tourists from counties that are not in the immediate vicinity and to foreign tourists, thus positively affecting the development of sustainable tourism.

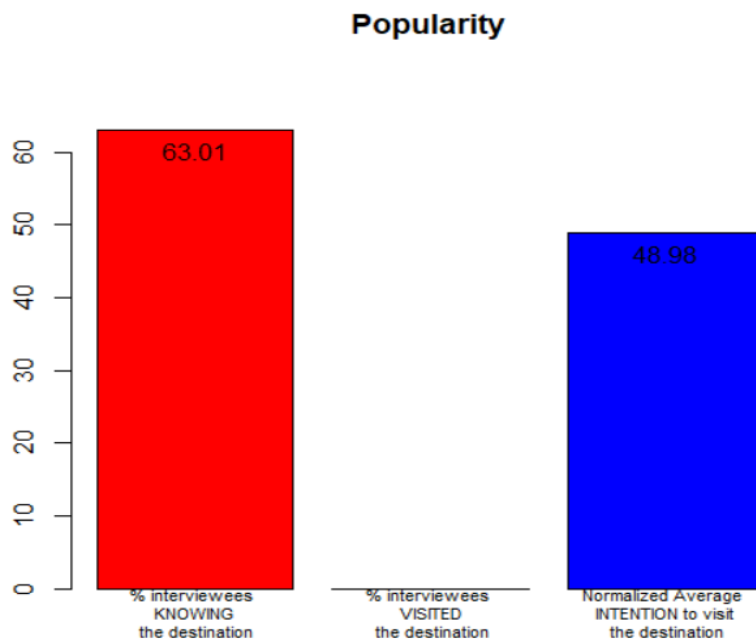
3. “Non-visitor” survey analysis

To the aim of developing Karlovac County into a tourism destination, the opinion of tourists who arrived in more popular destinations but did not and will not visit Karlovac County is of particular interest, because they are able and willing to travel the distance from their origin city and they might find the region attractive overall, but first and foremost they could include Karlovac County in their travel itineraries. In this Reputation Analysis such tourists (visiting more popular destinations near Karlovac County) are called “non-visitors” to highlight that they may “easily” visit Karlovac County, but they do not.

The Reputation of Karlovac in the view of “non-visitors” was investigated through a semi-structured survey on the opinions of 47 people visiting Zagreb, Velika Gorica, Rijeka, Krk, Opatija and Lovran. The face to face survey interviews were carried out from 30 December 2019 to 27 January 2020.

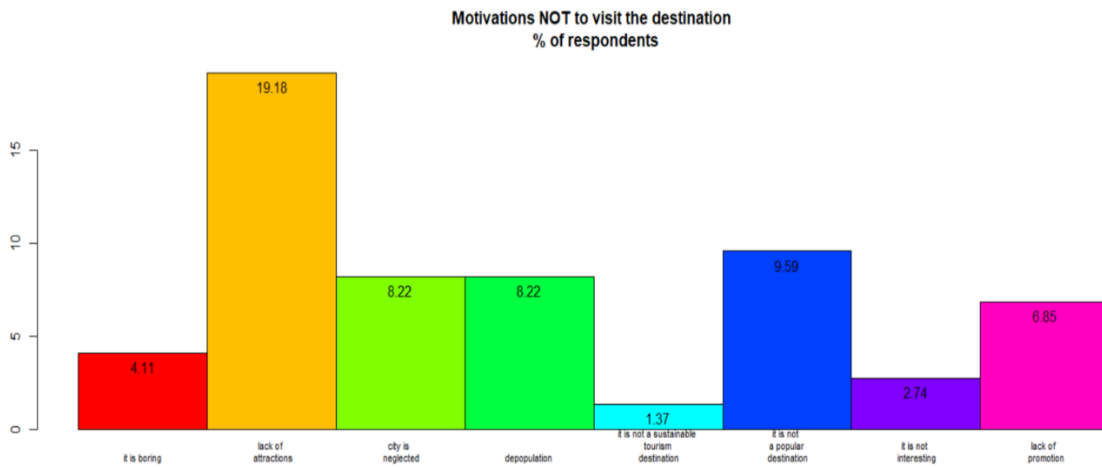
3.1 Popularity with “non-visitors”

Graph 7. Review of the popularity of Karlovac County



According to the data obtained from the surveys, it is evident that 63% of respondents know about Karlovac County, no respondents have visited it, while an average of 49% of respondents plan to visit Karlovac County in the coming period. Therefore, it is evident that Karlovac County is well-known, but according to the respondents it is not attractive enough since they have never visited it.

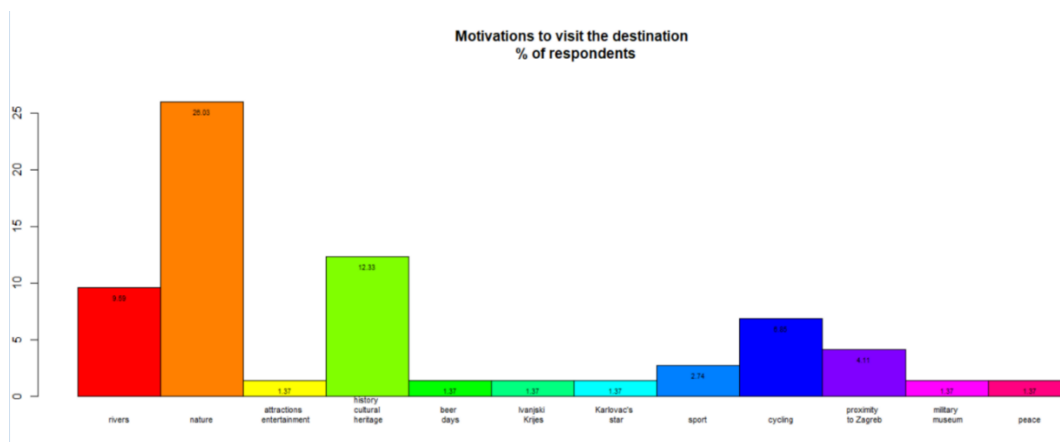
Graph 8. Reasons for non-arrival of respondents in Karlovac County



According to the data shown in the chart, it is evident that the respondents cited the lack of tourist contents, unpopularity of the destination, depopulation, neglectation of cities, lack of promotion, boredom, non-interesting destination, and unsustainability of tourist destination as the reasons for not coming to Karlovac County.

From the above arises the need to invest additional resources that will change the perception of the destination in the eyes of visitors as well as investing in creating new contents in the destination.

Graph 9. Reasons for arrival of respondents in Karlovac County



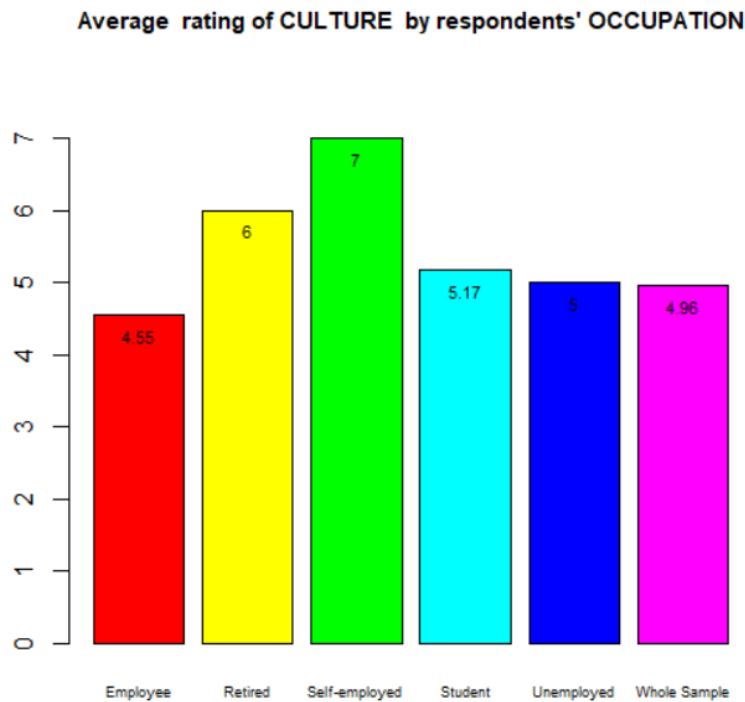
According to the collected data, it is evident that the respondents most often mentioned nature, history and cultural heritage, rivers, cycling and the vicinity of Zagreb as the reasons for coming to Karlovac County, while they rarely mentioned sports, peace and quiet, entertainment and tourist attractions such as Beer Days, Ivanjski krijes (Ivan’s bonfire), Karlovac Star and the Homeland War Museum. Given the above, it is evident that the strengths of the County are natural and cultural heritage and sports activities that should be used to strengthen tourism development.

3.2 Market segmentation

3.2.1 Market segmentation by socio-demographic characteristics

This chapter analyses the differences in the popularity of the destination and the known destination in relation to the age and gender of the respondents, type of employment, origin of visitors, level of education and family income and gives suggestions regarding segmentation of the target market.

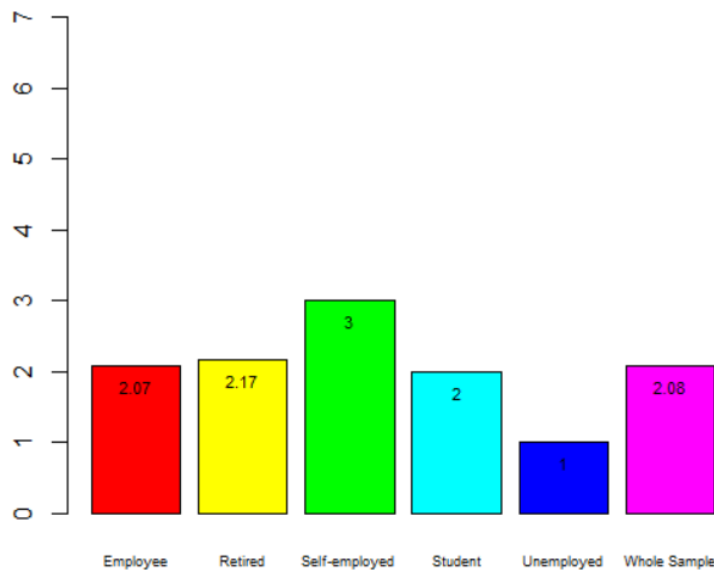
Graph 10. Average assessment of culture according to the occupation of the respondents



According to the presented data, it is evident that the respondents are of the opinion that history and cultural heritage of the destination are exceptional and all respondents, regardless of their occupation, positively assessed the culture of Karlovac County. From the above it can be concluded that the County should make better use of its history and cultural heritage for tourism purposes, which would certainly contribute to the sustainable development of tourism in the future.

Graph 11. Average assessment of marketing according to the occupation of the respondents

Average rating of MARKETING by respondents' OCCUPATION



The analysis of the data showed that the respondents were not satisfied with the marketing and communication activities of the destination and that all of them, regardless of their occupation, negatively assessed the marketing and communication aspect of Karlovac County. The County should therefore focus more strongly on these shortcomings to improve the image of the destination and positively influence the development of tourism.

From the perspective of popularity, out of 47 respondents who have heard of Karlovac County, 55.32% of respondents are female, 44.68% are male, and according to age, the overview is as follows:

- 19,15% of respondents in the age range 15-24 years

- 31.92% of respondents in the age range 25-34 years
- 19,15% of respondents in the age range 35-44 years
- 14.89% of respondents in the age range 45-64 years
- 14.89% of respondents in the age range 65 or more years

Furthermore, 70.21% of respondents are tourists from Croatia, of which 51.51% have a university degree and 48.49% have a high school education. Most of them are employees with an annual income ranging from 5,000 to 9,999 euros. In addition to 70.21% of tourists from Croatia, 29.79% of tourists are from foreign countries and they also participated in the survey; most of them are employed with a university degree and annual income ranging from 20,000 to 39,999 euros.

If the market segmentation is to be done based on the popularity of Karlovac County, the focus should be on creating appropriate promotional messages intended for women, people aged between 25 and 34, target domestic tourists, and people with university or high school education with an annual income ranging from 5,000 to 9,999 euros. These characteristics could be connected during the creation of appropriate promotional messages in order to achieve the best possible effect and result of promotional activities.

Karlovac County is best known for its natural beauty, rich history and cultural heritage and, since the respondents are not too familiar with the offer of the County, as motivation for arrival they mentioned nature, rivers, sports, cycling, peace and quiet, proximity to Zagreb, historical aspect and cultural heritage, Karlovac Star and the Homeland War Museum, as well as fun attractions and events such as Beer Days and Ivanjski krijes.

Of the 24 respondents who cited nature as the main motivation for arrival, 54.17% of respondents are female, 45.83% male, and we have the most respondents in the age range of 25 to 34 and 35 to 44 years. Furthermore, 54.17% of respondents are tourists from Croatia while 45.83% are from foreign countries. Most of them are employees with a university degree and an annual income ranging from 5,000 to 9,999 euros and 20,000 to 39,999 euros.

Market segmentation based on the motivation for arrival related to the beauties of nature should be focused on creating appropriate promotional messages for women, people between 25 and 44 years of age, domestic tourists and people with higher education with an annual income of 5,000 to 9,999 euros.

Of the 15 respondents who stated that they did not plan to visit Karlovac County, 60% were women and 40% were men. Most of the respondents are in the age group of 25 to 34 years. Most of them are employed and have a university degree. Foreign tourists who do not plan to visit Karlovac County have an

annual income in the parameters of 20,000 - 39,999 euros, while the annual income of Croatian tourists is in the range of "less than 5,000 euros" and 10,000 - 19,999 euros. These respondents mostly stay in hotels and their own accommodation, but there are also those who stay with friends or family. The period of stay in selected destinations varies between few days and a month, while their motivation for arrival is mostly work and visiting friends and family.

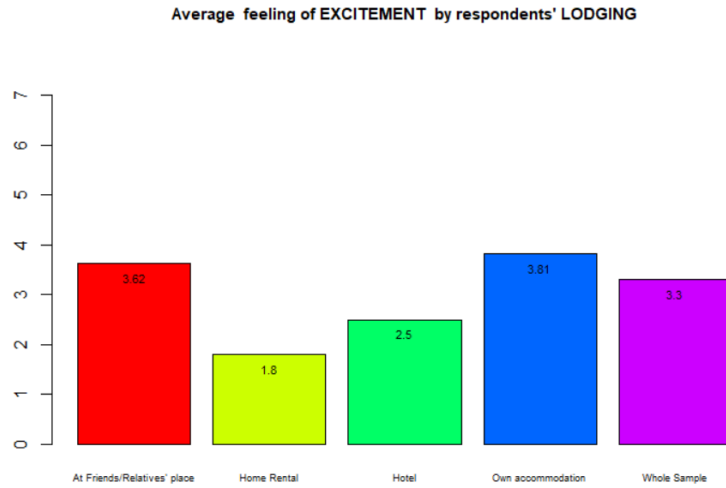
If market segmentation is to be done on the basis of persons who do not plan to visit Karlovac County, the focus should be on creating appropriate promotional messages for women aged 25 to 34, especially domestic tourists - employees with a university degree and annual income between 5,000 and 9,999 euros who tend to stay in hotels from 2 to 6 days. By combining these characteristics for promotional purposes, the best possible effect of promotional activities would be achieved.

Respondents who do not plan to visit Karlovac County in the coming years, as the main reasons for not coming stated the lack of attractions and quality events, neglect of cities, depopulation and the impression of an uninteresting and boring destination. The opinions of the respondents are not in line with the reality of Karlovac County due to the fact that the respondents do not view the destination as interesting for tourists because they are not sufficiently informed about the destination and its offers. Karlovac County can boast of a diverse offer of sports, cultural and entertainment events and activities related to nature, but the existing offer needs to be expanded and adequately presented.

3.2.2 Market segmentation by trip-related factors

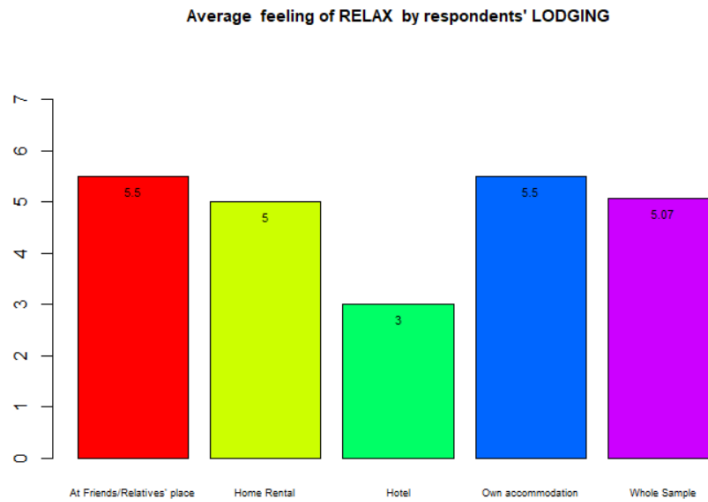
Below the respondents' preferred types of accommodation, their numbers at the destination and the impact on the intention of visiting the destination are analysed.

Graph 12. Average feeling of enthusiasm of the respondents according to the types of accommodation



According to the data, it is evident that the respondents who chose accommodation with friends/relatives, their own accommodation, hotel and rent a house / apartment, are of the opinion that they would not feel too enthusiastic during their stay in Karlovac County. From the above mentioned, one gets the impression that Karlovac County as a destination does not cause enough enthusiasm among visitors. These negative opinions could be attributed to poor destination promotion and respondents' lack of information.

Graph 13. Average feeling of relaxation of the respondents according to the choice of accommodation



The chart shows that the respondents, who chose their own accommodation, accommodation with friends/relatives and renting a house/apartment, were of the opinion that they would feel relaxed in Karlovac County, while the respondents who chose a hotel were of the opinion that they would not feel relaxed at the destination. From the above, one gets the impression that most respondents still consider Karlovac County a relaxing destination.

According to the information available on the website of the Karlovac County Tourist Board, tourists visiting Karlovac County have at their disposal 14 hotels, 11 hostels/motels, 9 camps, 255 private accommodation in Rakovica, 114 in Slunj, 104 in Ogulin, 88 in Karlovac, 48 in Duga Resa and 98 private accommodation from other municipalities of Karlovac County. Therefore, it can be concluded that Karlovac County has a good foundation in terms of accommodation capacity and an increasing number of accommodation units over the years is expected to contribute to the development of tourism.

Given the insight into the answers from the surveys, a conclusion can be made that the respondents stay on average of 5 days, while the exact figures vary depending on the characteristics of the respondents and their place of origin.

Respondents staying less than 7 days in selected locations are mostly Croatian tourists of younger age, low to medium annual income who stay mostly in their own accommodation or with friends / family; but also foreign tourists of younger and middle age, with university degree and high annual income, who mostly stay in hotels and rented accommodation.

Respondents staying 7 or more days in selected locations are Croatian tourists, mostly middle-aged and older, with high school education and lower annual incomes, most of whom stay in their own accommodation or with friends/family.

Respondents who spend several days in locations in the vicinity of Karlovac County do not intend to visit Karlovac County because they believe that the destination is not attractive and popular enough and believe that the County does not provide enough attractions and events, which indicates insufficient promotion of the destination.

The main motivation for the arrival of tourists primarily depend on the taste, desires, needs and character of tourists and finally the location and what attracts them to that location, therefore we have visitors of popular tourist destinations such as Krk, Opatija and Lovran who cited visiting friends and family, going to the beaches and nature as the main motivations for arrival, which is understandable given the beauty of the beaches and the nature that adorn these destinations. Furthermore, we have visitors of larger cities such as Zagreb, Rijeka and Velika Gorica whose reasons for visiting are somewhat different (work, culture, visiting friends and family, food and wine), which is understandable given the size of cities, greater business opportunities and wider range of hospitality services and tourist contents.

The main reasons why respondents would visit Karlovac County, i.e. the main characteristics of the County that attract respondents are the proximity of the capital Zagreb, history and cultural heritage, certain tourist attractions such as Beer Days and Ivanjski krijes (Ivan's bonfire), but what attracts respondents the most and what was most often stated as motivations for arrival are the natural beauties of Karlovac County such as rivers and nature, the possibility of cycling in nature and peace and quiet, which is really attractive to respondents given the today's fast-paced lifestyle.

As the main reasons for not coming to Karlovac County, respondents mentioned the lack of content, neglect of cities and depopulation, destination described as unpopular and uninteresting, which again indicates the low quality of promotion of Karlovac County and thus respondents' lack of information. It should be mentioned that several respondents answered that they did not see any reasons for not coming to Karlovac County, which indicates the possibility of coming in the future.

As secondary reasons for coming or not coming to Karlovac County, respondents' answers were taken from questions about how they imagine Karlovac County from different aspects such as price, safety, infrastructure quality, natural landscape, cultural heritage, etc. Based on this, one gets the impression that the respondents are more inclined to visit Karlovac County because they think that the County is very relaxing, with excellent natural environment, exceptional cultural heritage, high level safety and low prices, while they are indifferent to the opinion on the quality of tourist infrastructure and the acceptance

of foreign tourists by the local community, so the answers give the impression that these aspects would not prevail for coming to Karlovac County. Furthermore, according to the answers received, respondents believe that Karlovac County is not exciting, that marketing and communication initiatives of the County are not effective and that recommendations received from tourists who have already visited the County are not good, which leads to the conclusion that these reasons would not help bring more tourists and help the tourism development of Karlovac County.

Karlovac County is known for its natural beauty, cultural heritage and rich history, but given the answers of respondents, it seems that they are insufficiently informed about all the advantages of the County and therefore not motivated to come to this destination, which indicates the need for stronger promotion of the destination and all the events that complement it.

3.2.3 Implications for marketing and strategy

Given the respondents' lack of information about the offer and tourist contents of Karlovac County, one gets the impression that marketing and communication activities carried out for the purpose of tourism development in Karlovac County did not achieve the set results and the decision to change the marketing strategy should be taken into account.

According to the data collected, it is evident that tourists who visited more popular destinations and did not visit Karlovac County, as reasons, in addition to unattractiveness, uninteresting, neglect and unpopularity of the destination, state the lack of attractive contents, offers and depopulation of the County, meaning, they got the impression of it being a boring destination that is not worth visiting.

Tourists who have not visited Karlovac County should be attracted in several ways. Given that Karlovac County is known for its natural beauties, history and cultural heritage, it is necessary to create and organize new events and contents that will be adapted to the County's values, ie events and tourist contents that will be closely related to nature, history and cultural heritage. The quality of existing events should also be raised to a higher level. All the above should be accompanied by marketing activities and the promotion should include neighbouring counties such as the City of Zagreb, Zagreb County, Lika-Senj, Primorje-Gorski Kotar, Sisak-Moslavina and Zadar counties.

Communication channels that should be given priority are online advertising primarily through social networks, but also offline methods such as advertising through television commercials, radio spots and promotional materials should not be forgotten.

4. Visitor survey analysis

While the Google Trends provide information about the reputation of Karlovac County with the general public of internet users, and the "non-visitor" survey shows the reputation of Karlovac County in the imagination and expectations of people who do not know Karlovac County directly, only tourists who visited Karlovac County can form a reputation based on the actual experience of the destination. Interviewing tourists in Karlovac County is also crucial to understand how the reputation of Karlovac County as tourism destination configures, which aspects of the local supply affect the overall reputation positively and which ones have a negative impact.

The reputation measurement model employed for the "Visitors" survey is a version of the Reputation Quotient adapted to tourism destinations, developed to the aims of EXCOVER. The model considers the reputation of a destination with tourists as composed by 5 main dimensions: emotional appeal;

destination image and management; heritage, climate, products and services (quality); workers attitude, social responsibility. These are theoretical constructs, measured through indicators (survey questions) able to catch their constitutive factors from the eyes of a tourist. For example, tourists do not experience the local welfare directly, but can get an idea of its level from the impressions he got from hospitals, schools, public services etc. Beside indicators, the questionnaire contains questions about the socio-demographic and trip-related characteristics of the tourists, their overall satisfaction and extent to which his expectations about the destination were fulfilled.

The structured survey questionnaires were submitted to 170 tourists visiting Karlovac County, through face-to-face interviews carried out in the period from December 30, 2019 to January 27, 2020.. Results offer helpful insights and provide important suggestions about destination management strategies and tourism development actions.

4.1 The emotional appeal of Karlovac County

This chapter gives an overview of the emotional appeal of Karlovac County based on the average feeling of tourists at the destination.

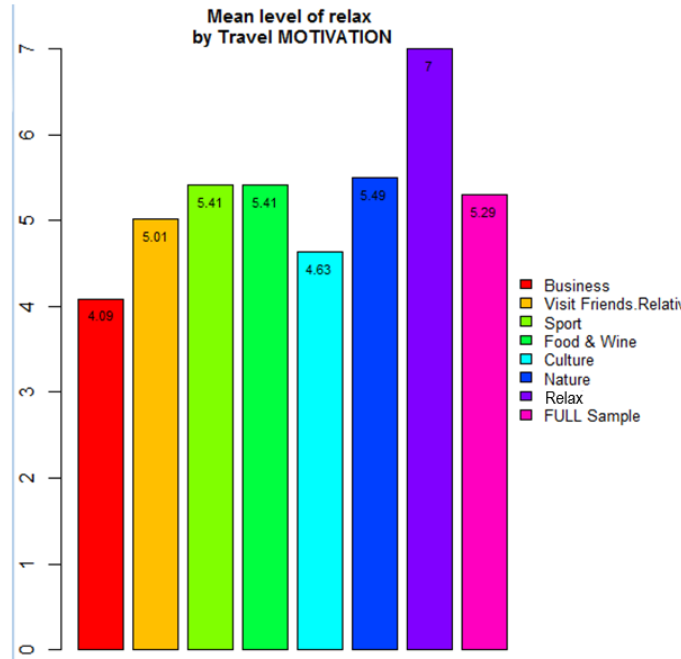
Graph 14. Emotional appeal of Karlovac County



According to survey data, it is evident that tourists are, on average, more relaxed than excited while staying in Karlovac County. The data were obtained according to the responses to the Likert scale in which a score of 1 indicates a complete disagreement of the respondents with the statement, and a score of 7 indicates the complete agreement of the respondents with the statement. Given the above, Karlovac County can be considered a destination that tourists will prefer to visit for the reasons of relaxation and

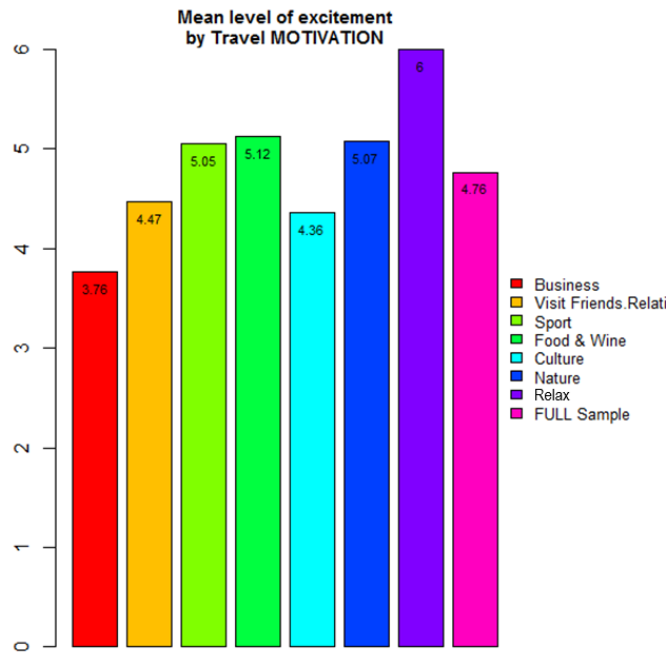
rest, and less for the reason to experience the excitement caused by tourist contents offered by the County.

Graph 15. The level of relaxation of the respondents according to the reason for arrival



According to the results of the surveys, all respondents who cited relaxation, nature, sports, food and wine, visits to friends and relatives, culture and work, feel relaxed at the destination.

Graph 16. The level of enthusiasm of the respondents according to the reason for arrival

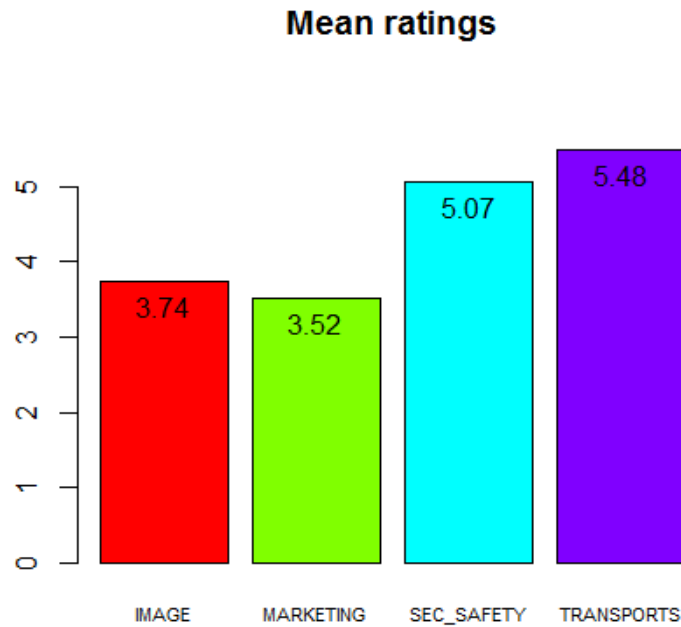


According to the average data shown in the chart, it is evident that respondents, who cited relaxation, food and wine, nature, sports, visits to friends and relatives, and culture, feel enthusiastic about the destination, while this is not the case with respondents who arrived due to business.

4.2 Karlovac County’s image and destination management

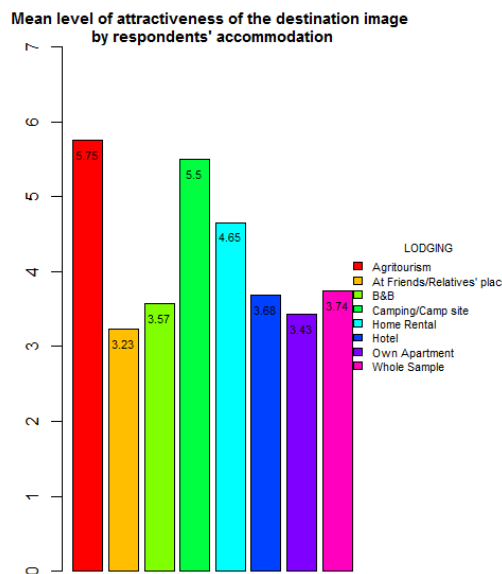
Commenting on the data collected, this chapter provides an image of the destination and its management based on how, on average, respondents assessed the attractiveness of the destination, the effectiveness of marketing and communication initiatives, their sense of security, ease of arrival at the destination and the ability to move around the destination (transport, accessibility and mobility).

Graph 17. Respondents' satisfaction with the image, marketing, security and destination transport



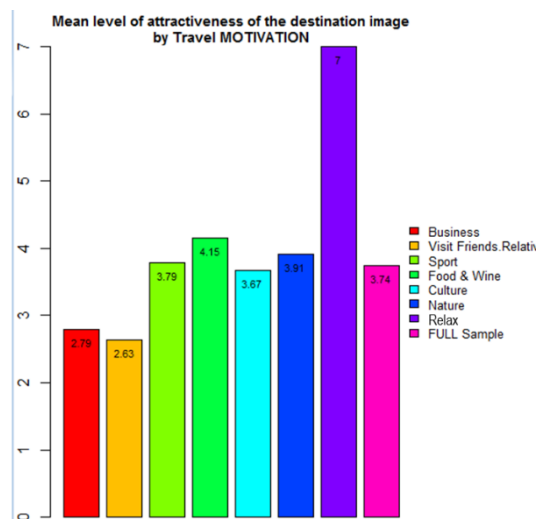
According to the average data from the graph, respondents are most satisfied with the ease of arrival, movement and the level of security of Karlovac County, while not so much with the image of the destination which they do not consider attractive as well as marketing and communication initiatives which they do not consider very effective. Given the above, Karlovac County should work harder on the image of the destination that will leave a good impression and on marketing and communication activities that will popularize the destination and attract new tourists.

Graph 18. The level of attraction of the destination according to the accommodation of respondents



The collected data show that the respondents, who chose agritourism, camps and house/apartment rental, state that the image of the destination is attractive, while the respondents, who chose accommodation with friends or relatives, their own apartment, B&B, and hotel, stated that the image of the destination is not attractive.

Graph 19. The level of attraction of the destination according to the reason for the arrival of the respondents

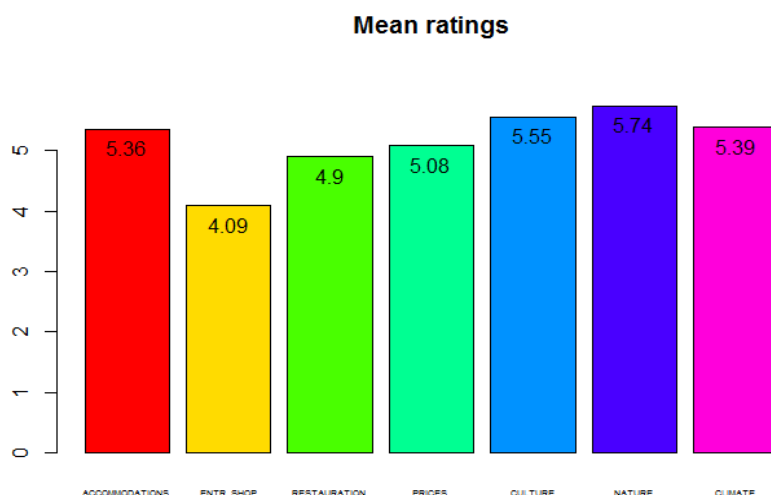


According to the data shown in the chart, it is evident that the respondents, who cited relaxation, food and wine as the reason for arrival, find the image of Karlovac County very attractive, while respondents who cited nature, sports, culture, work and visiting friends and relatives consider the image of Karlovac County to be insufficiently attractive. Given the above, Karlovac County should raise the level of quality of tourist contents related to nature, culture and sports and thus positively affect the image of the destination.

4.3 The quality of products and services, heritage and climate in Karlovac County

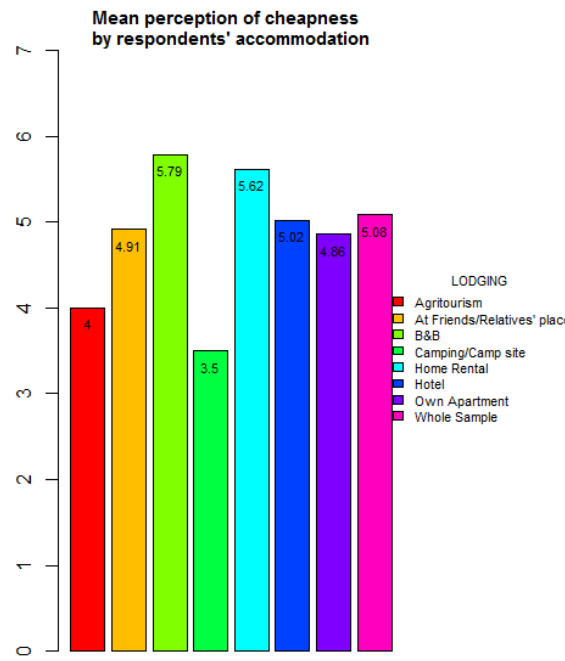
In the following chapter, based on the collected data, descriptions are given of the average rating of products and services, heritage and climate in the destination based on respondents' accommodation, local food, prices, shopping and entertainment, cultural heritage, natural heritage and climate.

Graph 20. Satisfaction of respondents with the offer of Karlovac County



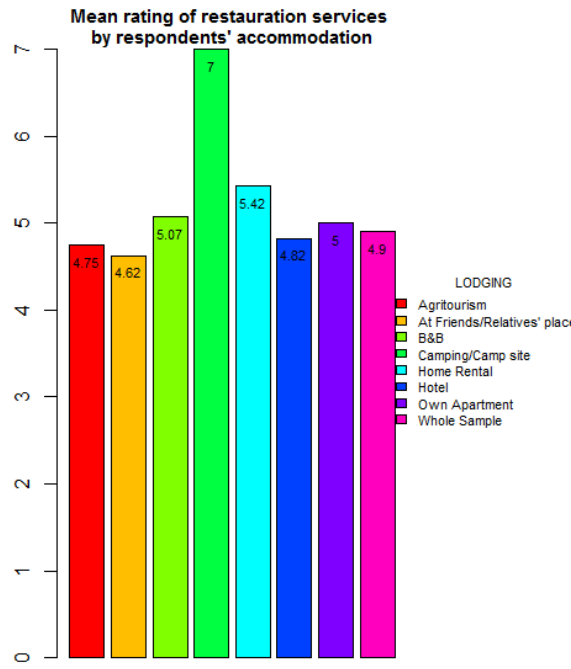
According to the average data collected by the survey, respondents are satisfied with the natural environment, cultural heritage, climate, accommodation and prices in Karlovac County, while the level of satisfaction with hospitality services, entertainment and shopping offer is slightly lower. Given the above, Karlovac County should expand its shopping offer, raise the quality of hospitality services and organize more entertainment events and tourist contents.

Graph 21. Respondents' opinion regarding prices



According to average ratings, respondents who chose B&B, house/apartment rental, hotel, accommodation with friends/relatives, and their own apartment were satisfied with the prices in Karlovac County, while respondents who chose agritourism and camps as accommodation stated that they were not satisfied with prices.

Graph 22. Respondents' opinion regarding hospitality services

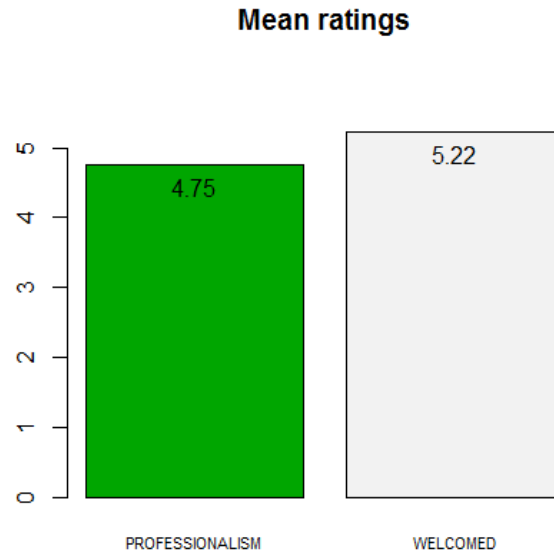


The average rating of respondents who chose house/apartment rental, B&B, own apartment, hotel, agritourism and accommodation with friends or relatives are mostly satisfied with the hospitality services of Karlovac County, while the level of satisfaction is by far the highest among respondents who chose camps.

4.4 The tourism workers attitude in Karlovac County

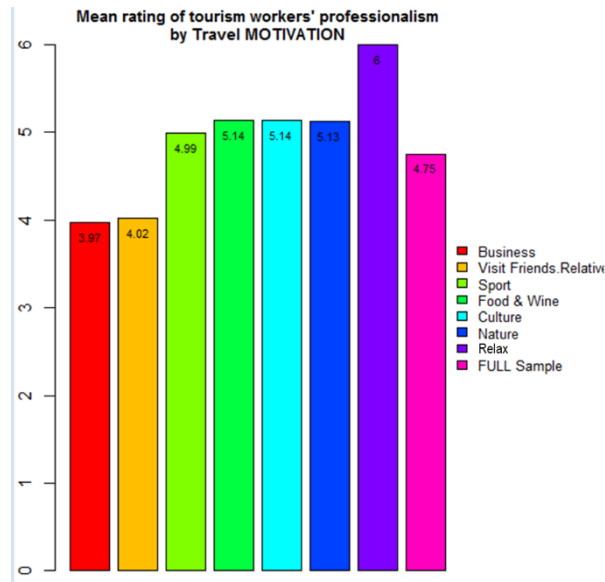
This chapter, commenting on the collected data, describes the average perception of the attitude of tourism workers towards visitors, based on the assessment of the level of welcome and professionalism of local workers.

Graph 23. Respondents' opinion regarding local workers and the population



According to the data obtained from the surveys, it is evident that the respondents are on average satisfied with the work of employees in tourism and believe that employees are professional in their work. Likewise, respondents stated that they felt welcomed by the local population.

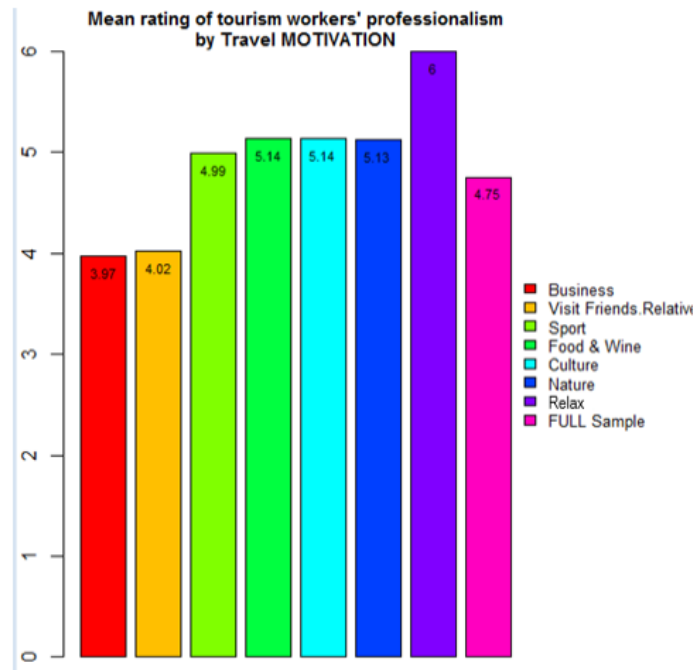
Graph 24. The level of professionalism of workers according to the reasons for arrival



According to the average data shown in the chart, respondents who stated relaxation, food and wine, culture, nature and sports as reasons for arrival, consider tourism workers very professional in the destination, while respondents who stated work and visits to friends/relatives as reasons for coming, are undecided and according to their answers it is not possible to define whether they consider tourism employees to be professional or unprofessional.

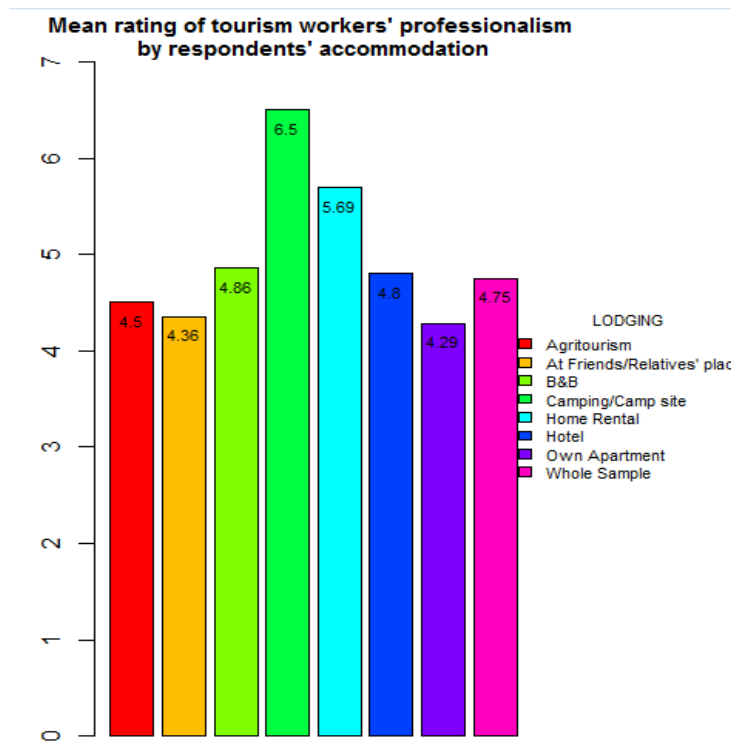
Regardless of the opinions of the respondents, Karlovac County should always strive for the education of people and the employment of people who are experts in their line of work.

Graph 25. Respondents' satisfaction with the local community according to the reasons for arrival



According to the average ratings of the respondents, those who cited relaxation, food and wine, nature, sports, culture, visits to friends and relatives, and work as reasons for their arrival, felt welcomed by the local community. Therefore, one gets the impression that the population is open to the arrival of tourists and the development of tourism in Karlovac County.

Graph 26. The level of professionalism of tourism workers according to respondents' accommodation

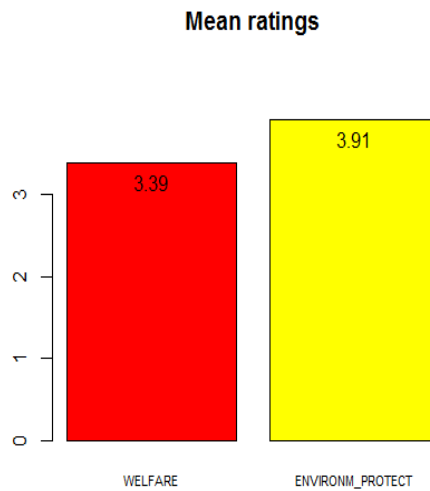


Depending on the type of accommodation, it can be seen that respondents who chose campsites, house/apartment rentals, B&B, hotel, agritourism, accommodation with friends or relatives, and their own apartment, are on average satisfied with tourism workers and consider them professional. Therefore, it can be concluded that the level of professionalism of tourism workers is more than satisfactory.

4.5 The perceived social responsibility in Karlovac County

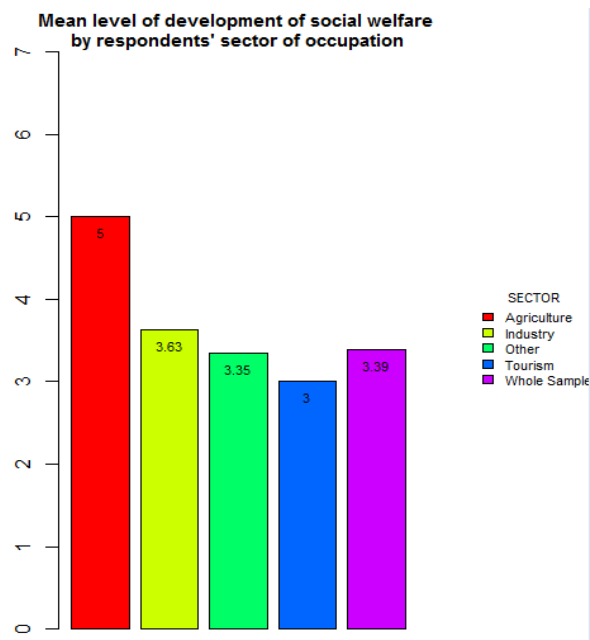
This chapter provides an overview of the average perception of social responsibility of the destination based on what respondents think about local social welfare and environmental protection.

Graph 27. Respondents' opinion on population's well-being and environmental protection



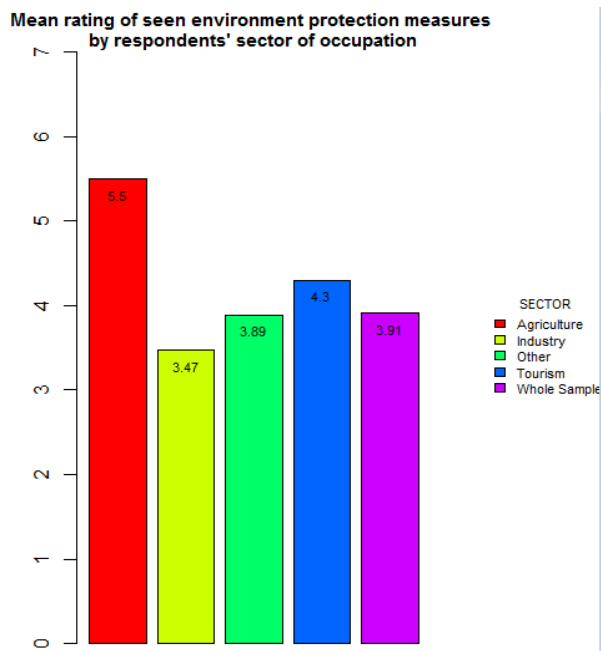
The collected data show that the respondents do not have a positive perception of the well-developed social well-being of the destination and did not get the impression that the destination is taking measures to preserve the environment.

Graph 28. The level of development of social welfare according to the occupation of the respondents



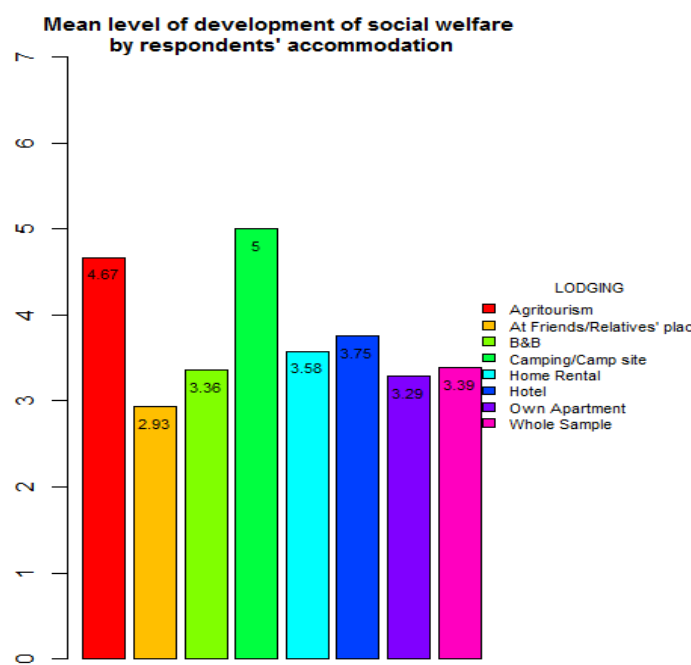
According to the data obtained on the basis of surveys, it is evident that respondents employed in industry, tourism and other sectors do not have a good perception of the developed social welfare of the destination, compared to respondents employed in the agricultural sector who perceived Karlovac County as a destination with a well-developed social welfare.

Graph 29. Environmental protection according to the occupation of the respondents



According to the data shown in the chart, it is evident that respondents employed in the agricultural sector and tourism have the impression that the destination is taking measures to preserve and protect the environment, while respondents employed in industry and other sectors have the impression that Karlovac County is not doing enough to preserve and protect the environment. Therefore, Karlovac County should invest more in preserving and protecting the environment because the preserved nature and environment are the comparative advantages of the County and thus one of the most important reasons for the arrival of tourists and the potential for tourism development.

Graph 30. The level of development of social welfare according to the accommodation of the respondents



Respondents who chose campsites and agritourism have a positive perception of the well-developed social well-being of the destination, while respondents who chose a hotel, house/apartment rental, B&B, own apartment and accommodation with friends/relatives do not have a positive opinion on the matter.

4.6 The reputation of Karlovac County

The overall reputation of the destination from the tourists point of view combining the results of testing five previously analysed structures is as follows: it seems that Karlovac County is suitable for relaxation and entertainment, that in terms of accessibility, mobility and safety is more than satisfactory and provides natural beauty, great cultural heritage, pleasant climate, decent accommodation and lower prices. Furthermore, according to the respondents, the tourism workers of the destination are satisfactory in terms of professionalism in their work, and the local population is open to domestic and foreign tourists.

Also, according to the respondents, the overall picture of the destination is not attractive enough and the marketing and communication initiatives of the destination are not effective enough. Furthermore, the destination cannot boast about hospitality services, entertainment and shopping. In addition, Karlovac

County left tourists with the impression of a poor level of social welfare and insufficient commitment to the protection and preservation of the environment.

Karlovac County should improve marketing and communication activities that currently do not give satisfactory results and raise the quality and quantity of hospitality services by expanding the offer of tourist contents. In addition, the greatest tourist potential of the County is nature therefore efforts and investments in the protection and preservation of the environment and nature should increase.

Investing in the above-mentioned problematic circumstances will create a better image of Karlovac County as a tourist destination which will have a positive impact on the development of tourism in the future.

5. Concluding remarks

Based on the data presented in the Google Trends analysis, it was concluded that Karlovac County is not popular enough in foreign countries and that the searches mostly come from Croatian counties. It is obvious that Karlovac County has the perception of a tourist destination more attractive to tourists during spring and summer, and in the future efforts should be made to develop marketing and communication strategies aimed at presenting Karlovac County as a destination worth visiting during the autumn and winter. On the other hand, the weakness of Karlovac County, in terms of reputation, is the insufficient popularity of certain places such as old towns.

According to tourists who visited more popular destinations, but did not visit Karlovac County, the reasons for not visiting the County, in addition to being an unattractive, uninteresting, neglected and unpopular destination, were the lack of attractive contents, offers and depopulation of the county, meaning they got the impression of it being a boring destination not worth visiting.

According to tourists who visited Karlovac County, there is an impression that Karlovac County is suitable for relaxation and entertainment, that in terms of accessibility, mobility and security is more than satisfactory and that it provides the beauty of nature, great cultural heritage, pleasant climate, decent accommodation and lower prices. Furthermore, according to the respondents, the employees of the destination who work in tourism are professional in their work and the local population is open to domestic and foreign tourists. Unfortunately, the overall picture of the destination is not attractive enough and the marketing and communication initiatives of the destination are not effective enough. The destination cannot boast of an extremely high level of hospitality services, entertainments and shopping offers, tourists have gained the impression of poorly developed social welfare and insufficient commitment to environmental protection and preservation.

Given that Karlovac County is known for its natural beauties, history and cultural heritage, in addition to investing in the protection and preservation of the environment and nature, it is necessary to create and organize new events and contents that will be adapted to the County's strengths, i.e. events and tourist contents which will be closely linked to the nature, history and cultural heritage of the County, with an increase in the quality of already existing events. It is also advisable to intensify marketing and communication activities that do not give satisfactory results at the moment and shift their focus to domestic tourists from counties that are not in the immediate vicinity and to foreign tourists who are not familiar with the beauties of the destination. Taking into account all the good and bad sides of Karlovac County and investing in them, a better image of the County as a tourist destination will be created which will have a positive impact on the development and sustainability of tourism in the future.

List of graphs:

Graph 1. Comparative view of five cities according to the search period..... 9

Graph 2. Search overview of the Homeland War Museum and Aquatika aquarium at the national level 11

Graph 3. Comparison of the County's attractions by travel category at the national level 12

Graph 4. Comparisons of the County's attractions by travel category on the global level 13

Graph 5. Comparisons of searches of old towns by travel category at the national level 15

Graph 6. Comparison of searches of the city of Karlovac, Zagreb and Rijeka at the national level 16

Graph 7. Review of the popularity of Karlovac County 19

Graph 8. Reasons for non-arrival of respondents in Karlovac County 20

Graph 9. Reasons for arrival of respondents in Karlovac County 20

Graph 10. Average assessment of culture according to the occupation of the respondents 21

Graph 11. Average assessment of marketing according to the occupation of the respondents 22

Graph 12. Average feeling of enthusiasm of the respondents according to the types of accommodation 25

Graph 13. Average feeling of relaxation of the respondents according to the choice of accommodation 26

Graph 14. Emotional appeal of Karlovac County 30

Graph 15. The level of relaxation of the respondents according to the reason for arrival 31

Graph 16. The level of enthusiasm of the respondents according to the reason for arrival 32

Graph 17. Respondents' satisfaction with the image, marketing, security and destination transport..... 33

Graph 18. The level of attraction of the destination according to the accommodation of respondents .. 34

Graph 19. The level of attraction of the destination according to the reason for the arrival of the respondents 34

Graph 20. Satisfaction of respondents with the offer of Karlovac County 35

Graph 21. Respondents' opinion regarding prices 36

Graph 22. Respondents' opinion regarding hospitality services 37

Graph 23. Respondents' opinion regarding local workers and the population..... 38

Graph 24. The level of professionalism of workers according to the reasons for arrival..... 38

Graph 25. Respondents' satisfaction with the local community according to the reasons for arrival..... 39

Graph 26. The level of professionalism of tourism workers according to respondents' accommodation 40

Graph 27. Respondents' opinion on population's well-being and environmental protection 41

Graph 28. The level of development of social welfare according to the occupation of the respondents . 41

Graph 29. Environmental protection according to the occupation of the respondents 42

Graph 30. The level of development of social welfare according to the accommodation of the respondents 43

List of tables:

Table 1. Searched terms whose results were too low to show 16