

## **ANALYSIS OF PROMOTIONAL ACTIVITIES IN TOURISM OF ZAGREB COUNTY AND KRAPINA-ZAGORJE COUNTY IN CROATIA**

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### **Abstract**

Purpose – of the paper is to assess the successfulness of marketing in tourism of Zagreb County and Krapina - Zagorje County from the perspective of continental tourism development and its marketing success. The research shows the amount of financial investment in marketing of both tourism destinations in order to attract domestic and foreign tourists. It finds out the awareness of domestic tourists about counties and its tourism attractions. Both counties have tourism potential and invest in marketing in coordination with Croatian Tourism Board. The main purpose is to find out the financial amounts invested in promotion, the results of promotional activities taken and to prove its successfulness as well as awareness amongst domestic tourists.

Methodology – is quantitative and qualitative research, secondary research, method of analysis and synthesis as well as the observation from real life. As part of quantitative method there is a survey conducted amongst the population of Croatia by using random sampling. Qualitative method includes in-depth interviews with representative experts and managers responsible for marketing of tourism in Zagreb County and in Krapina-Zagorje County.

Findings of the research show the successfulness of marketing efforts in Zagreb County and Krapina-Zagorje County. Zagreb County invests in marketing of tourism per one tourist arrival more than in Krapina-Zagorje County while Krapina-Zagorje County is more visited, spends less for marketing, although smaller than Zagreb County. Results show how many respondents never visited continental Croatia as tourists and are not aware of tourism potential in Krapina-Zagorje County. It also shows how many respondents never visited Zagreb County as tourists. Findings also prove that the county which is promoted as a brand has more successful in creating awareness and tourism visits. It includes recommendations for improvements in marketing potential and suggest specific activities and use of public and social media to promote both destinations more successfully amongst domestic and foreign tourists.

Contribution – of the research is seen in its approach of analyzing investments in marketing and providing results in order to emphasize how less financial investment can achieve better success and how financial investment in marketing is not sufficient such as combination of financial and other marketing activities and promotional tools in order to attract more tourists and create awareness of tourism destination. Destinations which decide to create brands are more successful than those investing large amounts of money in marketing but not creating strong brand. The findings and aim of this research can contribute to further successful promotion of both counties as well as to create awareness of the current situation amongst public, domestic and foreign tourists as well as destination managers and other interested social groups.

**Keywords:** Krapina-Zagorje County, marketing, successfulness, tourism destination, Zagreb County

## 1. INTRODUCTION

City of Zagreb as a capital and biggest Croatian city is a tourism destination and tourism market for all neighbouring counties and cities. Zagreb is surrounded by two counties which can satisfy needs of highly demanding tourists and daily visitors. As pearls around Zagreb there are Krapina-Zagorje County and Zagreb County, which can both be proud of the number of tourists growing every year in their territory. Tourism boards in these counties invested in marketing and promotion attractions with the goal of promoting counties as tourism destinations in Croatian tourism market, the whole region or even globally.

This paper analyses the successfulness of utilization of marketing efforts and prove the value of brand creation in attempt to create awareness and attract more tourists to the area of counties. It also finds out the financial amounts invested in promotion by the budgets available, the results of marketing activities taken in order to prove its successfulness as well as awareness amongst domestic tourists. The aim of the research is to analyse the tourism potential of both counties and its success in attracting tourists, daily visitors and becoming known and popular domestic and regional tourism destination.

The methodology used in this research consists of quantitative and qualitative research, secondary research, method of analysis and synthesis as well as the observation from real life due to author's experience and work with both counties in marketing and promotion. Secondary data analysis is made through extensive research of literature review and articles written and published on the topic of destination management, marketing of tourism destination and by exploring documents and promotional sites of both counties in continental and rural tourism. There is also review of statistics that show the number of visitors, most visited and popular attractions, number of overnight stays and daily visits. Quantitative data analysis was conducted amongst population of Croatia from all areas in order to prove and find out the awareness of tourism attractions, their usage and popularity of both counties. The sample used was randomly selected and structured survey was distributed on-line. Qualitative method is conducted by in-depth interviews with representative experts and managers responsible for marketing of tourism in Zagreb County and in Krapina-Zagorje County.

Findings of the research are presented with emphasis on significant results for each county. The successfulness of marketing efforts in Zagreb County and Krapina-Zagorje County is assessed by investment in promotion and the combination of activities in comparison to results of tourism in figures in each county. Zagreb County invests in marketing of tourism per one tourist arrival more than in Krapina-Zagorje County while Krapina-Zagorje County is more visited, spends less for promotional, although smaller than Zagreb County. Findings also prove that the county which is promoted as a brand has more successful in creating awareness and tourism visits. The major conclusion brings us the fact that even with less financial resources we can achieve better success if promotion mix is done appropriately and better adjusted to the area and type of tourism offered. The research implies that amount of money invested in promotion is not sufficient such as combination of financial and other marketing activities and promotional tools in order to attract more tourists and create awareness of

tourism destination. Brand creation becomes a necessity of today's successful marketing which can be applied to destination management in both counties covered with this research.

Krapina-Zagorje County and Zagreb County are bordering one another and surrounding City of Zagreb which implies that they are very close and could be integrated since situated in a small area, but they are at the same time different enough to be able to act individually. This research explores more details about different manifestations which are already recognized on a local, regional and broader market including neighbouring international market.

Zagreb County is situated on a larger area than Krapina-Zagorje County which implies more opportunities for tourism development. It is different than Krapina-Zagorje County but it is missing recognizable and strongly built brand. The research also analyses the level of implementation of plans and goals of tourism boards of Krapina-Zagorje County and Zagreb County.

## **2. TOURISM DESTINATION AND MARKETING OF CULTURAL AND RURAL TOURISM**

The term of tourism destination is derived from Latin word *destinati* which can be translated as target, stop or destination and it becomes part of tourism terminology by influence of air transportation where it stands for end, terminal point of travel. It can also be defined as a narrower or broader space where the tourism can be conducted. It could be any place comprising of tourism capacities, tourism resources as well as any region where we can find more tourism centres (Hitrec, 1995).

Destination is not only place or country; it is much more than that. Not every city, place, area, region, county or village can be recognised and defined as destination. Different authors define destination but they all acknowledge there are common factors that determine destination; tourism resources, accommodation, hospitality sector, infrastructure and access, ancillary services and tourism attractions. Attractions are important element in defining destinations since they influence tourists and motivate them to visit them. Attractions can be natural and anthropologic or human made. Destinations can be therefore seen as amalgam of tourism attractions, accommodation, ancillary services and access (Cooper, 1998).

In the new century, destination development emerges as a key issue in local and regional development (Paskaleva-Shapira, 2007, 108). Marketing of destinations should also guide the tourism impacts optimisation and the maximisation of benefits for the region (Buhalis, 2000, 97). Events have tended to attract huge marketing fees, dominate media time, and are obvious tourism research opportunities (Alo, Bull and Breenl, 1996, 95). Community-held event contributes significantly to tourists' expenditures and the basic reason of hosting events is economic in nature. Community events are expected to increase the number of tourists and the amount of expenditures (Boo and Busser, 2006, 223).

According to Mill and Morrison tourism can be explained as a term defining activity derived from people traveling. It includes all segments starting from planning, destination selection, stay in destination as well as returning back home. Marketing plays an important role in creating awareness about destination, but also in creating a brand of tourism place in order to become a destination (Morisson, 2002).

Destination management and promotion activities of tourism destination are important factors for destination to attract more tourists and increase their popularity amongst population and visitors. Appropriate set of promotional mix elements and appropriateness of tourism activities in destination can enhance image of destination and create brand. Brand is exceptionally successful in enabling advantages for tourists and satisfying their needs. Brand is also positioned in the market and offer unique set of values of tourists when it comes to tourism destination and it becomes challenge for destinations with similar tourism offerings and attractions (Pike, 2010).

According to Kotler, marketing of tourism destination is a vital tool for attracting tourists and visitors as well as for brand creation and increase of brand awareness of any tourism destination. Promotion of destination consists of target market definition, setting promotional goals, defining appropriate promotion mix elements (advertising, personal selling, merchandising and public relations). It also involves brand development and positioning which is of big importance for tourism destination development (Kotler, 2003).

Cultural tourism can be defined in a broader and narrower view. It can be explained as a motive for travel in order to visit cultural value of destination, visit and participate in manifestations of cultural values and other cultural events. Interest for cultural tourism and its popularity is derived from different demand factors such as increase of interest for culture, growth of cultural capital, maturity of population from developed countries, increased mobility as well as by supply factors consisting of growth in supply of cultural attractions, increasing value of nonmaterial culture, image and atmosphere. Destinations that lack reputation of cultural destinations should develop new products and promote them as cultural tourism attractions in order to become world known and attract visitors (Cetinski, Šugar, Perić, 2012).

Rural tourism is another selective type of tourism significant for destinations, especially those of continental Croatia. It can be explained as a combination of diverse tourism supply; eco-tourism, village tourism, sports and recreation, education, nostalgic, camping, religious, gastro and wine tourism, hunting and fishing, etc. It encompasses most of the activities that tourists can participate in or observe when visiting rural areas or rural destinations (Svržnjak et al, 2014).

Branding of tourism counties in continental Croatia depends on its cultural and rural offers. The complete area should be prepared and developed as activity of tourism. Creation of local cultural events, manifestations and cultural heritage should be utilized and marketing to appropriate market segments not only abroad but also in the whole country due to the fact that domestic visitors can be of enormous importance for continental county tourism growth. Successfulness of tourism destination and possibility for county to become destination depends on many issues while one of the

most important is the role of tourism boards and their marketing management planning and implementation. Investment in marketing from the financial aspect is not always most important but the tools and media selected for promotion in combination with other factor play more important role and bring more success to counties. Previous researches have shown that branded tourist destinations have greater visibility in the tourism market (Cetinski, Perić, Smolčić Jurdana, 2006).

### **2.1. Krapina-Zagorje County**

If somebody would search for a place to live life proportioned to human, away from industrial and urban busy world, Krapina Zagorje-County would be the perfect choice. It is the oasis of preserved nature, green fields, clean air and healing water. Cultural heritage from feudalism era in these areas characterizes specific architecture of many castles situated on the hills in the idyllic nature. They assemble legends and stories which gives Krapina- Zagorje County spiritual touch and aureole of mystical history which can be experienced today. It can be seen as a part of experience marketing for visitors and tourists. Krapina-Zagorje County is situated on the northern west part of Croatia and belongs to area of continental Croatia. It is a separate geographical unit bordering hills of Macelj on the north and Ivancica Mountain as well as Zagreb Mountain and hill Medvednica on the south-eastern part of its invisible borders. Western end is at the same time the official border with Republic of Slovenia, where there is a river Sutla, while on the east end water area of rivers Krapina and Lonja. The way the area is situated coincides with natural region of Lower Zagorje area (<http://www.kzz.hr>).

Tourism potential of Krapina-Zagorje County is large and differentiated from other parts of Croatia and neighbouring countries which enables it to become leading tourism destination of continental tourism in Croatia. Its slogan “A fairy tale at hand” becomes a brand amongst continental tourists of Croatia. There are following hotels where the tourists can relax and have their ideal stay weather they come for business, pleasure or gateway from every day stress: Terme Tuhelj (4\*), Terme Jezerčica (3\*), Villa Magdalena (4\*), Hotel Toplice (3\*) and Bluesun Hotel Kaj (4\*). In Krapina-Zagorje County there are more than 100 different manifestations held throughout the year. Manifestations are mostly related to presentation and promotion of gastronomy, local and traditional food preparation, wine testing, arts and crafts and all other forms of cultural heritage representation. The most known manifestations of Krapina-Zagorje County are: “Granny’s Cakes” and “Strukli Feast”. “Granny’s Cakes” is a competition of local grannies in preparation of authentic sweets and cakes according to recipes which are inherited from their mothers, grandmothers and other ancestors. “Strukli Feast” is a county manifestation with the major goal to promote and preserve special cheese and pastry dish known as Strukli. It is a traditional dish from that area and well known gastro brand. Manifestation called “100% from Zagorje” is a sales and promotional exhibition where domestic agricultural products are presented as being cultivated in a natural, traditional and ecological way. The main goal of this manifestation is to present products and services of Krapina-Zagorje County as a destination which cares about tradition, values quality of products and services and builds authentic tourism brands. Krapina-Zagorje County can offer also one of the best museums representing “Museums of Croatian Zagorje” which consists of five

museums with different characteristics (<http://www.kzz.hr>).

Another very important cultural and historical monument and attraction in continental Croatia is "The fort of Veliki Tabor". It has unique monumental and authentic fortification structure. It belongs to zero-category monument. The research and analysis indicate that it was built in 15<sup>th</sup> century and today is one of the most preserved Croatian medieval cities ([www.veliki-tabor.hr](http://www.veliki-tabor.hr)).

Gallery of Antun Augustincic was founded in 1970 when Anthony Augustinčić, Zagreb and Paris student, one of our most important sculptors and an inevitable representative of Croatian modern art, donated to his native Klanjec own sculptural work during 50 years of creation ([www.mhz.hr/](http://www.mhz.hr/)).

Krapina Neanderthal Museum is primarily known for the site of the Krapina Neanderthal "Hušnjakovo" which is protected as the first paleontological nature monument in Croatia and is among the most important sites of the world paleoanthropology its exceptional wealth of findings and the discovery of the largest habitats of the Neanderthal man. Krapina Neanderthal Museum is one of the most modern museums in the world that contains many interactive features that speak to all the senses of visitors. Multimedia installations, films, kiosk, virtual tours and holograms amaze visitors a special experience are excellent museum workshops ([www.mhz.hr](http://www.mhz.hr)).

Peasants 'Revolt Museum was established to mark the 400th anniversary of the great 1573 Peasants' Revolt and it is located in the baroque palace of the Oršić family in the 18th century built in 1756 on the site of a medieval fortress, whose remains are still in the inner courtyard. Nearby the museum is beautifully landscaped park, a kilometre-long promenade leading to the Gubec lime. The museum organizes temporary exhibitions, museum workshops and events, most notably the medieval tournament and celebration of the Peasant Revolt. Museum "Old Village" is the most famous village in the world. Today's ethno-village Kumrovec offers to visitors an authentic look at Zagorje village from the early 20th century. With over forty restored buildings of traditional architecture found out how our ancestors lived. In addition to the permanent exhibition tour exhibition showing the traditional way of life of the region of the Croatian Zagorje in the late 19th and early 20th centuries, the museum offers a number of other interactive contents for visitors, such as events and workshops run by professionals ethnologist in collaboration with the masters of traditional crafts, and are adjusted different ages ([www.mhz.hr](http://www.mhz.hr)).

## **2.2. Zagreb County**

Zagreb County is located in the central part of northwestern Croatia, an area of 3,077 square kilometers, with over 300,000 inhabitants. The particular geographical position along the border with Slovenia and the immediate vicinity of Zagreb, which form horseshoe improper bounds with its western, southern and eastern sides, always seems important crossroads of European transport routes, one of the main doors of our country and a significant transit area.

The proximity of the city of Zagreb and its potential has always been the biggest generator of tourism supply and demand counties. The wealth of a large number of diverse natural, historical and cultural tourism potential is a prerequisite course of a series of completely different tourist activities. Already present forms of the tourism offer, mainly local character, excursion, recreation, business and transit tourism, we must add the health, religious (pilgrimage), sports and rural tourism, as new forms of selective tourism destination.

In the Zagreb County since ancient times appear a large number of kings, rulers and foreign nobility, stalled here on one of his travels, and finding a place for their new home. Maybe unplanned, Zagreb County has always been known as a place that draws its often undiscovered beauty. The mountain belt, gentle and picturesque wine-growing slopes, untouched parts of nature, rich tradition and associated events that had come to life today, varied cuisine, old wine cellars and chambers with a glass of good wine, hospitality and the smile of its people - all this is Zagreb County .

The potential for tourism development is mainly based on an attractive natural and cultural heritage, nature parks, wine roads Plesivica and Zelina; cultural and historical attractions such as the Archaeological Park Andautonia in Ščitarjevo. Especially valuable natural tourism resources include health resort Naftalan in the east of the county, Žumberak and Medvednica, zoological reserve Varoški lug and ornithological reserve Crna Mlaka. The rich and diverse natural and cultural resources and a big tourist market in the immediate vicinity are also huge potential for development of rural tourism in Zagreb County ([www.zagrebacka-zupanija.hr](http://www.zagrebacka-zupanija.hr)).

#### *2.2.1. Events and manifestations of Zagreb County*

“What our ancestors ate” is certainly one of the most popular events of the Zagreb County. This event has boasts a tradition of more than three decades, and their gastro offer attracts many visitors from all over the region. It takes place regularly in the last days of August in Vrbovec city, when the entire area smells overpowering smell of food. “Pumpkin fest” is the second but not less important event which is visited each year by 20 000 visitors, traditionally held since 2004 on the third weekend in October at venue Ivanic-Grad. Thanks to this event, Ivanic-Grad has become a recognizable destination for many hikers who are returning to the city throughout the year. Samobor Carnival, an event with a tradition long enough that is envied by all the European capitals. At the beginning of the 20th century began the story of the Samobor Carnival, which still continues today. Samobor Museum in his archives preserved document from 1828, confirming the maintenance of Carnival. On Carnival, except masked groups people can see a number of artists who look back on the social and political life of this region, but also the entire region. ([www.zagrebacka-zupanija.hr](http://www.zagrebacka-zupanija.hr)).

#### *2.2.2. Gastro and wine tourism*

Zagreb County boasts wine roads, of which the most famous are in the area of Jastrebarsko and St. Ivana Zelina. On the Plešivica the wine road there are around thirty growers and vintners that offer different varieties of wine delight, many different food palates and won numerous awards at national and international competitions. The

wine that comes from this region is certainly one of the best known local varieties of wine called Portugizac. Zelina Wine Road is best known for the Kingdom of Zelina, and is located on the eastern part of the county. Many vineyards and huts Zelina area attract domestic and foreign tourists. It is commendable that Zagreb County is investing heavily in branding their wine routes, cellars and wineries in the area, which are the same in recent years, began to record a large increase in demand just for this kind of rural tourism ([www.zagrebacka-zupanija.hr](http://www.zagrebacka-zupanija.hr)).

### **3. RESEARCH RESULTS**

Secondary research in combination with qualitative research by interviewing representative experts and managers responsible for marketing of tourism in Zagreb County and in Krapina-Zagorje County are combined in order to collect all the necessary data as numeric indicators of conditions within almost all major tourist items in both counties studied. The numerical indicators are shown for the last four years, 2012, 2013, 2014 and 2015 in which the course is expected trend of increasing arrivals and nights until the end of the year, considering the case of inland tourism, which is not limited season. Statistics show the rise in the number of tourist arrivals in the Krapina-Zagorje and Zagreb County in the mentioned period.

#### **3.1. Statistical data analysis for the Krapina-Zagorje County**

According to the statistics related to the arrival of tourists to the area of Krapina-Zagorje County it can be seen reducing the number of days that tourists stayed in "Fairy Tale in the palm of your hand." Thus the 2013 tourist who would visit it in Zagorje on average stayed 2.4 days. Until 2015, each year reducing the length of stay of tourists in the area. So in 2015, keeping tourists in the area KZZ was 2.2 days.

As for the relations of arrivals and overnight stays of foreign and domestic tourists in the Krapina-Zagorje County, official statistical data show that each year the number varies just in domestic tourists. So in 2014 it accounted for slightly less than 187,820 overnights, and registered the 48,714 domestic tourists with 113,867 overnight stays of domestic, while in 2013 there were 42,463 domestic tourists who made 98,606 overnight stays. In the above statistical tables, there is a big difference in the number of arrivals of domestic tourists, but also in overnight stays.

Foreign tourists in the Krapina-Zagorje County come in large numbers, which means that Krapina-Zagorje County is recognized as a desirable tourist destination for foreigners, rather than domestic population. So in 2013 the destination was visited 71,805 tourists with 161,446 overnight stays. For 2015, the situation is quite promising because only through September there was a recorded arrival of 68,729 tourists with 151,380 overnight stays. Activities Tourist Board of the county at various fairs has contributed to a greater recognition as a leading tourist destination. Branding the county called "Zagorje - fairy tale at hand" Tourists have recognized this county, but in any case the number of days spent at their destination is quite short. In Krapina-Zagorje County most tourists come from neighbouring Slovenia, which in 2014 amounted to 8,372 persons, and in 2013 even less, 6,515 tourists. KZZ visited 6,969 Germans in

2014. The largest increase in the number of tourists was in those with Czech citizenship.

When we discuss increase of the number of tourists, we can look back on the year of 2012 when 62,218 tourists stayed in KZC, and who have made 149,129 overnight stays. In the first nine months of 2015. The results are visible; KZC was visited by 68,729 tourists with 151,380 overnight stays. Most tourists staying in hotels, so in 2014 they generated 185,730 overnight stays in the first nine months of this year, 151,380 overnight stays. There is an increase in the number of guests in private homes, holiday homes, so 2013 recorded 2,216 people. In the first nine months of 2015 there were 3,511 guests who spent 11,641 nights in this form of accommodation. These data indicate a serious increase in guests who are staying in private accommodation in the Krapina-Zagorje County, specifically in homes. As for hotel accommodation in the Krapina-Zagorje County has 1,375 rooms with 3,010 beds, where rooms with three stars waste 436 rooms with 1,078 beds, four-star categorization of the name 406 rooms with 775 beds, while only three rooms with eight beds meets conditions for five stars. The boarding accommodation, there are eight board which have 107 rooms with 258 beds, and the categorization of the same two-star has only five rooms with ten beds, 338 beds located in 39 rooms with three stars and three rooms with ten beds. In the category of board is not in any five star hotels. Every year an increasing number of rural tourism that have 80 rooms with 168 beds, most have 35 rooms with three stars which is 79 beds. Private accommodation has only 149 rooms with 347 beds which in 2014 accomplished 1,098 rates.

Krapina-Zagorje County is known for its Spa and wellness. The number of bathers 2012 was 411,783 while in 2013 were 377,656 customers. For 2015 to October was the best bathing season spa located in Krapina-Zagorje County. Even 431,436 bathers visited the spa. Terme Jezerčica boasts the highest growth of number of customers in recent years. In 2012, 88,154 swimmers visited them, while this year (2015) 130,722 swimmers. Tuhelj as the largest spa in the county each year have almost the same number of users. Krapina-Zagorje County is advertised as a tourist destination through local and regional television stations, radio stations, newspapers, the Internet (on some portals and AdWords campaign) and via posters (outdoor advertising), as well as newsletters. In advertising during the last four years investment was 2.742 million HRK, which has visibly affected the number of tourist arrivals in the Krapina-Zagorje County.

Specifically, in 2012 the Region was visited by 62,218 tourists with 149,129 overnight stays, and promotional has spent 424 000 HRK. The final data show that one night on the basis of these data, cost 2.84 HRK. Considering the number of tourists it is 6.81 HRK per tourist. The situation in 2014 the scale of investment and the number of visits further increases so that the number of tourists was 82,714, amounting to 187,820 overnight stays. This means that in one particular tourist invested 4.55 HRK for coming, and as for the night 10.33 HRK. The above explained results are presented in following tables. Table 1 shows statistics of arrivals and overnight stays in 2015 in Krapina-Zagorje Conty.

**Table 1: Statistics of arrivals and overnight stays in 2015 in Krapina-Zagorje County**

Arrivals and overnight stays in KZC		January - December 2015.		
Country		arrivals	nights	% nights
Total		68,729	151,380	100
Domestic tourists		38,068	88,413	58,4
Forgein tourists		30,661	62,967	41,6
Average duration of stay		2,20 nights / 1 arrival		

Source: Authors personal processing

Table 2 shows statistics arrivals and overnight stays in 2014 in Krapina-Zagorje County.

**Table 2: Statistics arrivals and overnight stays in 2014 in Krapina-Zagorje County**

Arrivals and overnight stays in KZC		January - December 2014		
Country		arrivals	nights	% nights
Total		82,714	187,820	100
Domestic tourists		48,714	113,867	60,6
Forgein tourists		34,000	73,953	39,4
Average duration of stay		2,27 nights / 1 arrival		

Source: Authors personal processing

Table 3 shows statistics of arrivals and overnight stays in 2013 in Krapina-Zagorje County.

**Table 3: Statistics of arrivals and overnight stays in 2013 in Krapina-Zagorje County**

Arrivals and overnight stays in KZC		Januray- December 2013.		
Country		arrivals	nights	% nights
Total		71,805	161,446	100
Domestic tourists		42,463	98,606	61,1
Foreign tourists		29,342	62,840	38,9
Average duration of stay		2,25 nights/ 1 arrival		

Source: Authors personal processing

Table 4 shows costs of promotional activities per tourist.

Table 4: **Costs per tourist**

	2013.	2014.	2015.
Marketing	585,000.00	855,000.00	878,000.00
No. of tourists	71,805	82,714	68,729
Cost of tourist arrival (HRK)	8,14	10,33	12,77
Overnight stays	161,446	187,820	151,380
Overnight tourist costs (HRK)	3.62	4.55	5.79

Source: Authors personal processing

There are different groups of tourists who come to the county. One of the groups targeted by are tourists who come to the facilities with thermal springs since it is in these destinations most accommodation capacities. Another group is a group of guests who are interested in a tour of cultural attractions Krapina-Zagorje County. The third group are the guests who enjoy gastronomical offer, year after year it is one of the most important part of the tourist offer of Zagorje. We certainly must not forget that traditionally pilgrims visiting the Shrine of Our Lady of Bistrica.

Participation in trade fairs is one of the many aspects of the promotion of the destination, and depending on the market is of high importance destination. Trade shows are an opportunity to get in touch with interested and potential tourists through direct contact closer destinations, to be informed about them as well as additional facilities in the region they can visit. We know that personal contact and individual approach is one of the best forms of advertising. In recent years, Krapina-Zagorje County has participated in various fairs in the region that is later to be seen in the tourism results.

### 3.2. Statistical data analysis of the Zagreb County

Zagreb County as a destination, in the first nine months was visited by 46,720 tourists who made 74,640 overnight stays. The most frequent guests are from Germany. If we see an increase in tourists from each country in relation to 2012 to 2015, the table clearly reads that happened to a large increase in tourists from Poland in 2012. There were 746 to 1,139 overnight stays, and in 2015 the number was increased from 3,314 to 3,889 rates. It is interesting to tourists from Ukraine come in all the more so as the number of them in 2012 was achieved with 175,267 overnight stay, while in 2015 the situation was much different, 423 tourists and 3,048 rates. But tourists from some countries are declining. Thus, in 2012 in County there was recorded arrival of 1,707 tourists from Bosnia and Herzegovina, and in 2015 only 944 who had achieved 1,771 nights. Table 5 shows the cost of advertising for the arrival of tourists in Zagreb County.

**Table 5: Display of the cost of advertising for the arrival of tourists in Zagreb County**

	2013.	2014.	2015.
Marketing in HRK	950,000	1.217.000,00	1.062.000,00
No. of tourists	48,000	51,259	46,720
Cost of tourist arrival (HRK)	19,79	23,74	22,68
Overnight stays	82,309	85,759	74,720
Overnight tourist costs (HRK)	11.54	14.19	14.22

Source: Authors personal processing

Investing in promotional activities Zagreb County as a destination is very important. In 2013, the tourism promotional activities has invested 950.000,00 HRK, 2014 1.217.000,00 HRK, and 2015, somewhat less than the previous, 1.062.000,00 HRK. Comparing the data obtained by the research how much the arrival of tourists to the area of individual counties; we can conclude that Zagreb County spends significant funds on the tourists who visit the Region in relation to the Krapina-Zagorje County.

In 2015, the Zagreb County (data of the Tourist Board of Zagreb County, the state of March) is disposed with a total of 1,937 beds in commercial accommodation establishments, of which 19% in motels, boarding houses, inns, taverns and similar establishments, 19% in hotels, 13% in mountain lodges, picnic areas and parks, 8% in hostels, 7% in special hospital and 7% in the camp. The largest group of accommodation includes family rooms with 528 beds and 27% of the county accommodation capacity.

Advertising of this tourist destination is carried out in several ways via the Internet (the official website, portals, social networks, e-marketing), and of course through local and regional television stations, through radio stations, various newspapers (ads, brochures, leaflets) promo CD -This, many fairs.

Tourists mostly visit rural households, wine routes, cultural and religious heritage, events, and from cities in the county Samobor and Samobor Carnival counted most visitors. During the year, the county hosts 300 events.

Krapina-Zagorje for the arrival of tourists in 2015 consumed 12.77 HRK or 5.79 HRK per night, and the County of Zagreb HRK 22.68 per visit and 14.22 HRK per night. In 2013, less money was spent on marketing activities and then the arrival of tourists in Zagreb County cost amounted to 19.79 HRK, and Krapina-Zagorje County 8.14 HRK. These data show that today more was invested in tourism and marketing activities, but it was not the same ratio for money.

### 3.3. Results of quantitative research

The research is conducted as a web based survey platform InstallThisApp which involved 237 participants from the population of Croatia in all areas. According to statistics in the research 45,45% participants were women and 54,55% were man. The study lasted three month, and it proved how much are users of tourist services aware of Krapina-Zagorje and Zagreb County and its tourism attractions. It also discovers their perception of both counties and the amounts of visits they pay to both or none of the counties. Of the total number of those who participated in the survey, 50% of them live in Zagreb-County, 12,50 % in Osijek-Baranja County, 8,33% in Brod-Posavina County, 4,17% in Split-Dalmatia and 4,17% in Virovitica-Podravina County and 16,67% from Primorje-Gorski Kotar County.

The questions that were asked in the survey contained information suggesting knowledge or lack of knowledge of the continental Croatia, with an emphasis on the Zagreb and Krapina-Zagorje County. A few questions were directed at the whole of Croatia to obtain information are they actually interviewed individuals familiar with the tourist offer, whether it is of cultural heritage, events or choosing vacation spots.

As for branding Krapina-Zagorje County as a destination called "Zagorje fairy tale at hands" were introduced to 90% of respondents, 35% of respondents in the Krapina-Zagorje County, paid more than five times the purpose of sightseeing, and only 10% have never visited tourist Krapina-Zagorje County. On the other hand, even 35% of respondents had never visited Zagreb County. According to these data we can conclude that the tourism project "Zagorje fairy tale at hand" is successfully branded in the market, and this is corroborated by the figures as to the number of tourist arrivals in the above counties, a clear distance to the percentage in recent years.

A short review would be that in the first nine months of 2015, the Zagreb County was visited by 46,720 tourists, staying 74,640 nights, while in Krapina-Zagorje County in the same period under 68,729 tourists with 151,380 overnight stays. As for branding Krapina-Zagorje County as a destination called "Zagorje fairy tale at hand" was introduced to 92,5% of respondents. The survey found that only 10% of respondents had never visited continental Croatia, while 27,5% of them did in this year.

When selecting a travel 47,5% of respondents want to explore something new, while only 5% of its journey to the chosen price range. A good recommendation is not a challenge to select the trip thus only 15% of respondents in a manner chosen journey. We can conclude that the tourists are not interested in peace, vacation, or even friends and well-known company.

In Krapina-Zagorje County tourists have stayed more than five times for the purpose of sightseeing, and only 10% have never visited tourist Krapina-Zagorje County. On the other hand, even 35% of respondents had never visited Zagreb County.

Zagreb County held more than 300 events, and only in Krapina-Zagorje 100 of them. Almost 12% of respondents had never visited any event, while 45% of them do it once a year, which is not encouraging data, if taking into the account the number of events in Croatia and how much they cost in terms of organization.

The manifestation "What our ancestors ate" the great tradition of maintaining did not show too much interest in the subjects, so that 57,5% of respondents to be held in Vrbovec, and as many as 27,5% think that it is an event that is held in Varazdin. 35% percent of respondents have never been in the Zagreb County as compared to the Krapina-Zagorje County it is very bad if we consider that the Krapina-Zagorje County has not been visited by 12% of respondents.

"Kajkavian Culture Week", also known event, was known only by 72,5% of respondents while 15% of them thought that it was an event that takes place in Zabok. "Pumpkin fest" which is a relatively new event has overshadowed by those with a longer period of maintenance, and 70% of the respondents knew where he maintains. 90% of respondents believe that continental Croatia is insufficiently promoted and is not investing enough resources in the promotion. For a unique monument known as the hymns only 40% of respondents knew about, and the results are not bad when compared with the received answers to the questions on knowledge of traditional events.

The survey found that most respondents choose a day trip outing, as many as 30%, while 20% of respondents visited the spa, as we have seen in the key figures for bathing in the Krapina-Zagorje County only this year, recorded 411,783 bathers. Museums and galleries are not popular among the surveyed, and only 2,5% of respondents chose such kind of vacation. The incredible fact is that none of the respondents would choose Zagreb for tourist destination. Research revealed costs of tourists' arrival of to a specific area. Branded tourist destination invests less funds and have less costs of promotional activities, because tourists recognize brand "Zagorje fairy tale at hands" and they know what to expect in tourist destination Krapina-Zagorje County. Because of that, destination Krapina-Zagorje County have greather visibility on tourism market in Croatia, than Zagreb County.

#### **4. CONCLUSION**

Krapina County and Zagreb County are Croatian continental tourism destinations adjacent to each other and surround by the Croatian capital, Zagreb. Zagreb County is a year-round tourism and leisure destination on whose development is largely influenced by the proximity of Zagreb. The rich gastronomy and wine offer, cultural events, various recreational activities and numerous events are the main reason for tourist arrivals in Zagreb County. Zagreb County has the most accommodation facilities in Samobor, and is held annually around 300 different events.

The statistical data shows that in a few years there are an increased number of tourists from other countries. The field research is based on a sample that includes domestic tourists, although they are only one part of tourists visiting and staying in the mentioned county which is a limitation of the research.

The most frequent guests are from Germany, a large increase in the number of tourist arrivals from the Polish, influenced by increased marketing activity geared towards the country and its inhabitants.

Krapina-Zagorje County tourism offer is based on health tourism, excursions, pilgrim tourism, and slowly begins intensive development of spa and wellness tourism. Despite initiated development processes and initiatives in tourism Krapina-Zagorje County in the last decade, especially the last five years, offer of Krapina-Zagorje County is still not in line with potential demand. By quantity and value of the above characteristics, Krapina-Zagorje can without problem compete with developed central European continental regions. Recognizing that the amount and structure of the supply is disproportionate to the resource base and that it has a paramount market potential, they started creating professional Master Plan and the county as a first step in the new structured development cycle tourism.

The composition of tourists in the Krapina-Zagorje County is almost evenly between foreign and domestic tourists while the situation in the County of Zagreb is much different, almost 50% fewer domestic tourists compared to foreign tourists, and the fact is supported by the survey used by applications InstallThisApp.com, which involved 237 participants. Only 10% of respondents had never visited continental Croatia in terms of tourism, and only 10% of them have never been in a tourist sightseeing of Zagorje while 35% of respondents have never been in the Zagreb-County for tourism purposes.

Krapina-Zagorje area spends 12.77 HRK or 5.79 HRK per night, for the arrival of one tourist in 2015 and Zagreb County 22.68 HRK per visit and 14.22 HRK per night. From these data it is evident that today is more invested in promotional of tourism and marketing activities, but the ration for money is not the same. The survey, which was conducted resulted in a much greater knowledge and awareness of the Krapina-Zagorje County than of Zagreb County and this is mostly due to the fact that Krapina-Zagorje County invested in creation of destination brand while Zagreb-County with greater potential did not manage to create destination brand.

This research is the basis for future studies that researched the overall promotional activities of all stakeholders of the tourism offer in the tourist destination. The main goal would be to determine the overall cost of the arrival of tourists in the tourist destination.

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