

MOTIVATION AND SEGMENTATION OF TOURISTS IN RURAL AREAS: CASE STUDY OF SERBIA

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Abstract

Rural tourism is one of the alternative forms of tourism attracting an increasing number of tourists. Serbia has great potential for the development of rural tourism, which has not been properly activated. To better understand the attitude of tourists towards rural tourism, an online questionnaire has been made. Based on the answers, we made clusters and market segmentation. The questionnaire contains 18 psychographic variables (travel philosophy, travel motive and personal values) towards rural tourism. The survey covered 300 examinees. Using the Categorical analysis of the main components (CatPCA), the segmentation of the tourists has been made. Three segments of tourists have been formed according to their similar attitudes towards rural tourism. With the Mann Whitney U test, the attitudes of male and female examinees have been compared. The Kruskal-Wallis test has been used to show the connection between the motives of spending holidays in the rural areas, and the distance of the rural destination, as well as the attractiveness of the rural tourism to certain age categories. A typology of tourists in rural tourism is proposed, to assist managers involved in rural tourism to understand the needs of different target groups and apply appropriate strategies and management.

Key words: rural tourism, typology of tourists, agri-tourism, motivation, Serbia, market segmentation.

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МОТИВАЦИЈА И СЕГМЕНТАЦИЈА ТУРИСТА У РУРАЛНОМ ПОДРУЧЈУ: СТУДИЈА СЛУЧАЈА СРБИЈЕ

Апстракт

Рурални туризам је један од алтернативних облика туризма, који генерише све већи број туриста. Србија поседује изузетан потенцијал за развој руралног туризма, који није на адекватан начин искоришћен. Како бисмо што боље разумели ставове потенцијалних туриста према руралном туризму, и створили слику о тражњи, извршено је анкетање потенцијалних туриста онлине упитником. На основу одговора направили смо кластере и извршили сегментацију тржишта. Упитник садржи 18 психографских варијабли (филозофија путовања, мотив путовања и личне вредности) према руралном туризму. Истраживање је обухватило 300 испитаника. Коришћењем категоријске анализе главних компоненти (ЦатПЦА) направљена је сегментација туриста. Три сегмента туриста формирана су у складу са њиховим сличним ставовима према руралном туризму. Манн-У-тестом упоређени су ставови мушкараца и жена. Крускал-Валисов тест коришћен је да покаже везу између мотива за одмор у руралним областима и удаљености руралне дестинације, као и атрактивности руралног туризма одређеним старосним категоријама. У раду је предложена типологија туриста у руралном туризму како би се менаџерима који су укључени у рурални туризам помогло да разумеју потребе различитих циљних група и примене одговарајуће стратегије управљања.

Кључне речи: рурални туризам, типологија туриста, агротуризам, мотивација, Србија, сегментација тржишта.

INTRODUCTION

The tourism industry is one of the largest industries in the world (Zolfani et al., 2015). The contemporary tourist has different characteristics than the traditional one, making it more and more difficult for the tourist economy to answer the changeable demand (Briedenhann & Wickens, 2004; Erdelji, et al., 2013). Rural tourism is one of the leading forms of alternative tourism. According to the National Development Strategy of the Republic of Serbia, rural tourism has primacy in further development and economic incentives. Further development of this motive form of tourism movement can also be seen as a significant factor in the demographic revitalization and economic recovery of the rural area of Serbia (National Tourism Development Strategy). According to data from the Statistical Office of the Republic of Serbia, in 2019, 1100 households were engaged in rural tourism. Three hundred households were permanently involved in the rural tourism process, and 800 were engaged in this service activity from time to time. The most numerous households are in the following municipalities: Kosjeric, Ljig, Čačak, Požega, Brus, Užice and Sokobanja. The total tourist receptions in the rural area of Serbia have 2,586 beds in which up to 100,000 nights can be realized (Statistical Office of the Republic of Serbia). However, the annual revenue from this

motive of movement may be several million euros, Serbia does not have the material conditions to accommodate larger numbers of tourists.

The main consideration of this paper is to examine the tourist market in rural Serbia and motivate tourists to visit rural areas. The primary objective of the paper is to explain the segmentation of tourists in rural areas with special reference to the profiling of tourists' motives, to enable a better understanding of rural space and tourism development in Serbia. We used the questionnaire as a method of tourist segmentation. Out of 354 questionnaires received, 300 were correct for further consideration. Based on the main goal of the research, sub-goals were derived, which were implemented through three segments of motivations for tourist visits to rural areas of Serbia:

- The first sub-objective was called the green segment of rural development in Serbia (tourists visiting the rural area due to natural tourist values);
- The second sub-objective is the red segment of rural development in Serbia (tourists visiting rural areas because of anthropogenic and cultural tourist values);
- The third sub-objective of the research relates to the yellow segment of rural development in Serbia (tourists who rarely or never visit rural areas).

The contribution of this paper is to consider the set goals through the examined motives for the movement of tourists in the tourist market of Serbia. These three segments of the research showed certain differences in the motives of tourists, which will be shown in the results of the research. Based on this research, locals and administrations in rural areas of Serbia could decide and affirm for a certain group of tourists based on the given segments and motives movement. In this way, the marketing of rural space would be divided and affirmed for certain groups of tourists.

This study aims to make segmentation of rural tourists to ensure a better understanding of rural tourism and to tailor the offer based on market segmentation in Serbia. Segmentation is mostly based on "pull" factors. In methodology, there will be an explanation of the used methods. We present the results of the motives and segments of tourists' movements in the use of rural space for tourism development in Serbia below.

LITERATURE REVIEW

Researching and understanding tourists' motivations and attitudes are crucial to the sustainability and development of any form of tourist traffic. There are a number of studies that have addressed tourists' motivation and factors that influence their motivation. The common assessment of all the studies is that there is interest in rural areas and that this interest will increase over time among tourists. Rural tourism has ap-

peared in recent years as a method of promotion and development of economically and socially endangered rural areas (Yague, 2002; Paniagua, 2002; Valde's & Del Valle, 2003, Bel et al., 2015; Halkier et al., 2019). Within the European Union (EU) it has appeared as an important factor of rural development and Europe is the leader in rural tourism offer (Gašić et al., 2014; Todorović & Bjeljic, 2009). Most of the authors have already dealt with this topic in the 1990s (Smith, 1997; Mamdy, 1995; Muheim, 1995; Keane, 1993). Sustainable tourism in the community will provide a long-term economic linkage between local communities and industries (Choi & Sirakaya, 2006; Yazdi, 2019; Gupta & Dutta, 2017). The development of rural tourism should be viewed through an integrated perspective, through the preservation of the rural area and in cooperation with local entrepreneurs (Pena et al., 2015). Many countries in the EU have started the development of rural tourism in the last fifty years of the twentieth century (France, Austria, Switzerland) intending to revitalize abandoned settlements in the Alps (Čomić et al., 2008).

Rural tourism in Serbia began its development in the 70s of the XX century in the village of Devići, in the municipality of Ivanjica (Marković & Ostojić, 2012). Besides that, rural tourism in Serbia is still in its initial phase. Some authors in their research indicated that financial resources are a necessary condition for the development of rural tourism in the Republic of Serbia (Radović, 2015), and noted that financial resources are the biggest limiting factor of current development (Radović et al., 2018). Gajić et al. (2018) in their research noted interregional inequality regarding the quality of existing services in tourism of rural clusters of Serbia. Ljubisavljević and Gnjatović (2020) pointed out direct investments in spa tourism as a tool of rural development on example of the Municipality of Kuršumljica. Ilić et al. (2020) state that rural tourism in the Timok region in East Serbia will drive to the growth of local economy and overall regional development. Some other authors pointed out that rural tourism may be one of the answers to the question of how to revitalize rural areas (Dašić et al., 2020; Đoković et al., 2017).

It is necessary to strategically conceptualize and manage the development of this form of tourism. For tourism to become a factor of rural development, it is necessary to apply modern marketing strategies. For marketing strategy, it is important to have a competitive advantage, and it is necessary to apply promotional and communicative techniques (Gannon, 1994). The first step is to consider the needs of the potential tourists, to achieve positive socio-economic effects of this form of tourism. The central point in choosing the tourist destination is reserved for the motivation of tourists. Numerous authors have dealt with tourist motivation (Crompton, 1979; Cohen, 1979; Gnoth 1997; Kim et al., 2003). The concept of rural tourism is basically made of tourist products (Pina & Delfa, 2005). If the tourism industry wants to be able to respond to contempo-

rary tourist demand, it is necessary to analyze their motivation and attitudes (Tomić et al. 2019). Thus, the attitudes of the tourists, considering rural tourism, have been analyzed in this paper with the aim of segmentation of the market and cluster making. Market segmentation techniques are a very useful tool in identifying a group of tourists with the same needs and interests (Chingombe & Taru, 2018; Bel et al., 2015). Marketing segmentation is a technique that separates one heterogeneous group into a larger number of homogenous groups. This is based on the idea that the market consists of subgroups of people, and each group differs according to motivation, quality perception, age, and so on (Park & Yoon, 2009). Collaboration and networking in promotion and marketing is a necessary thing because rural touristic products will have benefits from that (Hall, 2004; Roberts & Hall, 2001; Edmunds, 1999).

Motivation and satisfaction of psychological needs are very important for exploring the problem of why people travel. There is an eternal question of whether tourists are driven by internal or external factors, or both. Many authors researched this phenomenon (Chen & Chen, 2015; Getz & Brown, 2006; Prayag & Ryan, 2011; Prayag & Hosany, 2014; Araujo Pereira & Gosling, 2019). However, not many studies are related to the segmentation of tourists in rural tourism. A popular aspect of researching tourist motivation is based on the concept of “pull” and “push” factors, which is significant in destination choice (Prayag & Ryan, 2011; Caber & Albayrak, 2016). This concept is based on motivational strengths of tourist “push factors”, and destination’s attractions “pull factors” (Chen & Chen, 2015). Kim and Lee (2002) said that push factors are individual characteristics that affect the choice of destination. Pull factors are considered as attributes that form a destination image (Li et al., 2013). Market segmentation is a useful tool for planning an appropriate marketing strategy. This technique subdivides potential heterogeneous market into homogeneous subgroups. The idea of segmentation is to find groups with similar needs and motivations to make an appropriate offer (Park & Yoon, 2009).

METHODOLOGY

The investigation was designed to understand the rural tourism market in the Serbian countryside. For the needs of this research, a survey has been conducted. An online survey was sent to the total of 946 Serbian citizens, using Survey monkey research tool. The survey was distributed via social networks (Facebook and Instagram) and email addresses from the database of Serbian tour operator Euroturs. The research has been done by applying a structural questionnaire. The questionnaire is based on psychographic variables, and measures travel philosophy, travel motive and personal values. It consists of two parts. The first part measures the socio-demographic characteristics of the interviewees, such as gender and

age, and the second one, their psychographic variables. The questionnaire contains 18 psychographic variables (travel philosophy, travel motive and personal values) towards rural tourism. The total sample for the current study is 300 respondents. For data analysis, descriptive statistics have been used. Categorical analyses of dominant components have been done (CatPCA), to determine the motives that have the greatest impact on the grouping of the interviewees. We used a group of answers related to travel philosophy, travel motive and personal values, as a method for the segmentation of tourists in rural tourism and making clusters. This analysis will perform the segmentation of tourists and form a group of tourists with similar views (clusters). The Mann Whitney U test was used to compare attitudes about the rural tourism of male and female examinees. The Kruskal-Wallis test was used to show the connection between the motives of spending holidays in the rural areas, and the special distance of the rural destination, as well as the attractiveness of the rural tourism to certain age categories.

Using the CatPCA, a smaller number of new latent variables has been formed from a larger number of measurable variables, which would integrate the information from the measurable ones. New latent variables are functions of measurable variables, and every of the survey participants, according to their answers, gets certain values. Those scores represent coordinates where the interviewee is positioned in the two-dimensional space. Based on the position of the interviewee in that two-dimensional space, groups of interviewees with similar attitudes are formed. Similar attitudes are the attitudes of the most dominant variables. This means that the variables in the mentioned functions (x and y coordinates) have the greatest impact on getting scores. By categorical analyses of the main components, a two-dimensional coordinate's space is attained. It consists of two axes, X and Y, and groups are formed based on the most used answers and attitudes. Each interviewee will take their place in the coordinate system according to their responses from axes X and Y based on coordinate jumps.

RESULTS

In the first part of the survey, we analyzed the socio-demographic variables of tourists, and in the second we analyzed the psychographic variables. Table 1 shows the results of socio-demographic measurements. This table shows that there is a higher concentration of female tourists, as much as 67%, while male tourists to a lesser extent visit the rural area of Serbia with 33%. The highest concentration of tourists at average is in the range between 21-30 (43.7%), as well as 31-40 years old (34.3), while the lowest concentration of movement of the age structure is 41-50 years (6.7%). Based on the table, we can conclude that the younger population is increasingly turning to healthy living, untouched nature, escape from everyday life, clean air, healthy food and other natural beauties provided by the rural space of our country.

Table 1. Socio-demographic characteristics of the interviewees

Variables	number	%
<i>Gender</i>		
male	99	33
female	201	67
<i>Age</i>		
0 – 20	22	7.3
21 – 30	131	43.7
31-40	103	34.3
41-50	20	6.7
51 +	24	8

Based on the measurement of psychographic variables, we obtained the most dominant responses that will determine the X and Y axes. The X-axis will present the most dominant motives for visiting rural areas. The two most common motives for visiting a rural area are spending free time in nature (nature-based motive – XP1) and meeting a new culture and new people (culture-based motive – XP2). Based on the results obtained (Table 2) we can conclude that the first motive determines the coordinate on X-axis in a positive direction, and the other in the negative direction.

Table 2. Correlation of variables XP_(1,2) with X-axes

Variable	Saturation
XP1	.781
XP2	-.710

Based on the results (Table 3), it can be concluded that all Y-axis variables determine the coordinate axes in a positive direction. The variable positively determines coordinate Y-axis, if it is in positive coordination with it (saturation is positive). That indicates that the more positive response to that question is, the score is lower on that coordinate. Next 3 most dominant answers that determine the Y-axis are related to the level of attractiveness of rural tourism (YP 1), the level of satisfaction with the offer of rural tourism in Serbia (YP 2), and the third variable explains the answers to the question how often during the year do you spend vacation in rural space (YP 3).

Table 3. Correlation of variables YP(1,2,3) to Y-axes

Variable	Saturation
YP1	.620
YP2	.670
YP3	.553

By observing the coordinate system (picture 1), three clusters can be noticed. The first (green) – they are “*nature lovers*”. Those are tourists who already have a positive attitude towards rural tourism, and tourists who generally spent their holiday in the countryside more than once in a year. They are of the attitude that rural tourism is very attractive. Rural tourism has a “sedative” effect on their organism. They spent their holidays many times in the countryside. They dislike traveling long distances without points of interest. They are not demanding good accommodation. These tourists do not seek an active holiday, they like soft adventure. The main activities are daily walking and spending time in nature. They want fresh air, natural surroundings, and facilities for a picnic and relaxing areas. The second group of interviewees (red), “*culture lovers*”, are the travelers who have developed a culture of traveling to rural areas and their motives are most often in connection with learning new things, meeting new cultures, people and having active holidays. They like to spend their holiday in local accommodation, tasting traditional local food. They get close to locals, and they like to pay extra to get involved in daily works in the field. They seek good communication with locals, desire to learn about the culture and require good information. This group of interviewees considers that the development of rural tourism in Serbia to be very good. The third group (yellow), “*passive tourists*”, represents the opposite of the first and second groups. Those are the interviewees who mainly have not spent their vacation in a village. Rural tourism is not attractive to them or it is repulsive. They spent their holidays in the countryside maximally once a year. The most frequent reason for visiting rural areas is visiting family or friends who live in rural areas. Their motives for visiting a rural area are rarely in connection with rural tourism. These tourists do not have an established relationship with rural areas, because their holiday boils down to sea or mountain tourism. Their motives are not recreation, and active holiday, but free time and leisure. A less developed rural tourism offer and marketing is the main reason why rural tourism is the last option for them. Those interviewees have marked the rural tourism offer in Serbia as very bad or unsatisfactory.

For marketing promotion, the most interesting group of tourists would be “green” and “red” and marketing strategy should turn to satisfy the needs of this segment of the market. Based on their answers and attitudes, promotional activities should ease the inclusion of this segment in tourist expanses. As far as the “yellow” group of interviewees is concerned, they should not be excluded from the marketing strategies, but the sphere of their interest should be found and they should be made interested in this kind of tourism. This group of tourists should transform from the “yellow” zone to the “green” or “red” group of tourists.

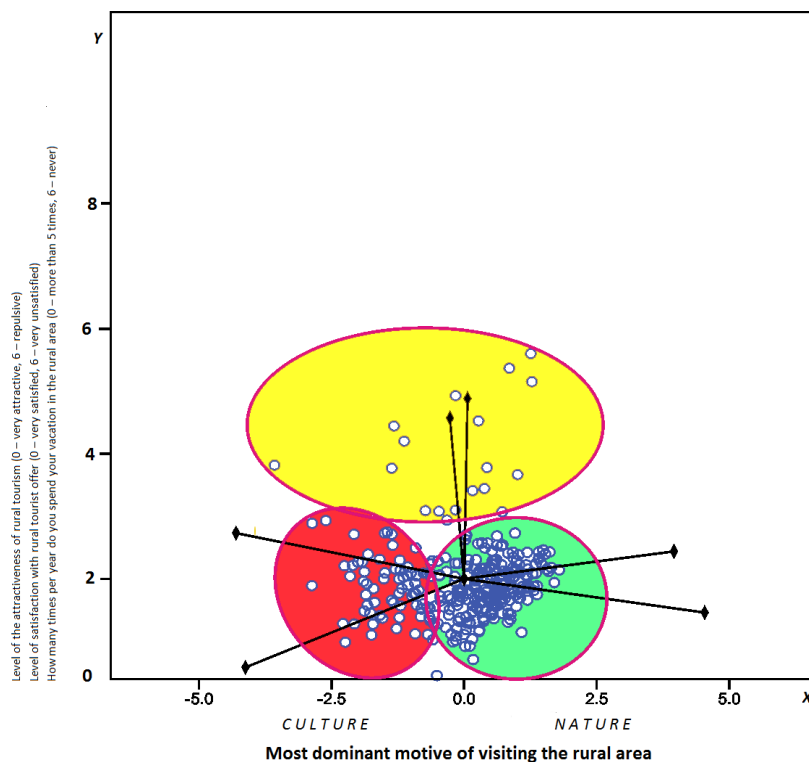


Figure 1. Position of the interviewees in 2-dimensional space based on variables XP and YP using CatPCA

According to the processed data from the survey questionnaire, rural tourism in Serbia is in third place as an option for holiday planning of tourists with 23.5%, in the first place is a visit to mountain centers with 51.2%, while in second place is a visit to spa tourist centers with 25.3%.

The longer tradition of organizing tourism at mountain is the main reason why the interviewees opted for these forms of tourism. While making choices for the destination of rural tourism, over 70% of the interviewees would choose a destination up to 3 hours of driving from home. The survey confirmed that shorter stays can be connected with these forms of tourism. More than 65% of interviewees would spend 2-3 days in rural areas. The most attractive period of the year in rural areas is spring, for 60% of interviewees. This can be explained by the fact that the process of vegetation is the most intensive at that time, and also agricultural activities are in process, which can be interesting to tourists. The motive for spending holidays in rural areas, for most of the interviewees, is resting in a natural environment, ethno houses, while consuming local products.

For testing differences between genders in relation to the level of attraction of rural tourism, the Mann Whitney U test has been used. We tested if there is a difference in the level of attraction between male (M) and female (F) population. Based on the Mann Whitney test ($p=0.986$) it can be concluded that there are no statistically important differences in motivation between men and women. Similar results were found in researches of Kastenholz et al. (2018) and Almeida et al. (2014) on tourist segmentation in rural areas of central Portugal and Madeira.

The Kruskal-Wallis test (table 4) and CHi-square test have been used for testing the connection between the distance of destination and motive of spending holidays in rural areas. Based on the importance attained according to the Kruskal-Wallis test ($p=0.033$), it can be concluded that between the interviewees with different motives of spending holidays in rural area, there is an important statistical difference according to the distance of the destination from the place of residence. The closest destinations are the choice of respondents, who choose rural areas for socialization, and the most distant destinations are the choice of respondents who wish to acquire something new.

Table 4. Relation between motives of spending holidays in rural areas and the distance of the destination, Kruskal-Wallis test

	Motives of spending holidays in rural areas				
	Holiday	Socialization	Acquiring of something new	Fun	Active holiday
Distance	1,93	1,67	2,27	2,20	2,12

The Chi square test has been used to test the connection of motivation of tourists and distance of emissive centers where tourists come from. Based on the importance of the Chi square test ($p=0.167$), it can be said that there is no important connection between the two marks. In each category, medium and long distances dominate, causing meaningful differences in the Kruskal-Wallis test, while that schedule is only violated in the category of socialization, but the number of the interviewees in that category is so small that it cannot cause importance in the Chi square test.

For the purposes of testing the differences between attitudes about the attraction to rural tourism between interviewees of different age groups, the Kruskal-Wallis test has been used. Based on the importance of the Kruskal-Wallis test ($p=0.407$), it can be concluded that between interviewees of different age groups, there are no meaningful statistical differences in terms of the attitudes about attraction to rural tourism. These statistics can help managers of the destination to adjust their offer to different age groups. Since statistics have shown that there is no difference between the age groups, it is easier for managers to prepare a unique offer

in rural tourism, or, there need not be a lot of adjustments of the offer to different age groups.

DISCUSSION

Rural tourism is often identified as one of the development strategies that can drive local economic development in rural communities. For the development of rural tourism, it is necessary to understand why tourists are motivated to engage in different segments of the tourism market. In this paper, 3 categories of consumers with similar motives and preferences for rural tourism were obtained based on the survey. The consumer group we have labeled as “nature lovers” can be compared to the typology of tourists developed by Rid et al. (2014). They labeled the group “nature & heritage tourist”, which refers to a specialized group of tourists who is primarily motivated by an interest in nature, animals, forest areas, rural landscapes, protected natural resources. The second group of tourists we have labeled as “culture lovers” can be compared to Cohen's group the “explorers” and the “drifters”, which state that they are tourists who are independent when organizing the trip. They are tourists who want to get as close as possible to the hosts they visit, to participate in their daily activities, to strive to understand their culture and language and to enjoy their food (Cohen, 1972). A similar conclusion was reached by Bel et al. (2015), who designated one segment of tourism as “natural and cultural heritage experience”, lovers of nature and culture in rural areas. Park and Yoon (2009) also performed a typology of tourists in rural areas, and one of the segments was the “learning and excitement cluster”. Tourists belonging to this segment love socialization, getting to know the new and unknown, nature activity and gastronomy. In most studies of customer segmentation, they do not separate cultural motives from natural attraction. This study separated the two most dominant motives for visiting rural areas. Another segment also emerges, consumers who have no interest in the rural area and do not see it as a tourist destination. Perhaps the lack of interest is linked to a lack of supply and marketing. That is why this group of tourists should not be neglected, but interested with a well-organized offer and marketing strategy.

Park and Yoon (2009) state that tourists in Europe are turned to rural tourism in search of a peaceful atmosphere and nostalgia for the old way of life. The situation in Serbia is a little different. In our country, tourists opt for rural tourism in search of active holidays, as shown by nature lovers (53%) and cultural lovers (41.3%). They participate together with 94.3% of the respondents. Their desire to visit the rural area is to get acquainted with nature and untouched environment for relaxation, escape from the everyday tensions in urban areas, want to meet their recreational needs in terms of sports, picking herbs, participating in tasting gastro-

onomic specialties, picking mushrooms and other. Also, cultural lovers include tourist researchers. These tourists visit the rural area to gain new knowledge about cultural sites, learn about old crafts, visit certain events and more. Rural spaces are mostly visited independently by an unaccompanied family, or go in groups of researchers.

The third group, the yellow segment of rural development, is very small, almost neglecting at 5.7%, and they are tourists who do not like active holidays, but prefer to enjoy their free time. However, these tourists should not be neglected either, but an offer can be made in rural areas that will refer to a passive vacation. Considering that rural tourism in Serbia is in the initial phase and its development is still to be expected, this work can contribute in some of the segments that administrations, tourist organizations and local population could influence when marketing for certain rural settlements. Particular attention should be paid to which part of the country the village is located. Are we referring to the rural settlements located at the foot of the mountain centers, where we can take an active vacation and connect the two types of tourist movements, or are the rural settlements located around the spa centers. The entire offer of mountain, spa and rural tourism in certain areas of Serbia can also be made.

CONCLUSION

Rural tourism is a kind of tourism increasingly attractive to tourists. Hectic lifestyle, city noise, traffic and everyday stress create the need to escape the surroundings for a while, in search of calmer areas. Rural tourism can respond to the needs of contemporary people. In many countries the development of this kind of tourism is dealt with very seriously, thus helping the positive effects show sooner.

Although, rural tourism in Serbia began to develop in the 70s of the XX century, Serbia could not manage to recognize the potential it has, so the rural tourism remains in the initial phase. Based on the research of the attitudes about the demand for rural tourism, some conclusions can be made about the needs of tourists and the segmentation of the market. The research showed that there are 3 tourist profiles with different characteristics, *nature lovers*, *culture lovers* and *passive tourists*. Market segmentation is necessary while creating a tourist product. It is the most difficult to respond to the needs of heterogeneous demand. This research can help the tourist supply to be prepared for the modern trends of tourist demand and to tailor tourist offer for appropriate segment of tourists. Great investments are needed for the infra and supra structure, and afterward in marketing and promotion. One of the ways how this kind of tourism can appear on the market is by creating a tourist cluster. Merging of more tourist regions to form a simple product is necessary because of weakly developed infrastructure. Every cluster would recognize its competitive ad-

vantage, and based on that, endorse some of the different forms of rural tourism (agro-tourism, gastro-tourism, eco-tourism). In the future, Serbia could base its tourist offer on rural areas. This segment of tourism is not included in the tourist flow and is not valorized. Tourism will emerge as a factor of revitalization and promotion of the abandoned and neglected rural areas. The mutual effect of tourism and rural areas can enhance the finances of rural areas and create stable communities. During the planning of rural tourism development, it is necessary to emphasize the sustainable development of tourism in order not to endanger the ecological, economic, and socio-cultural elements.

This paper has its limitations. One of the limitations is that the questionnaire was distributed online, so only people who had Internet access participated in it. A printed version of the questionnaire needs to be created to cover the segment of consumers who do not have access to the Internet or do not use computers. Another limitation is the sample size. We cannot give a general picture of rural tourism in Serbia on the basis of 300 respondents, but we can still come up with some information. Future research could be based on market segmentation for nature lovers and culture lovers in particular. Based on the results obtained, market niches would be formed. These would help rural tourism villages to decide on a specific marketing strategy.

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МОТИВАЦИЈА И СЕГМЕНТАЦИЈА ТУРИСТА У РУРАЛНОМ ПОДРУЧЈУ: СТУДИЈА СЛУЧАЈА СРБИЈЕ

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Резиме

Овај рад представља резултат истраживања мотивације српских туриста у руралном туризму. Србија је земља која поседује изванредне потенцијале за развој руралног туризма, али ти потенцијали нису у довољној мери валоризовани и укључени у туристичке токове. Како бисмо што боље истражили ставове српских туриста о њиховим мотивима посете руралног простора, креиран је анкетни упитник. Упитник садржи 18 психографских варијабли (филозофија путовања, мотив путовања и личне вредности) према руралном туризму. Истраживање је обухватило 300 испитаника. Коришћењем категоричке анализе главних компоненти (CatPCA) направљена је сегментација туриста. Три сегмента туриста формирана су у складу са њиховим сличним ставовима према руралном туризму. Први сегмент чине тзв. „љубитељи природе“ који су представљени зеле-

ном бојом. Ови туристи доста често свој одмор проводе у руралном простору и имају фомиране позитивне ставове према овој врсти туризма, а главни мотив посете руралном простору је одмор. Други сегмент представљају тзв. „љубитеље културе“ који су представљени црвеном бојом. Ове туристе карактерише развијен позитиван став према руралном туризму, али је главни мотив њихове посете руралном простору упознавање различитих култура, учење нових ствари и вештина, као и активни одмор. Трећи сегмент туриста представља тзв. „пасивне туристе“ који су обележени жутом бојом. Овај сегмент се разликује од прва два сегмента у томе што им рурални простор не пружа довољно мотивације да свој одмор проведу у њему. Чак иако део свог одмора проведу у руралном простору, он нема везе са руралним туризмом. Рурални туризам им је последња опција за коришћење одмора и пре свега су њихови мотиви везани за масовније облике туризма као што су приморско-купалишни или планински туризам. Како бисмо добили прецизније податке о мотивацији српских туриста у руралном туризму, користили смо додатне анализе. Mann Whitney U-тестом упоређени су ставови мушког и женског пола. Добијени резултати су показали да не постоје значајне статистичке разлике у ставовима мушкараца и жена. Применом Kruskal Wallisovog теста и Hi квадрат теста, добијени су резултати који показују везу између мотива који се везују за одмор у руралном простору и физичке удаљености руралне дестинације, као и ниво атрактивности руралног туризма одређеним старосним категоријама. Резултати су показали да су мотиви посете руралном простору који се налазе на мањој удаљености од емитивног простора, најчешће везани за социјализацију. Са друге стране, мотиви посете руралном простору који се налазе на већој удаљености од емитивног простора везани за упознавање са нечим новим (културом, вештинама). Што се тиче нивоа атрактивности руралног туризма одређеним старосним категоријама, анализом није пронађена значајнија статистичка разлика, те не постоји одговор на то да ли су старије или млађе особе више заинтересоване за рурални туризам. Ова сегментација руралног тржишта у Србији може да пружи помоћ свим учесницима у рураном туризму, на страни понуде, да приликом креирања туристичког производа прилагоде свој туристичке производе или услуге мотивима српских туриста и на тај начин унапреде рурални туризам. Разумевање и уважавање ставова туриста у руралном туризму, обогатиће понуду овог тржишног сегмента и позиционираће рурални туризам на туристичкој мапи Србије.