

# Market Research of Potential Participants in Geotourism

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Industry of tourism has a many special characteristics. One of the most important is that tourism demand depends on tourism supply which exists at the market. However, supply is created as a result of market research and special preferences of tourists which are divided into segments, based on common interests. One area could become a tourism destination with unique touristic product only after systematic research and valorization of every single characteristic which could be considered as a potential for the future development. During the last decades, loess-paleosol geo-sites in Vojvodina several times have been evaluated.

Last year a group of authors (Zvizdic, Jovanovic, Milovic, 2009) created a new key for evaluation of geo-heritage sites as a synthesis of Reynardâ's and Comică's methodology. Potential of geo-heritage sites is divided into internal and external characteristics. Internal factors are:

1. those that are related to a level of usage of potential tourist resource (urbanization, infrastructure, equipment and services) and
2. those that are related to the inherent characteristics of resources and their unique tourist values.

External factors are those that significantly affecting or may affect tourism flows and they are responsible for a position of tourism destination at the market in relations with supply and demand.

After this evaluation, loess-paleosol geo-sites in Vojvodina obtained the highest marks for external factors: 1. vicinity of initial centers, 2. quality of transport infrastructure and 3. urbanization. At the moment, except for the small groups of experts, tourism at the geo-heritage objects in Vojvodina is not so interesting for the most of tourists because it is not developed yet.

The aim of this paper is to research a potential market and divide tourists who would like to participate in geo-tourism flows into segments with quite similar interests as well as to identify their special needs and preferences. This would be a corner stone for future development of geo-touristic product which will appeal to different types of tourists.

**Keywords:** market research, geo-tourists, loess-paleosol sites