

# Motivation of Novi Sad (Vojvodina, Serbia) Visitors out of the Tourist Season

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## Abstract

The attempt made in this paper was to discover the motives which are relevant for Novi Sad's visitors in the period between January and March. This period is specific for the number of tourists in the past 10 years and it is based on assumption that mostly business tourists arrive during this period of year. The analysis of findings was based upon "pull" and "push" motivations of 96 tourists visiting Novi Sad during the period.

The facts given in this article can provide tourism workers with useful information for further development of tourist offer in Novi Sad.

**Key words:** tourism, tourist motivations, business travellers, Novi Sad

## Introduction

City centres are important for tourism, i.e. for tourists' movements, with regard to the fact that they are significant emissive and receptive centres. Large cities inhabitants usually feel the need to travel to quieter places suitable for relaxation and far from the city noise, pollution, fast life and other negative influences of the city life. On the other hand large city centres are important tourist destinations which attract a lot of visitors.

City centres have a very important rule within tourist offer of a specific country. Novi Sad is the second largest city with the second largest number of visitors in Serbia. Due to the continental position of Serbia, we assume that the development of tourism in large city centres is of highest priority for their economic prosperity.

## Analytical View

Despite the lack of seasonality in tourist accommodation which is typical for mountain or seaside resorts, Novi Sad renders two reasonably specific tourist seasons-spring and autumn.

Hotel capacities in Novi Sad reach its maximum turnover in October and May. In May, in the year 2007 there were 13,035 visitors in Novi Sad (8,135 domestic and 4,900 foreign). They made 21,073 overnight stays. In October, in the year 2007 the number of tourist has risen to 13,402 (8,875 domestic and 4,527 foreign), making the total of 21,659 over-

night stays<sup>1</sup>. Moreover, there were 23,652 tourists visiting Novi Sad in the period March – November 2007 arriving by 253 ships that stopped in two Novi Sad ports on the Danube (Tourist information centre of Novi Sad). Such frequency of the visits is the result of favourable climate conditions in spring and autumn for visiting Novi Sad.

The Fair of hunting, fishing, sport and tourism (LORIST) in October and The Agricultural fair in May also contributed to the rise of tourist number by congregating numerous visitors and exhibitors. The hunting season starts in October, whereas sports events symposiums, seminars, competitions, students' excursions and cultural events take place in May. In winter the number of visitors and overnight stays lowers. According to the data of the Republic Statistical Bureau in the five year period (from 2002 to 2007) the lowest number of hotel stays was recorded in January. The lowest number of total arrivals and the lowest number of arrivals of foreign tourists was also recorded in January (in 2007 the total of 8,224 overnight stays out of which 4,384 domestic and 4,431 foreign)<sup>2</sup>. The lowest number of domestic tourists' arrivals was recorded in July, August and January.

<sup>1</sup> The official statistic data from the Republic institute for statistics – UT 10. Method that is used in Serbia is Method TS – tourist in accommodation (with and without category)

<sup>2</sup> The official statistic data from the Republic institute for statistics – UT 10. Method that is used in Serbia is Method TS – tourist in accommodation (with and without category)

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*The aim of the research presented in this paper is to define the typical motives which drive tourists to visit Novi Sad in this period (from January to March) precisely.* There are several aspects of interest for the results of this research. Namely, after the key motives of the tourist arrivals are identified, tourist workers of the city of Novi Sad are given the directions for further development of the tourist offer in Novi Sad. On the other hand, target groups, an important segment in marketing activities planning are easily identified. Thus, marketing activity directed towards specific target groups should result in longer stays and spending extra money on facilities outside the accommodation.

## Literature Review

### Tourist Motivation

The first correlation with the term tourism is spatial movement of people. The origins of tourism go back to prehistoric human society when people moved without organisation, in search for food, running from danger and thus starting to discover new countryside (Jovičić, 1992). Even this kind of movement had its goal to satisfy certain needs of that period (physiological, safety etc). Later, people travelled as explorers, soldiers, merchants, pilgrims etc. Reasons for these movements that is for travelling are various, but primarily rational, obvious and goal oriented.

Taking into consideration modern tourist travelling the matter of cause and justifiability of these travels seem more complex (Čomić, 1990). With the appearance of tourism as a modern phenomenon we have come up to the situation where tourism has become its own purpose and not only the instrument which leads to other goals. Modern tourist is a very complex being whose behaviour depends on a lot of economical, sociological, political, psychological and other factors (Čerović, 2004). Different needs have been the essence of human movements from the past.

Those needs, together with the ways of their fulfilling can be different. Reason or motive for a tourist travelling can be satisfying of only one need but in most cases "tourist need" as such contains a lot of needs that a person can satisfy.

In the central place of the psychological researches in tourism are theories about motivation which are trying to determine basic motives or causes of tourist travel. Big opposites are easily seen at tourism critics and in the travellers leaving dilemma What is actually tourist motive? This is the question which tourists and tourist theorist ask themselves.

In psychology motive is defined as the process of moving of the activities of one organism, directing activities towards goal and adapting them in order to come to the goal. Motive moves these activities. Needs cause activity of one organism and need is motive in the period before satisfaction (Krech, Crutchfield, 1958). However, certain authors have different opinion on tourist motives and most of them think that motive is need. World Tourist Organisation relatively consistent motives define as needs and other internal factors are hardly ever mentioned.

If we take into consideration that the great number of sights is attractive (they possess esthetical beauty, artistic or historical importance...) they can create a need for ap-

proaching the object. Thus, tourist attractions are external stimulative which incite the need.

Potential tourists are always in a position to make choices, i.e. to choose between two or more alternatives. The choice itself represents a desire to satisfy certain needs and wishes by choosing a particular tourist destination (Đeri et al., 2007).

### Motivation theories

There are not many works or researches, in Serbian literature, that discuss tourists' motivation, and authors that were analysing this phenomenon gave mostly directions for further research.

According to Kembel motivation theories are divided into *content* and *process* theories. Content theories imply the content of motives and types of motives while the process describes the ways how to initiate a person to perform the activity (Maričić, 2002). The most important motivation theory or model hierarchy of needs and motives is Maslow motivation theory which was used to produce Alderf ERG theory. According to Maslow certain acts and behaviour of every person are motivated by his/her wish to satisfy some need.

Motives or "movers" of human behaviour are connected to needs on the principle of homeostasis. It means that human need does not act always but only in situations when it is not satisfied and only on that level that it is not satisfied. In Maslow's motivational model basic human needs are divided into 3 groups: 1. basic physical and physiological needs; 2. need for safety/security; 3. need for friendship, love and belonging; 4. need for esteem and self-esteem; 5. need for self-actualization.

If some lower levels of deficiency needs are not at least partially met, the individual is not ready to act upon the growth needs.

Motivational dynamics based on this kind of hierarchy of human needs seems convincing and is widely accepted, because every person in his\ her own life can find examples which prove hierarchical principle of motivation (Čukić, 2005).

The most important issue for psychologists, researchers or managers is to recognize the relationship between motives based on satisfaction of the existential needs (physiological and need for security), social (need for respect, belonging, friendship and love) and ego needs (self-actualization and self esteem). This reduction of Maslow model to only three levels is modification that Alderfer made and which is known as ERG theory (Existence, Relatedness, Growth). There is hardly any human activity which comes from unsatisfied need. Causes of tourist travels are based upon unsatisfied human needs, i.e. the inability to satisfy needs at home or to satisfy them adequately.

There is a dilemma concerning tourist needs. The question is whether at all there is some "tourist need" or there are various needs that are met by means of tourism (Čomić, 1990). Tourist need is complex, aggregated need, not only the unique necessity. There is a certain number of needs that are generally satisfied by tourism and which can be nominated as tourist relevant needs or tourist needs (Čomić, 1990).

There is possibility for an individual on a tourist journey to satisfy a lot of different needs at the same time.

The levels of need which an individual satisfies through tourist journey are diverse. Basic presumption is that a tourist on a tourist destination must satisfy existential needs (according to ERG theory-basic physical and physiological needs) that will be accomplished by breathing, sleeping, eating, drinking, and maintaining the body temperature and by being in a secure environment.

In order to satisfy these needs a traveller will rent a room in a hotel or other accommodation facility. Based on satisfying these basic existential needs complete catering industry has been developed. After their basic needs have been satisfied, tourists can turn to their social needs (according to ERG theory-need for respect, belonging, friendship and love). This can be performed by commencing a journey with individuals with whom a traveller has the best social exchange (family, friends, partners...) and by meeting other people with whom he/she can achieve social exchange. In that way a tourist can satisfy the need for respect, love and friendship.

At the same time, ego needs (according to ERG theory-need for self-actualization and self-esteem) can mostly be satisfied during one tourist journey. Considering the fact that they consist of development and demonstration of super ego of one person and wish to achieve maximum satisfaction, these needs can be satisfied in various ways, depending on the ego of the person. For some individuals maximum satisfaction and the greatest value is visiting holy religious places, for other individuals this is visiting an art gallery with important works of art, and for some it is just the fact that he/she is on a prestigious tourist destination, in a luxurious hotel where rich and famous stay and where he/she can identify him/herself with them and satisfy the alter ego.

There are, also, different opinions in foreign literature. Consumer behaviour literature emphasises *that needs and motivation* are interrelated (Goodall, 1998). Motivation is a dynamic concept; it may vary from one person to another, from one market segment to another, from one destination to another as well as from one decision-marketing process to the next (Uysal, Hagan, 1993; Witt, Wright, 1992). Thus, a variety of researchers note that tourists' motivations are multiple and people might have different reasons to take either domestic or international vacations (Crompton, 1979; Mayo, Jarvis, 1981). People may intend to take a trip to fulfil their physiological and psychological needs (Mayo & Jarvis, 1981).

Crompton proposed that travel motives are "aligned along a continuum as being either primarily socio-psychological or cultural" (Crompton, McKay, 1997). Most authors accept Crompton's (1979) *push-pull model*. Tourism literature emphasises the importance of both *push* and *pull* factors in shaping tourist motivations and in choosing vacation destinations (Crompton, 1979). "Push" factors are origin-related and refer to the intangible, intrinsic desires of the individual traveller, and "pull" factors are mainly related to the attractiveness of a given destination and tangible characteristics such as beaches, accommodation and recreation facilities and cultural and historical resources (Uysal, Hagan, 1993). Uysal and Jurowski (1994) summarized internal (push) and external (pull) motivators to travel. Internal motivators included desire for escape, rest, relaxation,

prestige, health and fitness, adventure, and social interaction. External motivators were based on attractiveness of the destination, including tangible resources (beaches, recreational activities and cultural attractions) and traveller's perceptions and expectations (novelty, benefit expectations, and marketing image). The idea of the push-pull model is the decomposition of a tourist's choice of destination into two forces. The first force pushes a tourist away (from home). The second force is of the "pull" type, a region-specific lure that pulls a tourist towards a destination. This aspect comprises tangible characteristics or attributes of a destination that are primarily related to the perceived attractiveness of a destination. (Kozak, 2002)

Lundberg (1971) provided a listing of the most important travel motives, including push and pull factors. Based on a review of prior studies conducted in the area of tourist behaviour, Lundberg (1971) constructed a list of 18 motivational factors, which included factors reflecting educational motives, relaxation and pleasure seeking motives, ethnic motives and a group of sundry motives.

*Most Serbian and foreign authors divide motives in two groups. In basic, these groups can be considered as push and pull factors (Crompton).* The authors of this paper are not the exception since the motives for visiting Novi Sad are divided into these two groups and analyzed pursuing that form. *Push factors in this research are seven potential motives (factors) that drive tourists to leave their home. Pull factors (motives) are the attractions that can attract tourists to Novi Sad.*

## Motivational Structure of Tourists who Visit Novi Sad

Motivational structure implies the content, level of satisfaction, relative strength and mutual relationship of motivational needs. Knowledge about motivational structure of visitors is important for all factors of tourist economy, since their analysis facilitates the understanding of consumers' behaviour. The task of marketing tourist agencies is to create and offer tourist products or services which will satisfy the tourists' needs and that should be based on the results of researches of tourist needs.

According to their possibility, the authors-researchers were oriented to only some elements of motivational structure of Novi Sad visitors out of season in this paper. One of the basic tasks in this work was to determine the motives, i.e. unsatisfied needs in the place of residence, and what drives tourists to visit Novi Sad in the period from January to March. Results of this paper can help employees in tourist industry to perceive tourist motivation better and thus be able to offer them better contents, services and products that can satisfy tourists' needs.

## Methods and Data

### *Empirical part*

#### *Tasks and goals of research*

Based on the questionnaire made for this research the task was to determine internal motives (push factors), needs which drive tourists to Novi Sad out of season, i.e. the needs tourists satisfy by visiting Novi Sad in this period.

Based on the questionnaire made for this research the task was to determine external motives (pull factors) that are important to tourists, i.e. what the tourists find so attractive in Novi Sad.

This paper based on research results should give directions for forming tourist products which are in accordance with wishes and expectations of tourists.

### Sample

The population that was surveyed by the research represented all Novi Sad visitors in the period from January to March 2008. Considering the fact that it was impossible to question the whole tourist population the sample used in this survey was taken on purpose. The sample consists of Novi Sad visitors who stayed in some of the city hotels during the above mentioned period.

The questionnaire was conducted in more than half of Novi Sad hotels, i.e. in seven out of thirteen hotels. The hotels included in the survey were "Aleksandar", "Gymnas", "Stari krovovi", "Vojvodina", "Novi Sad", "Panorama" and "Mediterraneo".

However, the sample appropriate due to the fact that the questionnaire was filled in by guests who agreed to participate in this research, i.e. by those who were easily reached.

It is impossible to determine representativity factor of the sample regarding the fact that our researched population is changeable in all segments. The figures about the number and structure of tourists in Novi Sad (from the Republic Statistical Bureau), for the period from January to March show that the number of foreign and domestic guests was almost identical. At the same time socio-demographic structure of the visitors (sex, age, professional status...) is left unknown. Thus the authors-researchers of this paper made efforts to produce the sample with even numbers of foreign and domestic guests.

The sample consists of 96 individuals, 43 individuals or 43% are domestic and 53 individuals or 55.2% are foreign. Males make up 91.6% of the sample, and women only 8.4%. Most of the foreign tourists come from Germany 10.4%, from Croatia 9.4%, from the Great Britain 7.3%. The sample consists of individuals from 16 European countries. The average age is 35.5. The youngest person is 19 and the oldest 62. As far as professional structure is concerned managers are dominant (39.6%), then public official (24%), owners of private businesses (10%), and workers make 9.4%. The 16.7% answered that they belong to some other professional group and most of them declared themselves as consultants.

### Research instrument

Instrument used for this research was the questionnaire made by authors-researchers. It consists of four parts. The first part deals with socio-demographic characteristics of the questioned individuals (age, sex, profession, the country of origin). The second part consists of data connected to the length of stay and frequency of visits to Novi Sad. The third part consists of internal motives - push factors. Each of seven motives - push factors was valued according to the scale of Likert type.

The fourth part consists of the list of tourist attractions - pull factors that could appeal to Novi Sad visitors or to keep them in the city longer than planned.

The list consists of 21 motives (geographical, event based, social ...) and individuals circled the numbers in front of one or more motives and gave information about their value.

### Research method

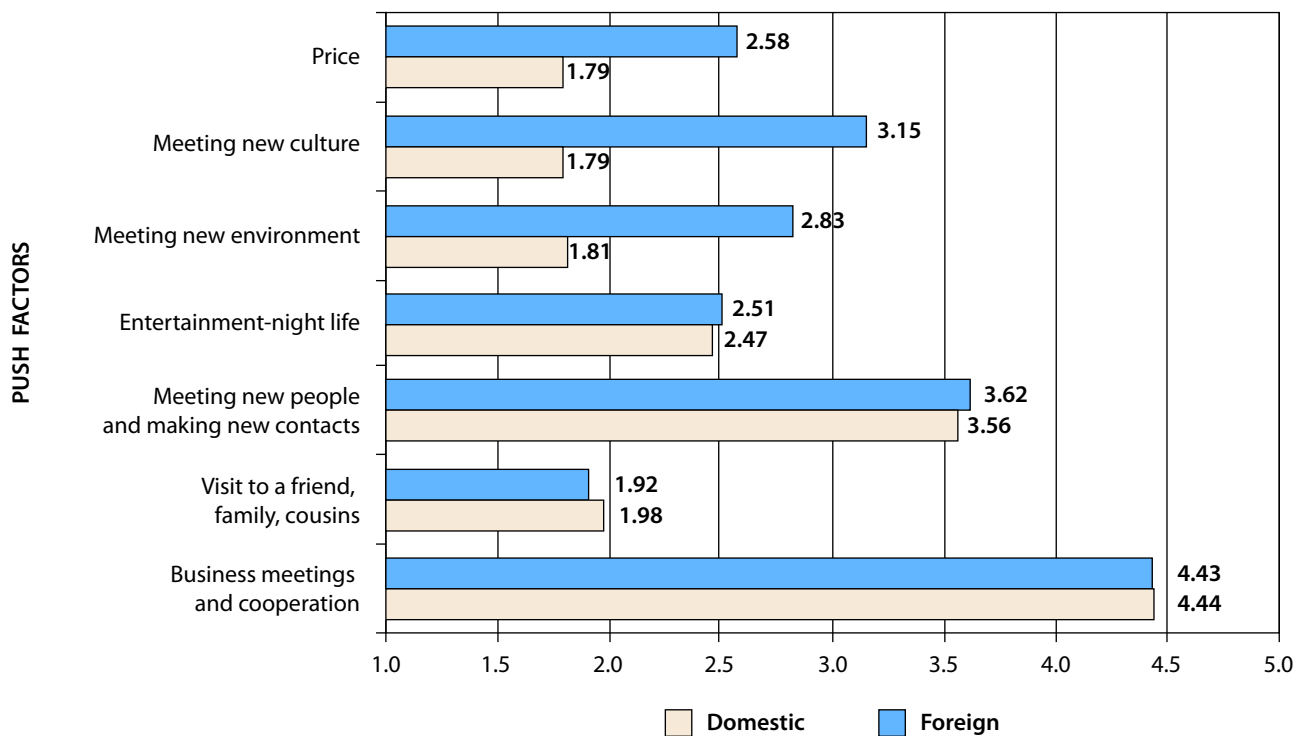
Questioning was done individually. Authors-researchers prepared the questionnaire and printed copies of it. Prior to the questionnaire distribution the chosen hotels and hotel receptionists were contacted. Depending on the hotel capacity certain number of questionnaires was distributed in Serbian and English language. The hotel staff was given instructions how to distribute the questionnaire to their guests. The staff distributed it to the interested visitors who then filled it in individually and returned it to the receptionists. The questionnaire was anonymous, 96 questionnaires were completed correctly. Authors-researchers sorted out completed questionnaire and received data were processed in the SPSS 11.5 for Windows programme.

### Results analysis and discussion

In further text results analysis and discussion are described according to tasks and goals of the research.

The most important question for the analysis of the questionnaire is the list of internal motives - push factors which incite visitors to come to Novi Sad. The respondents gave the value and importance to each of seven motives on the scale of Likert type. Respondents circled one of the numbers on the scales from 1 - which meant 'it is not important to me' to 5 - 'it is very important to me'.

Graph 1 presents that for *both foreign and domestic visitors the most important motives in the period of low season (from January to March) are Business meetings and cooperation*. This motive had the average score on the scale of importance of motives 44.4. Almost the same results that were obtained in both domestic tourists 4.43 and foreign 4.44 highlight the dominance of this motive in both groups. Considering the fact that the next motive had significantly lower score on the scale of importance it may be assumed that business is the main motivating factor for individuals coming to Novi Sad. This result was expected because important sport, cultural or other events are not held in Novi Sad in this period and the weather conditions are unfavourable for sightseeing. Business motives can be categorized as existential because they are connected to people's existence. Thus the existential motive proved to be the strongest again. Also, business motives can be added to the category of social according to ERG theory (i.e. needs for self-esteem and esteem according to Maslow). These motives are referred to as status motives and they denote the need for respect, managing and prestige which create the feeling of self-confidence. Exactly this structure of the respondents, mostly the managers, consultants and company owners drives to the conclusion that during business trips this level of need plays bigger role and has stronger influence. However, business tourists or visitors to Novi Sad are not struggling for the existence. Due to professional structure of the visitors and dominant business motives it may be concluded that business people are mostly educated, well-situated and have significant status needs. It is not easy to entertain this type of visitors.



**Figure 1** The importance of motives - push factors to Novi Sad visitors

Therefore, tourist workers should reconsider the level of services they offer, think about additional activities since those individuals own money but will not give it for something which is not of good quality.

The second important motive for Novi Sad visitors with the average score of 3.59 is motive of meeting new people and making new contacts. The difference in results between domestic (3.59) and foreign (3.62) visitors is statistically insignificant. This social motive is related to the most important motive in the observed period considering the fact that business meetings are related to making new contacts. It can be presumed that relation of the motivators is the main reason of its high importance for both foreign and domestic tourists. Other motives push factors are regarded as insignificant and are not motivators for visiting Novi Sad. Since the main reason of visiting Novi Sad for the respondents was business these motives can function together with the basic motive, i.e. if an individual is to stay in Novi Sad, probably the opportunity to satisfy secondary needs will be used.

Graph 1 shows that social motive *Entertainment - night life* got importance 2.94 (domestic 2.47 and foreign 2.51), which means that this is neither important nor unimportant motive, but mostly unimportant. We can presume that some of the visitors would like to spend some time on entertainment but that this is not the reason why they came to the city.

Social motive *Visit to a friend, family, and cousins...* remained mostly insignificant for both groups (domestic 1.98 and foreign 1.92). However, this motive is stronger in certain periods of the year especially when a lot of Serbs who live abroad visit their families in Vojvodina and Novi Sad. Especially interesting results appeared for motives *Meeting new people* and *Meeting new culture*. According to domestic tourists these two reasons are not considered important for visiting Novi Sad. On the other hand, foreign tourists marked

the *Meeting new culture* as important (score 3.15) while the score for *Meeting new environment* was 2.83. These are average scores and certainly do not stand for primary motivators in visiting Novi Sad. Nevertheless, they remain important.

The reason is that foreign tourists, during their stay in a country, desire to see new places and culture and thus enrich their personality. Regardless of the weather conditions, it is necessary to provide tours, sightseeing, excursions, visits to cultural institutions and events or ethnogastronomically attractive destination. Foreign tourists are interested in these activities in the period from January to March, which is why travel agents should be able to satisfy this need.

Statistical importance of differences between two groups of people, foreign and domestic compared to the importance of motive *Meeting new culture* and *Meeting new environment* is presented in Tables 1 and 2.

As far as prices as motivator push factors of foreign tourists arrival are concerned, interesting results were obtained.

**Table 1** Compare Means – One-Way Anova. Dependent List: *Meeting new environment*; Independent List: groups of visitors – domestic - foreign

	Sum of Squares	Df*	Mean Square	F**	Sig.***
Between Groups	24.517	1	24.517	16.463	.000
Within Groups	139.983	94	1.489		
Total	164.500	95			

\*Df (divisions of sums of squares' deviations)

\*\*F (value F statistics)

\*\*\*Sig. (significance of F statistics – if lower than 0.05 – there is 95% of certainty that there is statistically significant difference between the groups)

**Table 2 Compare Means – One-Way Anova. Dependent List: Meeting new culture; Independent List: groups of visitors – domestic - foreign**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43.925	1	43.925	30.380	.000
Within Groups	135.909	94	1.446		
Total	179.833	95			

Score for domestic tourists 1.79 shows that the price of the arrangement is usually not important. But to foreign tourists price is more important (score 2.58).

This result probably derived from the fact that travel expenses are higher.

Statistical importance of the difference between two groups of the surveyed people, foreign and domestic, compared to the importance of the factor *Arrangement price* can be seen in table 3.

For this research authors made a list of 21 pull factors for Novi Sad and surroundings, and they presumed that those factors could play the role in attracting people. Respondents were given the chance to choose and the number of factors that they wanted to circle. Generally speaking, tourists (97) chose 300 factors, i.e. each respondent chose

**Table 3 Compare Means – One-Way Anova. Dependent List: Price of arrangement; Independent List: groups of visitors – domestic - foreign**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.549	1	14.549	8.684	.004
Within Groups	155.809	93	1.675		
Total	170.358	94			

on average 3.125 factors which they consider attractive. As it is visible in Graph 2, most of the tourists 57 (59.4%) chose *Seminars, congresses, trainings and business meetings*. This data is closely connected to push factors, such as business motives which are main motives for tourists coming to Novi Sad in this time of year. Novi Sad is the second largest city in Serbia and the capital city of Vojvodina Province, it is university and business centre, with significant possibilities for seminars, congresses, trainings and business meetings organization. In relation to that fact, Novi

**Table 5 Length of the visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
How long did you stay during your last visit to Novi Sad?	One day	11	11.5	11.6	11.6
	Two or three days	59	61.5	62.1	73.7
	From four to seven days	22	22.9	23.2	96.8
	More than seven days	3	3.1	3.2	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

Sad also has material/spatial capacities (Master Centre, congress and conference halls in hotels...) and human capacities that can further develop this type of tourist movement. There is also the third pull factor (Fair events) because Novi Sad is certainly one of the leading cities in the region (as far as fair events and exhibitions are concerned).

Second important pull factor is *City atmosphere*. 57.3% of respondents chose this factor which is directly connected to the adjectives that go along with Novi Sad inhabitants. They are extremely cultural, tolerant and hospitable. People say that Novi Sad is peaceful and relatively quiet city with slow-

**Table 4 Frequency of the visits to Novi Sad**

		Visitors		Total
		Domestic	Foreign	
How many times have you visited Novi Sad?	This is the first time	0	13	13
	This is the second time	3	10	13
	I have visited it several times	22	16	38
	I often come to Novi Sad	18	14	32
Total		43	53	96

er life style.

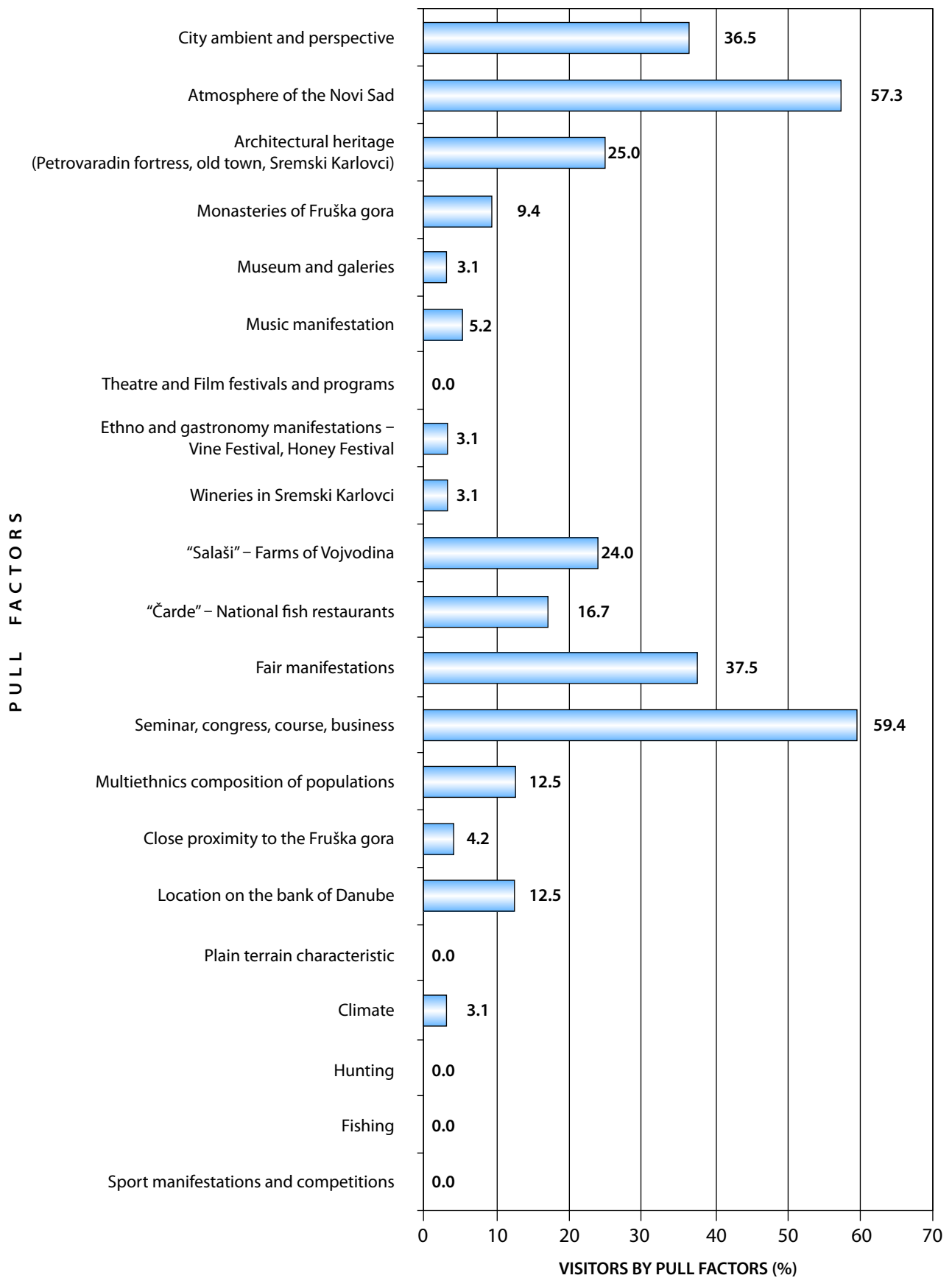
Pull factors *Ambience and city looks* and *Architectural legacy* were also important but not as much as we expected. Although it is considered to be the most beautiful city in Serbia in the period January-March is not very representative due to weather conditions, little sunshine and winter scenery.

Since in the observed period there were not any important film and drama festivals or sports events these motives were not important for the respondents.

Fishing and hunting appeared to be totally irrelevant. Part of the observed period is the hunting season but tourist hunters usually stay near the hunting areas, far from the city hotels.

It is supposed that low scores for some of the external motives (museums, galleries, wine cellars, etc.) were obtained due to inadequate promotional activities.

From the total of 96 tourists, 13 respondents marked that it was their first visit, and those were only foreign tourists; 13 tourists were in Novi Sad for the second time (10 of them foreign and 3 domestic). Most of the foreign visitors



**Figure 2** Pull factors (external motives) of Novi Sad visitors

(16) and domestic (22) have already visited the city several times while 18 domestic and 14 foreign respondents frequently visit the city.

To all of them and especially those who came for the first time, we tourist product of Novi Sad should be presented. That would motivate them to see cultural, historical and natural values of the city and surroundings. Marketing strategy of the city should be created in order to influence the tourists and make them come to the city not only on business. Well-planned and properly launched marketing message could increase out-of-season spending and exploitation of tourist values of the city and surroundings which are not included in tourist product at the moment.

In each of the mentioned categories certain number of responses was received. Most of the respondents (62.1%) stayed two or three days in the city, while 23.2% stayed from four to seven days; 11.6% stayed one day while 3.2% of them stayed seven days. Two or three days stay is typical for city centres and trips whose motive is some kind of business activity.

In order to extend tourists' stay (both foreign and domestic) tourist product should be made to keep them in our country and to increase our income from tourism.

## Conclusion

Work (business) is the basic push factor for tourist visits to Novi Sad in January-March period. At the same time basic pull factor is presented in *Seminars, congresses, trainings and business*. These are related since organizing congresses, seminars and business meetings in Novi Sad is pre-condition for satisfying the needs of business tourist's arrivals. This research demonstrates that organising these programmes out of season is the proper form of attracting tourists. Similar activities should be continued in future, considering the basic motive for tourist to come to Novi Sad out of season.

It is very important to attract and get attention of first time arrivals in order to achieve the repeated visits. Tourists of this type usually do not select the destination by themselves thus they remain uninformed about the tourist offer of the destination city.

Business travellers usually stay for few days only, thus reducing the promotion time for tourist workers and demands their excellent-preparation and efficiency. "Čarde", monasteries and farms attract domestic tourists as well, which leads to a conclusion that these features of Novi Sad must be in focus.

It is very important to familiarize tourists with tourist offer of the city and its surroundings. This can be accomplished by distribution of more brochures and catalogues the reception desks, the hotel lobby, hall or the hotel rooms.

Moreover, fruitful cooperation should be established between hotels and travel agencies which offer receptive tourism packages and organize sightseeing tours. Finally, it is especially important to educate the tourist workers about the profile of the tourists visiting the city in order to extend their stay or incite their next visit.

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