

Motivations of North American Tourists from Cruisers to Visit Cultural-Historical Destination (Dubrovnik/Croatia)

Aleksandar Radic*

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Abstract

Purpose – The key to understanding motivation of tourists from cruisers who are visiting Dubrovnik is to understand their needs and wants for consuming history and culture as tourism products. The purpose of this paper is to assess the motivations of North American tourists visiting Dubrovnik on their cruises around the Mediterranean.

Design/Methods/Approach – In this paper, the author decided to use two paradigms: pragmatism and positivism, which are usually followed by quantitative techniques of data collection. A structured questionnaire enabled author to collect quantitative data that were processed by descriptive statistics.

Findings – The paper introduces new perspective on motivations of North American tourists who visit Dubrovnik on their cruises around the Mediterranean. The findings indicated that Cultural component was the most important dimension perceived by North American tourist, for choosing cruises with Dubrovnik as one of port of calls on their itinerary.

Research limitations – Main limitations of this research paper were relatively small sample size and participants from only one cruise company.

Originality – The article depicts motivation of North American tourists from cruise ships that choose to visit cultural-historical destination (Dubrovnik)

Key words: Cruise tourism, Dubrovnik, cultural tourism, tourist motivation

Introduction

Motivation of tourists to cruise as a form of a vacation has been studied by many authors, for example, Hung and Petrick (2010) developed empirically verified scale for measuring the motivation for cruising as a form of a vacation. Hung and Patrick's (2010) motivational scale singled out factors such as: *self-esteem and social recognition, escape/relaxation, learning/discovery & thrill and bonding*. Teye and Leclerc (2003) observed the relationship between motivation for

* Singidunum University, Belgrade; Gornji kono 8, 20000 Dubrovnik, Croatia; aleradic@gmail.com

cruise and cruise tourists' ethnicity. Results of their studies point out to the fact that the *social dimensions, the cultural discovery, and family and kinship* were most important motives for white Caucasian, where *opportunity for uninhibited pursuits, the cultural discovery, and the entertainment opportunities* were most important motives for ethnic minorities. Furthermore, Teye and Paris (2011) have also examined the motivation of tourists when choosing cruises as a form of vacation. They have, starting from the frame of "push" and "pull" singled out the five factors that affect motivation: *comfort, research, escape from everyday life and relaxing, social networking and climate* (Teye, Paris, 2011). A series of motives proposed by Ryan and Glendon (1998) which are derived from Beard and Raghieb's (1983) *Motivational leisure scale* is used by Jones (2011) when examining the motivations of tourists who choose the cruise as a form of their vacation. At this point it is interesting to point out that authors Petrick, Li and Park (2008) have come to the conclusion that the main reasons behind taking a cruise vacation were *social influences, familiarity and loyalty*. All of the above mentioned authors have performed their research on the case of cruises that take place on Caribbean destinations where the main characteristics of products are related to the concept of "sun and sea".

Tourists from the cruise ships are in constant search for "authentic", the actual experience whether it's aboriginal dance on the exotic island or antique library in Ephesus (Bergner, 2004). The post-modern tourists are in search for authenticity which is led by nostalgia (Munster, Freund de Klumbis, 2005). Cruise industry with its grandiose ships and destinations that are visited during cruise trips provides a post-modern western tourist with a requested way of satisfaction. TNS (2011) in their research note that 28% of tourists from cruise ships believe that cruising is more effective format when "learning and acquiring cultural experience" compared to other forms of tourist jounries. Tourists from the cruise ships are very well matched with Bywater's (1993) typology of tourists, where he distinguishes between those who are "motivated by culture" (belonging to a small but very commercially attractive market segment), "inspired by the culture" (drawn by well-known and internationally recognized cities with a rich cultural and historical heritage) and "attracted by culture" (visiting cultural attractions or participating in cultural events for the simple reason that they happened to be in a specific place at a specific time).

Cruise tourism in a cultural and historical destination (Dubrovnik)

During 2014. there were 60 cruise lines operating in Europe with a total capacity of 235,316 lower berths (CLIA, 2015, 9). This enormous fleet had significant impact on Mediterranean ports of call which is presented in Table 1.

As one of the leading cruise destinations in the Mediterranean, it is not surprising that many authors from different viewpoints wrote about Dubrovnik in cruise tourism context. Thus, IZTZG (2007) and later Benic (2011) described the impacts of cruise tourism on the economy, society and environment. The negative impact of cruise ships on the environment has been investigated by several authors (Milosevic, Jurjevic, 2004; Jelavic, Kurtela, 2007; IZTZG, 2007; Caric, 2010; Benic, 2011; Peric, Orsulic, 2011), while the problem of overcrowding of Dubrovnik by tourists from cruise ships has been processed by Raguz Perucic and Pavlic (2012). The challenge of setting the limits of cruise tourism capacity, or its development and carrying capacity is taken up by Ban, Perucic and Vrtiprah (2014). Suprasingly motivation visitors who choose Dubrovnik as one of the destination on their itenerary were not previously discussed.

Table 1. Major Mediterranean ports-of-call 2014

Port-of-call	Country	2014
Marseille	France	1,311,284
Naples	Italy	1,113,762
Dubrovnik	Croatia	806,588
Santorini	Greece	679,00
Corfu	Greece	672,368
Livorno	Italy	626,356
Mykonos	Greece	610,207
Cote d'Azur (mainly Nice, Villefranche and Cannes)	France	595,685
Istanbul	Turkey	589,353
Bari	Italy	561,602
Kusadasi	Turkey	553,231
Palermo	Italy	531,712
Valletta	Malta	517,594

Source: CLIA (2015) and www.portdubrovnik.hr

Data on physical traffic of cruise tourism in Dubrovnik is officially monitored and published by the Dubrovnik port authority; and according to their data, in 2014, Dubrovnik recorded 806,588 tourists brought by cruisers during their 463 arrivals (www.portdubrovnik.hr, 2014). The economic contribution of cruise tourism in Dubrovnik is extremely important, so IZTZG (Institute for Tourism, Zagreb, 2007, 75) estimates that 599,462 tourists from cruise ships produced income between 20 and 23 million euros in 2006. If we assume that the dynamics of the consumption of tourists from cruise ships was the same in 2014, it appears that 806,588 tourists from cruise ships produced revenues of around 29 million euros.

Dubrovnik as cultural-historical destination holds many authentic sites, and proudly stands as *Pearl of Adriatic*. Visitors from cruise ship often spend their time in Dubrovnik as part of organized shore excursions. All cruise companies for excursions to Dubrovnik use four shore excursion operators *Elite travel*, *Gulliver*, *Adriatic DMC* and *Atlas*. Most cruise companies that visit Dubrovnik on their cruises offer 8 (eight) excursions with cultural and historical themes which are arranged in three groups: sightseeing tours by bus and cable car, sightseeing tours by boats and a tour of Dubrovnik's surrounding towns and villages.

Table 2 shows us two things: 1) in Dubrovnik most tours that were sold by the cruise companies have been tours with the cultural heritage themes; 2) there is an obvious motivation of tourists from cruise ships for learning cultural heritage of Dubrovnik. TNS (2011, 107) states that tourists belonging to a *luxury segment* (60%) expressed the high value of the *acquisition of cultural experiences* during the cruise when compared to tourists of a *premium segment* (39%) i.e. tourists of a *modern segment* (34%). However, as opposed to research of TNS, it can be considered that Dubrovnik, with its unique offer, attracts both tourists from cruisers regardless of social class to which they belong and of the ship which they cruise on.

Dubrovnik has a significant economic benefit from cruise tourism, which is reflected through direct spending of tourists from cruise ships in Dubrovnik, as well as indirect benefits which are reflected in the spread of awareness about Dubrovnik as a desirable cultural and historical destination. The aim this paper is to investigate the main motivating factor affecting North American tourists who choose cruises with itineraries that visit cultural-historical destination (Dubrovnik).

Table 2. Total number of sold shore excursions by ship during 2013

	Guests capacity	Number of visits in Dubrovnik	Total number of guests	Total number of sold shore excursions by ship	% of sold shore excursions by ship	Total number of sold shore excursions (cultural theme) by ship	% of sold shore excursions (cultural theme) by ship
Contemporary Segment							
PO Arcadia	1952	3	5856	1865	31.84	1865	100
PO Aurora	1878	3	5634	1353	24	1316	97.2
PO Azura	3000	4	12000	2219	18.4	2070	93.2
PO Oriana	1822	4	7288	1420	19.4	1420	100
Queen Elizabeth	2092	3	8368	1390	16,6	1390	100
Queen Victoria	2000	2	4000	1106	27.6	1106	100
Disney Magic	2400	2	4800	2492	51.9	2179	87.4
NCL Spirit	1900	1	1900	473	24.8	473	100
NCL Jade	2200	14	30800	6287	20.41	6162	98
RCL Splendour	2000	12	24000	6779	28.2	5722	84.4
RCL Legend	2000	2	4000	919	22.9	828	90
RCL Serenade	2400	7	16800	6174	36.7	5378	87.1
Total	25644	59	125446	32477	25.80%	29909	92%
Premium Segment							
HAL Noordam	1900	5	9500	2386	25.1	2315	97
HAL Nieuw Amsterdam	2010	8	16080	4413	27.4	4011	90.8
HAL Ryndam	1200	1	1200	290	24.1	265	91.3
HAL Rotterdam	1400	1	1400	233	16.6	225	96.5
Equinox	2800	12	33600	10826	32.2	9637	89
Silhouette	2800	11	30800	8220	26.6	7130	86.7
Total	12110	38	92580	26368	28.40%	23583	89.40%
Luxury Segment							
Seabourn Legend	200	2	400	147	36.7	122	82.9
Seabourn Spirit	200	10	2000	685	34.2	622	90.8
Seabourn Odyssey	450	9	4050	1190	29.3	1111	93.3
Seabourn Quest	450	2	900	193	21.4	178	92.2
Silver Spirit	540	13	7020	1440	20.51	1434	99.5
Silver Wind	290	5	1450	497	34.2	491	98.7
Total	2130	41	15820	4152	26.20%	3958	95.30%

Source: based on Elite travel data

Methodology

The aim of this study was to assess the motivations of North American tourists visiting Dubrovnik on their cruises around the Mediterranean. In order to fulfill the aim of the research it is necessary to answer the following questions:

1. What are the motives (*Intellectual, Social, Competence-mastery, Stimulus avoidance and Cultural*) for which North American tourists choose Dubrovnik as one of the destinations on their cruise through the Mediterranean?

2. Are there differences in motivations (*Intellectual, Social, Competence-mastery, Stimulus avoidance and Cultural*) in terms of specific demographic variables including sex, age, whether they are traveling with children or without them, the level of education, the total annual household income and how many times previously somebody has travelled by a cruise ship?

In this paper, the author decided to use two paradigms: pragmatism and positivism, which are usually followed by quantitative and qualitative techniques of data collection. The review of existing literature indicates that many authors have written about Motivation of tourists to cruise as a form of a vacation. Research strategy was based on an active research since the author, because of the nature of his work, is directly involved in cruise tourism and during the preparation of this work had the opportunity of observing social developments in cruise tourism, both on the ship and on land. In addition to the research action, an established theory in order to better understand certain behaviors was used. A structured questionnaire enabled author to collect quantitative data that were processed by descriptive statistics. In addition to the structured questionnaire, secondary data and personal observations of the author were used as well.

Designing the questionnaire and statistical methods

During this research we used semi-structured questionnaire whose purpose was to provide us with data which will be used to examine the motivations of North American tourists who choose cruises that on their cruise trips visit Dubrovnik. The questionnaire is based on a method of *Leisure motivation scale (Leisure motivation scale; LMS, Beard, Raghib (1983), Ryan, Glendon (1998))* and was used during the examination of North American tourists who visited Dubrovnik on their cruise trips. The author of this research decided to add the fifth component (*Cultural*) to the existing four basic components of Ryan & Glendon's questionnaire (1998) (*Intellectual, Social, Competence-mastery, Stimulus avoidance*). The cultural component is added due to the assumption of the author that a cultural destination's attributes are one of the main reasons for the choice of cruises that visit Dubrovnik on their tours (cultural - historical destination). The values of the agreement with the individual statements, within the components, were measured by Likert's scale from one (strongly disagree) to five (strongly agree). The values of individual statements were summed within the defined components (*Intellectual, Social, Competence-mastery, Stimulus avoidance, Cultural*).

Independent t-test and analysis of variance (ANOVA) were used in analyzing questions from the research questionnaire. The purpose of this study was to reveal the significance of each component of the questionnaire, behind which lies the motivation of North American tourists who visit Dubrovnik on their cruise trips. By the analysis of the demographic variables in relation to components of the questionnaire we found that there are significant differences in motivation in relation to specific demographic variables (gender, age, whether one is traveling with children or without them, the level of education, level of annual income and the number of times previously stayed on a cruise ship).

Sampling of the questionees and data collection

The target population of this study consisted of tourists of North-American origin who visited Dubrovnik during their cruise trips on the Disney Magic cruise ship. The potential target population of the first part of the study amounted to 4,500 tourists who visited Dubrovnik dur-

ing their vacation on the Disney Magic cruise ship. The author of this study randomly singled out 830 questionees using electronic mail addresses of the questionees. In the period between 04.01.2015 and 08.04.2015 the author every day sent, in segments of one, a questionnaire to 10 e-mail addresses of randomly selected questionees, so that every day was concluded with 100 distributed questionnaires. The remaining 30 questionees received a structured questionnaire on 04/09/2015, so that, concluded with 04.10.2015, a total of 830 questionnaires were distributed. The first completed questionnaires were returned by e-mail to author on 04/08/2015 and concluded with 18.04.2015 a total of 68 completed questionnaires were collected which amounts to 8.2% of randomly selected target population. This main relatively small sample size was main limitation of this research paper.

Demographic characteristics of the sample

Demographics give us a clearer insight into the characteristics of the sample, Table 3 shows an overview of the demographic characteristics of the sample.

Table 3. Demographic characteristics of the sample

Demographic Variable		n	Valid%
Gender	Male	26	38%
	Female	42	62%
Age	30-40	20	30%
	41-50	24	35%
	51+	24	35%
Travel with children	Yes	57	82%
	No	11	18%
Times cruising with Disney Cruise Line	2	22	32%
	3	16	24%
	4+	30	44%
Level of Education	High school graduate or less	3	2%
	Some college	13	19%
	Bachelor's degree	37	57%
	Master's degree or above	15	22%
Annual household income	\$39000-\$50000	3	5%
	\$51000-\$60000	4	6%
	\$61000-\$75000	10	14%
	\$76000-\$100000	14	21%
	\$101000+	37	54%

Source: Author

The total sample consisted of 68 questionees, of which 62% were females, except that the age of the sample was equally distributed so that each group was represented with almost one third in the total sample. The fact that the Disney cruise company is primarily intended for families with children is reflected in the study, so that 82% of questionees with children were staying in Dubrovnik during their vacation. Disney cruise company, generally speaking, has a

high number of guests who return to the Disney ships and this trend has been noticed in the sample, so that the number of questionees who stayed on the Disney cruise ship for more than 4 times amounted to 44%. If you look at the level of education of the questionees, we notice that 57% of questionees completed primary studies. Taking into account the fact that Disney cruises have a premium price which is on average several times higher compared to their direct competitors, then we should not be surprised that 54% of questionees have a total annual household income in the amount of 100 001 + USD.

Results of the research

By the analysis of data obtained from completed questionnaires we obtained answers to two research questions. By reviewing completed questionnaires, we found out that members of the female sex were more prevalent than the members of male sex, that the majority of questionees travelled with children, then that a little less than half of the questionees cruised over 4 times, while on the other hand, slightly more than half of questionees had completed primary studies, except that more than half of the questionees had total annual household income in the amount of 100 001 USD +.

By using the t-test, we noticed that the *Cultural* component of the modified LMS had the highest average value ($M = 27.75$). This information has confirmed the author's assumption according to which North American tourists who visit Dubrovnik on their cruises have strong motivation for the *Cultural* component of Dubrovnik. This phenomenon can be explained by the expressed need of North American tourists to get to know cultures that are much older than theirs. However, testing has also pointed out an interesting fact, which is, that the motivation of the *Social* components had the lowest average value even though the majority of questionees traveled with children or with family. This information makes sense if we consider the frequent overcrowding of Dubrovnik with tourists from cruise ships where it is impossible to achieve a quality interaction with other people, members of their own family or close friends in such conditions.

Table 4. Mean Scores for LMS components

Modified LMS component	N	Mean (M)	Std. Deviation (SD)
Intellectual	68	25.83	3.54
Social	68	19.94	5.00
Competence-mastery	68	20.23	4.72
Stimulus avoidance	68	22.85	5.13
Cultural	68	27.75	4.38

Source: Author

The answer to the second research question we got by using independent t-test, analysis of variance (ANOVA) and Tukey's post hoc test. Results of independent t-test showed us the significant differences between the groups of male and female questionees in relation to the component *Stimulus avoidance*, where the male group had a higher number of average values when compared to the women's group. This information tells us that the questionees who are males were able to satisfy their needs to avoid stimulation when they visited Dubrovnik on their cruises. The need to avoid stimulation Dubrovnik provides by its structure and form in which

the cultural and historic buildings provide a sense of being lost in time and space, and a sense of returning to some kind of distant and past times, where the outside influence of today's everyday life and its long-established routine disappear.

Independent t-test did not show significant differences between the groups who were traveling with children and groups who were traveling without children. However a group that traveled with children had the highest average value in relation to the Cultural component of modified LMS. It can be considered that a group of questionees who traveled with children during their cruise trips failed to meet their cultural needs precisely in Dubrovnik, because of its rich cultural and historical heritage, where questionees were able to perceive and experience a completely different culture and its development over a period of a thousand years. With great certainty we can say that the need for cultural education of children, by their parents, were absolutely provided to the group of questionees who traveled with children during their visit to Dubrovnik.

Analysis of variance (ANOVA) showed us significant differences between age groups and *Intellectual* components, wherein the 51+ age group had the highest average value within the *Intellectual* component. Tukey's post-hoc test showed us further the significant differences between the age groups 41-50 and 51+ age groups. This information tells us that older questionees had more expressed the need to "learn new things" and "to expand their knowledge," during a visit to Dubrovnik. Significant differences between age groups can be explained by the logic that different age groups have different motives for travelling and therefore visiting Dubrovnik.

The education level of the questionees and its relation to the components of the modified LMS is also tested by analysis of variance (ANOVA) with significant differences observed in the two components, namely, the *Social* component and component *Competence-mastery*. In both components, i.e. with *Social* components and component *Competence-mastery*, by Tukey's post-hoc test we noticed significant differences between the groups of questionees who have completed undergraduate studies and group of questionees who have completed master's and doctor's studies. This information can be explained by the fact that Dubrovnik does not provide much opportunity where tourists from cruise ships can meet their needs for "questioning their own physical skills and abilities" or the need for "physical development", i.e. the opportunities where they can meet the needs to test their "physical abilities". All the above mentioned needs are of considerable importance for individuals who have university degrees. Short stays of tourists from cruise ships in Dubrovnik and very frequent overcrowding of the old town with tourists who come from several mega cruise ships, with capacity of 3,500 guests, has for a consequence the inability to fulfill needs for "developing a close friendship," "Discovering one's thoughts, feelings and physical abilities to others" and "acquisition of feeling of belonging" among the questionees with university degrees who still seek for their own deeper knowledge and experience i.e. deeper relationships.

The results obtained by the analysis of variance (ANOVA)- relationship between annual household income and modified LMS components showed no significant difference between the groups, but the group of questionees with an annual household income of 100 USD 001+ had the highest average value for the *Cultural* component. This information could be expected for two reasons; the first is that guests who choose a cruise on the Disney cruise ships usually have above average annual household income so that the only uncertainty was: in the scope of which component of the modified LMS this fact would be shown. The second reason is that individuals with higher annual incomes often exhibit a greater need to satisfy more complex pleasures among which are the need to get to know other cultures, the general cultural resurgence and historical knowledge.

Main limitation of this research paper was relatively small sample size for generalisable results. Another limitation of this study was that all interviewed participants came from only one cruise company (Disney Cruise Line) therefore the sample size was uniform in socio demographic way.

Conclusion

Main purpose of this research was to investigate motivation of North American tourists from cruise ships that choose to visit cultural-historical destination (Dubrovnik). This study also provides the first attempt to examine motivation of North American tourists from cruisers to visit Dubrovnik. The close connection between cruise tourism and cultural tourism is easy to spot, so one can say that the cultural- heritage sites of Dubrovnik are core products of cruise tourism in Dubrovnik. Since cultural variables play significant role in tourism motivation, author's decision to add the fifth component (*Cultural*) to the existing four basic components of Ryan and Glendon's questionnaire (1998) (*Intellectual, Social, Competence-mastery, Stimulus avoidance*) has proved to be fruitful. Findings from this study further show that *Cultural* component had highest influence on motivations of North American tourists from cruisers to visit Dubrovnik followed by *Intellectual* motives, whereas the Social needs had surprisingly low influence despite that the study was done on Disney cruise ship who's market niche are families. This study also demonstrated that Dubrovnik provides a sense of being lost in time and space, since male group from this study was able to satisfy their need to escape from extreme pressure of Western style of living. From this research we found out that most tourists who have visited Dubrovnik during their cruises were indeed motivated by its rich cultural and historical heritage. By analysis of a global tourism's offer as well as economic trends, we come to the conclusion that in increasingly saturated global tourist offer, only those destinations that are able to provide tourists with an unforgettable experience have bright future. Dubrovnik as a destination possess exceptional cultural and historical heritage, cultural and historical attractions that can serve as scenery during the co-creation of memorable tourist experience. Dubrovnik destination management would have to recognize the benefits of experiential economy (Pine, Gilmore, 2011) and its postulates - *education, entertainment, esthetics and escapism* - and to base their marketing promotions on them.

It would be valuable for both destination managers and academia to investigate motivation of other tourist nationalities from cruise ships in order to obtain generalisable results. It is hoped that this study has taken a step forward towards understanding motivation of North American tourists from cruise ships who choose to visit Dubrovnik. In order to obtain broader perspective and knowledge of cruise industry and its tourist, author of this study is hoping that some future research will investigate motivations of tourist from other cruise companies who choose to visit cultural-historical destination (Dubrovnik).

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