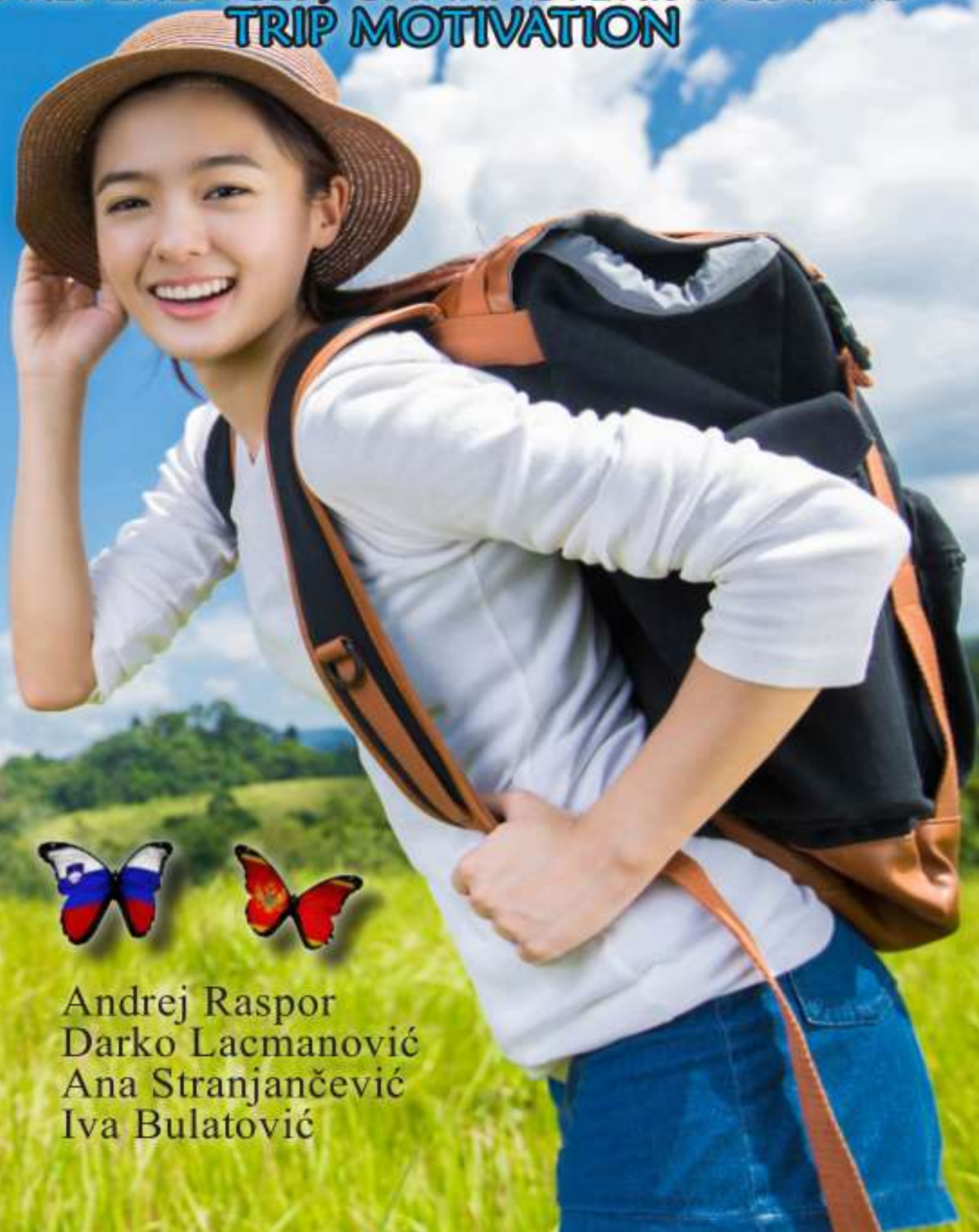


CHINESE TOURISTS IN SLOVENIA AND MONTENEGRO: PREFERENCES, CHARACTERISTICS AND TRIP MOTIVATION



Andrej Raspor
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Nova Gorica, Ljubljana, Podgorica 2016

CHINESE TOURISTS IN SLOVENIA AND MONTENEGRO: PREFERENCES,
CHARACTERISTICS AND TRIP MOTIVATION / Andrej Raspor, Darko
Lacmanović, Ana Stranjančević and Iva Bulatović

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Research partly supported by the Ministry of Science of Montenegro and the Ministry
of Education, Science and Sport of the Republic of Slovenia.

Published by

VEGA PRESS LTD

No. 3 12 Grand Parade, Green Lanes,

London N4 1JX

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retrieval system, or transmitted, in any form or by any means, electronic, mechanical,
photocopying, recording except as permitted by Vega Press LTD.

British Library Cataloguing in Publication Data. A catalogue record for this book is
available from the British Library.

Cover photo: © torwaiphoto / Adobe Stock

Printed and bound by: Grafika Gracer d. o. o.

ISBN: 978-1-909736-09-2

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PREFACE

This book has been compiled by several authors¹ working on the topic of Chinese outbound tourism, in an attempt to provide at least some answers regarding the phenomena of Chinese tourists in Slovenia and Montenegro. It is the result of a bilateral project in the framework of the scientific-technological cooperation between the Government of Montenegro and the Republic of Slovenia, specifically the Faculty of Tourism at the Mediterranean University in Montenegro, the School of Advanced Social Studies in Slovenia and CEATM Ltd², that took place in 2014 and 2015.

The main purpose of the collaboration was to investigate the basic characteristics of the Chinese tourists visiting both countries and to conduct a comparison in order to form recommendations on how to market these destinations more efficiently. It is thus our hope that the book will provide a vantage point for future research on the topic and will be in this regard of use for academics as well as practitioners in the field of tourism marketing and tourism planning.

The authors wish to express their gratitude to the distinguished reviewers whose recommendations were useful in improving the quality of this book.

Last but not least, the authors wish to thank the Ministry of Science of Montenegro and the Ministry of Education, Science and Sport of the Republic of Slovenia, and the National Tourism Organization Montenegro for providing financial support to the bilateral research project, including the publication of this book.

Authors

1 The authors have been presented on page page 91.

2 The autor's affiliated institutions have been presented on page page 95.

INTRODUCTION

According to the United Nations World Tourism Organization annual report (UNWTO, 2015) the tourism sector has experienced continuing expansion over the past half century, thus becoming one of the most important and fastest-growing economic sectors in the world.

According to the COTRI Market Report (COTRI, 2016), in the early stages of Chinese outbound tourism Europe was not really understood as consisting of several countries and cultures, but was rather seen as a single entity. Package tours would typically contain 'must see' places in as many countries as possible. However, in the recent years there is a growing trend of discovering European diversity, especially among the growing numbers of independent travellers. The Chinese tourists' preferences are changing, too; they increasingly opt for fewer countries and choose to stay there for a longer period of time than in the past. Especially retired and senior travellers enjoy longer stays in lesser-known territories (*ibid.*).

How can two small but tourism-wise well-developed countries compete with regard to attracting Chinese tourists? The review of statistical data in Montenegro and Slovenia has shown a positive trend in the growth of Chinese arrivals, albeit somewhat slow in comparison to some other countries and regions. It has also shown a substantial decrease in the average length of stay in these two countries, which should alarm tourism planners as well as tourism providers. Why is the length of stay getting shorter each year and which regions are taking this share? What are the preferences among Chinese tourists visiting Slovenia or Montenegro and what are their attitudes regarding these destinations?

All this remains unknown due to lack of any research in this area.

The subject of this publication is the presentation and analysis of the results of the research into the attitudes of Chinese tourists regarding tourism in Slovenia and Montenegro. It is the first such research including countries of former Yugoslavia. The results have been studied carefully on the basis of the present knowledge about the behavior of Chinese tourists visiting Europe as well as on the basis of the latest and highly relevant literature. The study offers some findings and recommendations which are important for destination management in Slovenia and Montenegro, particularly with regard to the implementation of adequate marketing decisions.

While collecting and processing relevant facts, phenomena and processes of importance to the subject of work, and interpreting the research results several scientific methods were used.

The collected data were analyzed with Statistic Package for Social Science (SPSS) software v. 2.2.

The book consists of six chapters, an introduction, references, appendix, and a note about the authors and their affiliations.

The introduction describes the subject and purpose of this book.

The first chapter brings an overview of relevant research results regarding the main characteristics of Chinese outbound tourism.

The second and third chapter examine general statistical data about Chinese outbound tourism in Slovenia and Montenegro and survey Chinese tourists' attitude to the tourist products in Slovenia and Montenegro.

The fourth and fifth chapter use the findings from previous chapters to draw several conclusions, discuss managerial implications and offer recommendations regarding destination management in Slovenia and Montenegro.

Chapter sixth explains the limitations of the study and suggests future research directions.

The book will, no doubt, contribute to a better understanding of this remote and fast growing market and provide a reliable starting point for further research.

1 CHINESE OUTBOUND TOURISM – MAIN CHARACTERISTICS

With regard to tourism industry the role of the People's Republic of China (PRC) has become increasingly influential over the last decade; apart from becoming one of the world's most popular destinations (4th in arrivals in 2014) it is also the world's top tourism source market with growing expenditure abroad (UNWTO, 2015). If the number of outbound Chinese tourists in 2008 was just over 20 million, this number increased to 133 in 2015 (Arlt, 2016 in: Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016). The projection of outbound Chinese travel by EU SME Centre indicates an annual growth rate of 15% in the next few years (EU SME Centre, 2015). There has also been an exceptional increase in the amount of money Chinese tourists spend abroad – in 2014 they spent a record of USD 164.9 billion (UNWTO, 2015). World Travel & Tourism Council forecasts a growth rate of Chinese expenditure on outbound travel at 6.7 % by 2020 (World Travel & Tourism Council, 2015). Chinese outbound travellers spent USD 229 billion on retail purchases in 2015 (with average spending at USD 1,678 per trip), and will spend USD 422 billion in 2020 with approximately 234 million outbound travellers (Fung Business Intelligence Centre Global Retail & Technology, 2015).

Goldman Sachs, likewise, project 220 million Chinese overseas travellers but in 2025, including 22.5 million travellers who will travel to Europe (The Goldman Sachs Group, Inc., 2015).

Another projection predicts a 5.1% average annual growth rate of Chinese outbound tourism regarding the period 2013 - 2023, with outbound travel spending nearly USD 30 billion in Western and near USD 10 billion in Emerging Europe by 2023, which will be possible due to the estimated 61 million households earning more than USD 35,000 per year (Tourism Economics An Oxford Economics Company, 2015).

These data point to several important processes within PRC as well as globally; the growing middle class in China and the complex relationship between modernity and consumption, the emergence of tourism as one of the leading economic sectors in the world, the effects of economic crisis on the global economic restructuring etc. In this regard there is a growing pressure to tap on these flows and processes, especially in the countries that have been hit hard by the recent economic crisis.

The research on Chinese outbound tourism is a very recent endeavor; its beginnings can be traced back to late 1990s where researchers began to focus on the reasons for increased outbound tourism movements in PRC (Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016). Among the most important reasons these studies

identified the growing personal and household income and the reduction in the number of government regulations concerning Chinese citizens' mobility (Li, Lai, Harill, Kline, & Wang, 2011) in: (Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016). This line of inquiry was followed in the research on various aspects of Chinese tourists' behavior and motivations (Kim, Guo, & Agrusa, Preference and positioning analyses of overseas destinations by mainland Chinese outbound pleasure tourists, 2005); (Sparks & Pan, 2009); in: (Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016). Interestingly, S.Huang, et al. (Huang, Keating, Kriz, & Heung, 2015 in: (Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016) suggested that Chinese outbound tourists do not seem to have contrasting motivations when travelling abroad in comparison to Western tourists. This point certainly deserves more attention and also attests to the need of more comparative research on travel motivations. This comparative approach should also be taken among various groups within Chinese cultural milieu. It is all too common that research lumps together groups that may have very different characteristics based on the location of origin, class, age or professional affiliation. As a study by S. S. Kim, et al. (Kim, Wan, & Pan, 2015 in: Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016) suggests tourists from PRC may exhibit different behavioral characteristics as tourists from Taiwan. However, one should be careful not to fall into the trap of finding a cultural explanation for every type of behavior associated with the Chinese as was previously done in the case of capitalism in PRC or Chinese migrants' economic ties (for the critique of the literature on cultural explanations regarding the development of capitalism in China, see A. Dirlik (Dirlik, 1997 in: Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016). Also, as scholars have noted, a large part of the research in tourism has a clear Western bias and does not examine tourist phenomena in the context of other important social processes, such as globalization, geopolitics or economic restructuring. Thus, the future research on Chinese outbound tourism should take this into consideration and move past the simplistic cultural explanations of Chinese tourists' travel motivations and behaviors (Bofulin, Raspor, Stranjančević, Bulatović, & Lacmanović, 2016).

Research attention has been focusing increasingly on profiling Chinese outbound tourism in order to find the best way how to fit tourist products, especially for European countries.

One of the possible long-distance Chinese tourists' profiles regarding travel to Europe, which was determined in 2010, has the following characteristics (Andreu, Claver, & Quer, 2014):

- belonging to a middle-high social class;
- age between 24 and 44 years;
- 52.98% are men and 81% have completed higher studies;
- 11.75% are professionals in the education sector; 9.63% are manufacturing industry workers; 8.31% work in sectors such as finance, 7.91% in new technologies; 6.79% are students and 5.71% are scientists and researchers;
- 68.36% are first-time travellers abroad; 46.98% travel accompanied by relatives or spouse and 6.95% travel alone;
- 29.76% earn between EUR 550 and 880 monthly per family member; 26.25% have salaries ranging from EUR 330 to 550; 17.46% earn between EUR 880 and 1.100;
- prefer to travel in organized groups;
- 40.8% visit between 1 and 2 countries within one trip; 31.6% visit between 5 and 11 countries; and 27.6% visit between 3 and 4 countries;
- average length of stay in Europe is 9.2 days: 2.1 days in Germany, 2 days in France, 1.6 days in Italy and 21 days in the United Kingdom;
- main reasons for visiting Europe: landscape (82%); historic and cultural heritage (73.6%); charming cities (43.5%); exotic culture and folklore (23%); being a shopping paradise (21.9); good tourism facilities (16%); entertainment/leisure (6.7%);
- key factors in choice of destination: places of interest (37.32%); price (27.45%); leisure facilities (11.15%); transport (11.07%); accommodation (6.19%); food and drink (5.99%).

Another profile of Chinese outbound tourists was made by the World Tourism Cities Federation and Ipsos in their report from 2014 (World Tourism Cities Federation and Ipsos China, 2014):

- coming from South China, North China and East China; Shanghai, Guangdong and Beijing are cities with most overseas tourists;
- top city destinations in Europe are Paris, London, Rome and Berlin;
- over a half (56 %) are post-80s tourists; the gender gap is relatively small; family tours are popular;
- belonging to higher income groups; average monthly household income is about CNY 20,767;
- outbound travel has become an important part of the medium and high-end family life in China; over 70% of Chinese tourists travel abroad at least once a year;
- travel agencies are the most important actor in the outbound tourism service; 87% of Chinese tourists purchase tourism products from travel agencies; they prefer to travel in groups of 2-5 persons;
- staying at overseas destinations for 6-8 or 3-5 days (travel time excluded);
- spending approximately 2,410 EUR per person (CNY 19,871); first-rank spenders are independent tourists, followed by semi-independent and group tourists; main purpose of spending is shopping (57 % of total travel budget);
- transportation, lodging and food are the biggest concern before going abroad.

Expectations of Chinese tourists vary and it is important to understand the main travel motives and concerns regarding the various aspects of travel.

As indicated in TUI AG – TUI Think Tank study (TUI AG und Z_punkt GmbH, 2012), the Chinese' travel needs concerning Europe as a destination, are expected to be:

- family happiness;
- experience;
- special interests;
- entertainment;
- self-determination;
- connectivity;
- courtesy;
- recreation;
- soft action.

Based on the travel behavior, demographic and psychological characteristics of Chinese outbound travellers, important marketing decisions can be made about marketing segmentation, differentiation and positioning of the tourist product.

Segmenting the Chinese outbound tourist market could be done by setting up five groups of travellers who visit Europe (World Tourism Organization and European Travel Commission, 2012):

- traditionalists with a 70% share, motivated by prestige, travelling in tour groups and always bringing their camera along;
- Wenyi Youth with a 10% share, looking for freedom and uniqueness, backpacking, traveling alone and bringing along their notebook, favourite book, mp3-player and internet device;
- experience-centred, taking another 10% share, travelling in order to spend time together, out of curiosity, also backpacking or driving independently, alone, with family; or ‘in-depth travel’ tour groups, using a guidebook, a phrasebook and an electronic dictionary during the travel;
- hedonists, with a 3% share, looking for pleasure, focusing on cities and shopping, travelling with friends and using their parents’ credit card;
- connoisseurs, with a 7% share, motivated by aesthetics and knowledge, driving independently with a partner or family and bringing along a camera with additional equipment, a specialized guidebook and a laptop.

A visualisation of European travel routes based on the discussion in Chinese blogosphere (ibidem) indicates that the main destinations of every trip discussion are France, Germany and Britain. Italy is the main destination in Southern Europe, and Russian Federation in Eastern Europe. When thinking about the region of ex-Yugoslavia, Chinese travellers tend to form a mental cluster which includes Slovenia, Croatia, Serbia and Montenegro.

However, certain trends can be noticed that show changes in Chinese outbound travellers' preferences (Fung Business Intelligence Centre Global Retail & Technology, 2015):

- increased visit to smaller cities and off-the-beaten-track destinations;
- more traveling to natural destinations, national parks and reserves;
- increased interest for themed travel (wine testing, safaries, golf, diving and other personal interests and hobbies);
- increased interest for corporate incentive groups with the purpose to provide unique overseas experience for employees;
- cruise and self-drive travel are becoming more popular;
- growing interest in medical tourism, natural and organic lifestyles, experiences and products;
- increase in spending on education, real estate, diamonds, watches, art and liquor as investment vehicles and in order to preserve capital;

- increased overseas investment by Chinese companies leading to development in business tourism and spending;
- continuing increase of multigenerational family trips.

According to Goldman Sachs Global Investment Research Chinese tourists' travel preferences are influenced by three main factors (The Goldman Sachs Group, Inc., 2015): (1) distance (up to a 12-hour flight to London, Paris and Rome is acceptable) and visa regulations; (2) shopping and pricing differentials; and (3) sightseeing.

In the same research the key driving forces of the fast growing Chinese outbound tourism are stressed, which will be almost doubled by 2025 (ibidem):

- an extremely underpenetrated market due to passport ownership rate (4% of Chinese people hold a passport);
- strong growth among the population of young millennials (74 million students born between 1980 and 2000 will have more opportunities to travel abroad, are familiar with the internet, have studied foreign languages and like to travel);
- growing urban middle-class population (higher income, willingness to travel overseas and spending on having fun, displaying an increased interest in leisure activities).

A few research studies emphasize the main factors which influence or shape the expectations of Chinese tourists about travelling to Europe.

Comparing the travel motivations among Chinese, Japanese and Korean tourists visiting Greece, Assiouras, et al., noticed that Chinese tourists value knowledge and novelty in the first place, then relaxation and escape and, finally, ego-enhancement as travel motives despite the fact that ego-enhancement is valued more highly than in other nationalities (Assiouras, Skourtis, Koniordos, & Giannopoulos, 2015).

In their research, Suomi et al. (Suomi, Hongxiu, & Wang, 2014) found the factors influencing Chinese outbound tourists decision about travelling to certain destinations in Europe, such as internal attributes (self-enhancement) as the most important, following the natural beauty and climate, local culture and social characteristics while placing less importance on infrastructure, information availability and shopping.

Discussing the expectations of Chinese tourists and creation of travel package to United Kingdom by UK touroperators (de Sausmarez, Huiqing, & McGrath, 2012) the authors found dissatisfaction with quality of the accommodation and food received, due to the mismatch between the expectations and reality (accommodation). As stated in this survey, a large number of Chinese tourists obtain information on the internet and know very well what they want from their travel.

Using a Confucian analysis of Chinese tourists' motivations, Xiaoxiao et al. stressed the fact that the tourism »was perceived as a means to bridging gaps in self, family, social life, society and nature« (Xiaoxiao, Liping, & Xinran, 2015).

We have identified some very interesting expectations of Chinese tourists which could be addressed by shaping an adequate tourist product in the newly discovered tourist destinations in the region of former Yugoslavia.

When studying the ways to attract Chinese tourists Raspor et al. (Raspor, Kobal, & Rodič, 2012) found some elements in the tourist products in Slovenia and Croatia which could positively influence the level of satisfaction. They mentioned a satisfying shopping experience, common history (the era of socialism), specific tourist packages such as 'Following the footsteps of Josip Broz Tito', and those designed around several well-known Yugoslavian films such as 'The battle of Neretva', 'Valter brani Sarajevo' and 'Ne joči, Kekec' translated into Chinese.

Finally, it is important for all countries from the region of former Yugoslavia to find the best way to fit their tourist products into a new marketing frame to be offered to a fast growing tourist outbound market such as China.

A few marketing recommendations for the Central and Eastern European (CEE) countries could be made, as follows (Arlt, 2016):

- learning more about Chinese tourism outbound market through training staff and management in tourism organizations;
- avoiding being perceived as a 'cheap' destination or service provider;
- focus on Second Wave Chinese travellers emphasized the history, unspoiled food and nature, special attractions and hospitable people;
- focus on market niches (bird-watching, food, hiking, golf) and activities instead of geography;
- concentrate promotional activities on Chinese social media, fairs, FAM trips, Roadshows etc. and use stories to have Chinese dream about their trip to region;
- begin to act toward more than 200,000 Chinese students living in Europe as customers and brand ambassadors;
- offer joint itineraries and tourism services and products throughout the region;
- provide 'Return of Investment' for the investment of time, money and effort (through unique, storyfied, authentic proof of 'been there');
- provide richness of experiences in a short time through good service in cooperation across borders.

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8 APPENDIX

Q1 - Have you ever been abroad (outside Mainland China) before? 您已经出国了吗?

| | |
|---------|--------|
| 1.Yes 是 | 2.No 否 |
|---------|--------|

Q2 - Have you ever been to 下面的地方之间您去过

| | | |
|-----------------------|---------|--------|
| Q2a Africa 非洲 | 1.Yes 是 | 2.No 否 |
| Q2b Asia 亚洲 | 1.Yes 是 | 2.No 否 |
| Q2c Australia 澳洲 | 1.Yes 是 | 2.No 否 |
| Q2d Europe 欧洲 | 1.Yes 是 | 2.No 否 |
| Q2e North America 北美洲 | 1.Yes 是 | 2.No 否 |
| Q2f South America 南美洲 | 1.Yes 是 | 2.No 否 |

Q3 - How many times have you been in Europe? 您几次来过欧洲?

| | |
|--------------------|-------------------------------|
| Q3a Once 一次 | Q3b Four times 四次 |
| Q3c Twice 两次 | Q3d Five times 五次 |
| Q3e Three times 三次 | Q3f More than five times 五次以上 |

Q4 - Where have you been in Europe? 你去过欧洲的哪些国家?

| | |
|---------------|----------------|
| Q4a Italy 意大利 | Q4b Germany 德国 |
| Q4c France 法国 | Q4d Spain 西班牙 |
| Q4e UK 英国 | Q4f Other 其他 |

This part is connected with the countries of former Yugoslavia (Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Serbia, Slovenia).

下面的问题跟南斯拉夫有关系(波斯尼亚和黑塞哥维那, 克罗地亚, 科索沃, 马其顿, 黑山, 塞尔维亚, 斯洛文尼亚)

Q5 - Which countries of former Yugoslavia did you visit? 您去过哪个前南斯拉夫的国家 ?

| | | |
|--------------------------------------|---------|--------|
| Q5a Slovenia 斯洛文尼亚 | 1.Yes 是 | 2.No 否 |
| Q5b Croatia 克罗地亚 | 1.Yes 是 | 2.No 否 |
| Q5c Kosovo 科索沃 | 1.Yes 是 | 2.No 否 |
| Q5d Montenegro 黑山 | 1.Yes 是 | 2.No 否 |
| Q5e Serbia 塞尔维亚 | 1.Yes 是 | 2.No 否 |
| Q5f Bosnia and Herzegovina 波斯尼亚和黑塞哥维 | 1.Yes 是 | 2.No 否 |
| Q5g Macedonia 马其顿 | 1.Yes 是 | 2.No 否 |

CHINESE TOURISTS IN SLOVENIA AND MONTENEGRO:
PREFERENCES, CHARACTERISTICS AND TRIP MOTIVATION

This part is about Slovenia (Slovenia was one of the countries of former Yugoslavia and now is a member of European Union)

(以下问题跟斯洛文尼亚有关 (斯洛文尼亚是前南斯拉夫成员国, 现在是欧盟成员国))

Q6 – Where did you hear about Slovenia? 您从哪听说斯洛文尼亚? 通过什么渠道?

| | | |
|--------------------------------|---------|--------|
| Q6a TV 电视 | 1.Yes 是 | 2.No 否 |
| Q6b Friends 朋友 | 1.Yes 是 | 2.No 否 |
| Q6c Family and relatives 家人和亲戚 | 1.Yes 是 | 2.No 否 |
| Q6d Travel brochure 旅游指南 | 1.Yes 是 | 2.No 否 |
| Q6e Travel agency 旅行社 | 1.Yes 是 | 2.No 否 |
| Q6f Booking.com, 到到网...等 | 1.Yes 是 | 2.No 否 |
| Q6g Social network 社交网页 | 1.Yes 是 | 2.No 否 |
| Q6h Other 其它 | 1.Yes 是 | 2.No 否 |

Q7 - How many days did you stay in Montenegro? 您在黑山停留几天?

| | |
|-----------------------------|-------------------------------|
| Q7a Less than two days 不到两天 | Q7c More than three days 三天以上 |
| Q7b Two to three days 两三天 | |

Q8 - Which places did you visit? 您参观了哪些地方?

| | | |
|--|---------|--------|
| Q8a Podgorica 波德戈里察 | 1.Yes 是 | 2.No 否 |
| Q8b NP Skadarskojezero 斯卡达尔湖国家公园 | 1.Yes 是 | 2.No 否 |
| Q8c NP Biogradskagora 比奥格拉德斯卡山国家森林公园 | 1.Yes 是 | 2.No 否 |
| Q8d Coastsides*Kotor, Budva, Ulcinj 海方科托尔, 布德瓦, 乌尔齐尼 | 1.Yes 是 | 2.No 否 |
| Q8e NP Lovcen 洛夫岑国家公园 | 1.Yes 是 | 2.No 否 |
| Q8f NP Durmitor 杜米托尔国家公园 | 1.Yes 是 | 2.No 否 |
| Q8g Other 其他 | 1.Yes 是 | 2.No 否 |

Q9 - What did you like the most when you visited Montenegro (1 is I like the least, 5 is I like the most)? 在黑山您最喜欢什么 (1号真不喜欢, 5号最喜欢)?

| | | | | | |
|--|---|---|---|---|---|
| Q9a Unspoiled nature 没被污染的自然环境 | 1 | 2 | 3 | 4 | 5 |
| Q9b Coastsides 海边 | 1 | 2 | 3 | 4 | 5 |
| Q9c Historical and cultural heritage 历史和文化传统 | 1 | 2 | 3 | 4 | 5 |
| Q9d Hospitality of people 热情好客 | 1 | 2 | 3 | 4 | 5 |
| Q9e Peaceful destination 安全 | 1 | 2 | 3 | 4 | 5 |
| Q9f Quality of life 生活水平质量 | 1 | 2 | 3 | 4 | 5 |
| Q9g Cuisine 美食 | 1 | 2 | 3 | 4 | 5 |
| Q9h Environment 环境 | 1 | 2 | 3 | 4 | 5 |
| Q9i Nightlife 夜生活 | 1 | 2 | 3 | 4 | 5 |
| Q9j Sport and recreation 体育和娱乐 | 1 | 2 | 3 | 4 | 5 |
| Q9k Hotels 宾馆 | 1 | 2 | 3 | 4 | 5 |
| Q9l Spa and wellness 温泉和健康美容 | 1 | 2 | 3 | 4 | 5 |
| Q9m Shopping 购物 | 1 | 2 | 3 | 4 | 5 |
| Q9n Lake and mountains 湖山景色 | 1 | 2 | 3 | 4 | 5 |

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She has attended many international conferences and published scientific articles in international journals.

INSTITUTIONAL AFFILIATIONS OF AUTHORS



The School of Advanced Social Studies is an independent research-oriented higher education institution in the field of social sciences, located in Nova Gorica (Slovenia), on the western border of Slovenia with Italy, and close to both Austria and Croatia.

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SASS has extensive experience in management and implementation of EU co-financed projects. It is embedded in the relevant international research networks, and is currently hosting the National Committee of the UNESCO-sponsored programme, 'Management of Social Transformations' (MOST2).





Mediterranean University Montenegro

Faculty of Tourism - Montenegro Tourism School

Mediterranean University is the first non-profit private university in Montenegro. It was founded in 2006 and consists of six organizational units: Faculty of Information Technology, Faculty of Visual Arts, Faculty of Tourism, Faculty of Business Studies, Faculty of Foreign Languages and Faculty of Law. The University is dedicated to high quality teaching and research, comprising a dynamic community of both staff and students dedicated to knowledge, innovation and enterprise. This provides a very strong environment for multidisciplinary research, enhanced by the cross disciplinary links between the Faculties. University has in total 105 academic staff employed in teaching and research. In 2013, University established the Center for Research and Development.

Faculty of Tourism - Montenegro Tourism School was founded in 2004 in Bar as the first private institution of higher education in Montenegro. Since 2006, the Faculty has been part of the Mediterranean University. MTS has been involved in many national and regional projects as well as several EU Funding Programmes.

The basic academic studies of Management in Tourism and Hospitality last three years. Postgraduate studies comprise specialist academic studies (4th year) and master academic studies (5th year), with two programs offered: Tourism Management and Hospitality Management. PhD studies in Tourism Management started in the 2008/2009 academic year and they last for three years.

Key areas that are studied at the Faculty are: Management and Marketing in Tourism and Hospitality; Business Operations of Tour Operators and Hotel Companies; Tourist Destinations; Sustainable Development. Following the new trends in education, the faculty offers Distance Learning System and Test Learning System.





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Price: £19.00

ISBN 978-1-909736-09-2



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