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Selective Forms of Tourism – the Way of Extending the Summer Season

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Abstract: *Seasonality is one of the most salient and significant characteristics of tourism which is experienced in almost all destinations in the world. Seasonality causes the fluctuation in tourists and visitor numbers to a destination resulting at certain times in the year with overcrowded or underutilized tourist destinations, particularly in the mass tourism destination with dominant bathing tourism. Seasonality is a concept that is well studied and documented in the tourism literature, but it is still one of the most incomprehensible problems of the tourism industry and there is still need for further investigation of certain aspects of seasonality. With the growth of mass tourism the negative economical, ecological and socio-cultural implications of seasonality increased. There is a need to understand the off-peak period for better planning and effective resource allocation in tourism sector as essential prerequisite for sustainable development. Numerous strategies of combating seasonality have been investigated but were not empirically tested. One strategy to attract additional visitors to a destination when demand levels are below capacity is the modification and diversification of the destination product. Increasing demand outside peak season and redistributing demand from time of excess use to times of low demand provides an extension of the summer season and sustainable development. Diversifying attraction through selective forms of tourism is one of the modern trends in tourist flows. Offering diversified products for selective demand in the off-season could provide extended season and ensure sustainable development. A proactive approach is required to develop and offer a variety of selective tourism products for the different segments of the tourism market in the off peak season to extend the summer season.*
Keywords: *seasonality, diversified attraction, selective tourism, sustainable development*

Introduction

Tourism is Croatia's main industry, generator of national and regional development. The share of tourism in Croatian GDP is 19.3%, with a total of 70,3 million tourist overnights and 12,3 million tourist arrivals in 2012, with a growth of 6.4% in overnights and 5.13% in arrival comparing to 2011 according to Ministry of Tourism from Croatia. A favorable geographical position, located on the northeast of Croatian coastline, full of anthropogenic and natural resources, makes Istria Croatia's leading tourist region with a total share in tourist overnights of 31% and tourist arrivals of 26%.

Despite the long tradition in tourism business Istria suffers the same patterns of seasonality in tourism demand as other tourist destinations in Croatia. Marked as mass tourism destination with dominant "sun-sand-sea" tourism, Istria is facing high concentration of demand in summer season and underutilization in off-peak season. Seasonality as one of the most significant characteristics of tourism can be defined as a the systematic, although not necessarily regular, intrayear movement caused by changes in the weather, the calendar, and timing of decisions, directly or indirectly through the production and consumption decisions made by the agents of the economy. These decisions are influenced by the endowments, the expectations and the preferences of the agents, and the production techniques available in the economy.

Istria is suffering high tourist demand at certain times with more tourists and visitor numbers than they are able to accommodate, while at other times, there are too few tourists and visitors to the region. This results with inability of sustainable development and negative implications on tourist destination. New strategies have to be developed to expand the main season and redistribute demand form high season to off-season.

Diversification and dispersion of tourism supply through selective forms of tourism is a potential way to mitigate seasonality. Selective forms of market interpretation of destination resources might provide extension of the summer season and sustainable development with uniformly distribution of tourism demand during the year.

1. Causes of Seasonality

The causes of seasonality in tourist destinations can be classified in two main categories, namely natural and institutional [1], [2, 25-33].

The natural type of seasonality is related to the regular and recurring temporal changes in natural phenomena at a particular destination, which are usually associated with climate, season of the year, rainfall, wind, daylight and sunlight [3, 332-339]. Predominantly summer tourism destinations with outdoor facilities and water-oriented tourism activities are thus most likely to experience a pronounced influence of natural seasonality on their tourism business. Hartmann notes that seasonal variations caused by natural factors are predictable as they are relatively stable in a particular destination, and recur with only small changes [2, 25-33]. Those ensure the planning of business cycles based on the safe return of guests at certain time of the year.

On the other hand institutional types of seasonality are the results of traditional temporal variations formed by human decisions which are often enshrined in legislation [3, 332-339] thus reflect social norms and practices of a society. Institutional seasonality involves school holidays, industrial holidays, religious holidays, calendar effects, cultural, ethic and social factors [1]. Butler states that there are three additional causes of seasonality which are social pressure or fashion, sporting season, and inertia on the part of holidaymakers, who continue to have holidays at a specific time of the year even though they are no longer restricted to this particular period [3, 332-339].

Lundtorp summarized all causes of seasonality, and categorized them into pull and push factors. Institutional (school holiday, industrial holidays), calendar (Easter and public holidays), inertia and tradition, social pressure or fashion, and access (transport costs and time) belong to push factors of leisure travelers, while climate and sporting seasons (hunting, fishing, golfing, skiing) indicate pull factors [4, 23-50].

“Sun-sand-sea” destinations like Croatia operate with one peak season and have their peak season in summer where seaside tourism can be practiced, but suffer in the rest of the year, even if their climate is favorable and has the possibility to extend the summer season and to offer all season activities. The two main causes of seasonality affecting the summer season destinations are the climatic and institutional. The tradition of the summer family holiday, during the school and industrial holidays, together with the pleasant weather during the summer months, are the main reason for the regular peaking of tourist activities during the summer season, resulting in numerous negative implications on the destination.

2. Implications of Seasonality

The impacts and implications have been explored from both the supply-side (i.e. tourism operators, employees and residents of the destination locale) and the demand-side (i.e. tourists) perspectives of seasonality [5]. Research on the effects of seasonality represents a major focus of the tourism literature, pointing same complexity just as the causes of seasonality are derived and complex. The impacts have become greater with the growth of mass tourism, especially because of the permanent concentration of tourist demand in few summer weeks. Due to this, the number of enterprises depending on tourism has increased, by trying to attract the maximum possible number of tourist, and tourism businesses have expanded in size, while thus ability to adapt to changes in demand has been reduced.

The impacts of seasonality vary considerably with the location of the destination and the location of the tourism enterprises within a destination, reflecting in part the variety of physical conditions and the nature of the attractions [6, 299-312]. Regarding the supply side and the tourist destination, implications can be categorized in three focus areas: economic impacts, ecological impacts and socio-cultural impacts.

High concentration of tourist demand in few summer months and low demand in shoulder and off-peak months results in over and underutilization of accommodation establishments. The business and the community need to attain sufficient revenues form a few hectic weeks in the summer in order to ensure success for the whole year, therefore the economic impact of seasonality relate mostly to problems in the off-peak period, particularly the loss of profits due to the inefficient use of resource and facilities. Because of the instability of revenues year-around, tourism resources always have high risk of under-utilization and low annual returns on capital [7, 819-836]. Due to the facts that seasonality in tourism demand causes instability in income and low return on investment, covering annual fixed costs with high-season income, under-or over-utilization of resources and perishability of tourism products it can be concluded that the economic implications of seasonality are negative on the community.

The negative implication of summer concentration of tourism demand is visible in destinations ecological and socio-cultural surrounding. Ecological impacts are largely synonymous with the negative effects occurring with the concentration of visitors during the peak season at a destination [8]. Butler points out that the intensity of the pressure on often fragile environments caused by overcrowding and overuse during the summer is often cited as one of the main environmental problems of tourism seasonality [3, 332-339]. The heavy usage of tourism activities during the peak season reflect on the ecological carrying capacity of a particular destination causing environmental pollution.

Socio-cultural impacts include effects of seasonal variations on the host community. Problems for local people include, for example, congestion, crowded streets, slower traffic, lack of parking, queues for services, significant increases in the costs of community services, due to dramatic increases in population during the summer months, which place a strain on regular infrastructure and services [8]. In addition, some researchers have studied the relationship between tourism and crime, yet, it is still not clear whether peak season is necessarily associated with higher crime rates, or if it is just coincidence in the sense that the greater the population, the higher the crime rates.

Regarding the demand side negative effects of seasonal concentration in summer months can be seen through high prices (making tourists in peak season pay for low income in low season), crowding (hard to obtain quality and satisfaction), reduced availability of accommodation, pressure on transport systems and infrastructure [7, 819-836]. During the off-peak season tourist demand also suffer from closure of establishments and reduced facilities which limits the pleasure visiting current destination in low season periods.

Through the analysis of negative implications of tourism business in summer months the evidence of un-sustainability of this kind of tourism is visible. It is necessary to take measures to reduce the negative implications through extension of the tourist season and the redistribution of tourist demand more evenly throughout the year to ensure sustainability of this fast growing industry.

3. Strategies for Addressing Seasonality Impacts

Efforts by authors and researchers to find a strategy to mitigate the implications arising from seasonality of demand are evident, but a common solution wasn't found, that can be attributed to the limited empirical research.

As seasonality is concerned with the patterns that are stable and well-established rather than occasional irregularities and as there is an element of predictability associated with seasonality it is possible for managers to anticipate many of its impacts and to implement strategies to adjust to any negative effects [9, 17-30]. Butler highlights that seasonality is a difficult problem to overcome and even argues that despite the efforts in reducing seasonal peaks, the seasonal range has in fact increased in many countries with the rapid growth of tourism, which seems to 'swamp' any efforts to redirect visitation into quieter periods of the year [3, 332-339]. Baron also points out that tourism expansion often means an expansion of the main season [1].

In effort to reduce negative impacts attention is more likely to be focused on the off-peak season and methods to spread tourism throughout the year when overall tourist numbers are relatively stable. To lessen seasonality, policy-makers might also encourage tourism in shoulder-season and in off-season, designing nuanced strategies to capture the differentiation in tourism demand (based on cultural, religious, sports, business tourism) [10, 175-185]. The most successful attempts to reduce seasonality can be found in destinations with well-established tourism industries, while the best-fit strategy should be selected based on a number of dimensions of the supply-side dynamics [5].

As "sun-sand-sea" destinations suffer from high demand in peak season and low or no demand in off-peak season. Efforts should be directed in increasing demand outside the peak season and redistributing demand from high season period to low season period. This would build up the basis for sustainable development of tourist destination. One strategy of modification and diversification of the tourist product to attract additional visitors to a destination when demand levels are below capacity is the development of selective forms of tourism.

Actual fundamental characteristics of the world tourist trends as globalization, standardization, segmentation, informatisation and the change of consumers system of value, standard of life, style of life, affirmation of new needs, mobility and free time change the behavior of tourist demand and leave possibility for tourist industry to implement these changes in the modern tourist industry, away from "sun-sand-sea" tourism. Changes in behavior of demand should be adapt from tourist destinations through offering diversified tourist products with the aim of reducing negative implications caused by mass summer tourism.

Diversification and dispersion of tourism supply using all potential year-round resources and facilities creates satisfaction of more educated, experienced, demanding and mobile tourist demand, developing selective forms of tourism [11]. Subject supply of a selective tourist type develops its tourist products by using comparative advantages of the receptive destination resources. Selective tourist is interested to stimulate sustainable development on their receptive markets as they base their policies and development product strategy in tourism on the destination resources. Within the domain of the sustainable development conception, selective tourist types stimulate the standard growth, necessary for the protection of natural resources and the tourists' safety in a destination [12, 51-74].

4. Selective Forms of Tourism

Modern tourism is markedly termed with selective tourism. As a counterbalance for the term mass tourism, another term, selective tourism was developed, as something opposite to mass tourism. Selective tourism occurs in response to the negative implications of mass tourism. The awareness of the un-sustainability of such tourism and the need for tourism demand to separate from a unified tourism package had led to a shift in tourist flows.

The most important characteristic of selective tourism is placing tourists in the focus in shaping the tourist product. Through dispersion and diversification of tourist supply the tourist product is adapted to smaller groups of tourists, stimulating regional development concepts. Dispersed concentration of tourist demand ensures sustainable regional development that benefits the local community but also increasingly demanding diversified demand. According to the above selective tourism is defined as the organization of different types of tourism harmonized with the natural and social values of local communities that allow its host and guests to enjoy a positive and valuable experience through mutual interactions.

Due to its versatility there are numerous classifications of selective forms of tourism. One of the most appropriate was given by Geić classifying selective tourism due to the contents of stay i.e. activities (sport and recreation tourism, health tourism and cultural tourism) and due to the spatial characteristics (rural tourism and ecotourism) [11].

With the intention to research the impact of selective forms of tourism on the possibility of extending the summer season three forms of selective tourism, which dominates today's tourist flows, is taken under observation. Those are cultural tourism, ecotourism and nautical tourism.

Cultural tourism can be defined as a trip motivated by culture, which includes festivals and similar events, visits to historical sites and monuments, as well as study nature, folklore or art. Cultural motivation reflect specific characteristics of cultural tourists who have a higher prosperity to spend and in general have higher average income, they often do not spend on homogeneous mass products, being more interested in local quality goods (restaurants, wine, shopping) and in cultural events (shows, concerts, exhibitions) with higher value added, and which benefits are more likely to be evenly spread within the local economy [13, 825-839]. Cultural motivation of travel differences cultural tourism from other tourism types. Statistical data on Europe show that more than 50% of tourism in Europe is driven cultural services, where consumption of cultural services might appear as primary motivation or consumption while traveling [14, 589-595]. The fact that cultural tourism is an increasing segment of tourism demand that can reduce seasonality is commonly accepted but it is still difficult to prove. Through the research in this paper we establish the truth of this hypothesis in Istrian tourism.

Ecotourism is nature based tourism that is ecologically sustainable and is based on relatively undisturbed natural areas; is non-damaging and non-degrading; pro-vides a direct contribution to the continued protection and management of protected areas used; and is subject to an adequate and appropriate management regime [15, 107-115]. It is a fuzzy concept, defined and named in many different ways [16, 189-202]. Ecotourism involves all forms of tourism related to nature with responsible behavior toward the natural and cultural environment. It is based on the principles of management through the planning of tourism products in which services are provided by small local specialized companies supplying small groups of visitors. This is the most current type of selective tourism, the question is whether it is also a method of overcoming the seasonality of tourism.

Nautical tourism is considered one of the most propulsive kinds of recreational tourism. It is a tourist phenomenon that is developing rapidly on regional and local level. This form of maritime tourism is gaining momentum and is becoming one of the leading forms of tourism with significant economic implications. Nautical tourism stems from navigation and stationary at sea and water of domestic and foreign tourists for leisure and entertainment. Its growth has developed some sub types, shaped in special selective types, and as such, they have been developing on their own, those are nautical tourism ports, charter and cruising [12, 51-74]. Nautical tourism contributes to the general development of the economy of any country or any area by fostering their growth and development through both their current activities and those related with them horizontally (excursion tourism, diving tourism, photo safari, servicing, and so on) or vertically (handicrafts, shipbuilding, and so on). All those activities contribute to the growth in employment of domicile inhabitants, which is particularly important for insular economy [17, 175-186]. Role of nautical tourism in the modern tourist flows is significant, but the question is its sustainability through demand dispersion and uniform concentration throughout the year, which will be examined in this paper.

5. Study Case Regarding the Seasonality of Tourism in Istria

5.1 Hypotheses

Although Istria is the leading tourist region in Croatia and tourism business in Istria has a long tradition, tourism in Istria characterized high concentration of demand in summer season and underutilization in off-peak season. Summer concentration of tourism demand in Istria is very strong and generally constant over time.

Diversification of the tourism products outside the peak-season through developing of selective forms of tourism is one of the ways of reducing the concentration of the summer tourist demand and extending the summer season. Since the demand for selective forms of tourism in Istria less summer concentrated, the development of selective forms of tourism contributes to the extension of the summer season and reduces seasonality.

5.2 Methodology and Data

There are different methods to measure the seasonal concentration of demand for tourism. Lundtorp analyzes different methods of measuring seasonality and concludes that the seasonality ratio also as seasonality indicator is virtually influenced by the number of visitors in the month where it is biggest. If

a well-known expression for inequality is preferred, Ginni coefficient must be used. It is less dependent of the highest fractal and this more sensitive for variations outside the peak-season [4, 23-50].

Therefore, in this research to measure seasonality or precise concentration of demand in summer season use Ginni coefficient.

The Ginni coefficient is a statistical measure of the degree of inequality, which extreme values are zero and one. But it is often presented in statistical publication as percentages (between 0% and 100%). The Ginni coefficient of zero expresses perfect equality, where all values are the same (for example, the same number of tourist arrivals every month). A Ginni coefficient of one (or 100%) expresses maximal inequality among values (for example annual tourist arrivals were realized in the same month).

Graphically, the Ginni coefficient is derived from the Lorenz curve as the area between the Lorenz curve and the line of equality. For perfect equality, the Lorenz curve would be a straight line (i.e., represents 45º equality line) and it becomes more curved as inequality rises. It should be noted that the Lorenz curve is a graphical representation of inequality while the Ginni coefficient is a measure of this inequality [18, 102-112].

In order to measure seasonality or inequality between the frequencies of tourist arrivals and overnight stays using the data available from the Istria Tourist Board on a monthly basis for the period 2007-2012 on the total number of tourist arrivals and overnight stays.

For the analysis of selective forms of tourism we have three variables in accordance with the available data. Variable "nautical tourism" is derived from data on the number of overnight stays in ports of Istria, which are available from the Tourist Board of Istria for the year 2012 on a monthly basis. As a proxy for the variable "cultural tourism" is used the number of visitors of Amphitheater, popularly called the Arena of Pula[1]. The data of the number of visitors of Amphitheater was provided by the Archaeological Museum of Istria for the year 2012 on a monthly basis. As a proxy for the variable "ecotourism" is used data on the number of visitors to the Brijuni National Park[2] that enabled us to management of the Brijuni National Park for the year 2012 also on a monthly basis.

5.3 General Results of the Research

It is known that Istria as a mass tourist destination with a dominant “sun-sand-sea” tourism is faced with high concentration of tourism demand in the summer season and insufficient capacity utilization in off-peak season. In order to analyze the concentration of tourist demand in Istria, it was calculated two Ginni coefficients of tourist demand annually for the period 2007-2012. First coefficient measures inequality of tourist arrivals, while the second concentrates on inequality of tourist overnight stays, as shown in Table no. 1.

Table no. 1 Ginni coefficients: Tourist arrivals and overnights stay in Istria (2007-2012)

	2007	2008	2009	2010	2011	2012
Ginni coefficient of tourist arrivals (%)	56.21	56.57	58.34	58.55	58.61	58.21
Ginni coefficient of overnight stay (%)	64.35	64.55	65.55	65.90	65.78	65.60

Source: Author’s calculations based on data obtained from Istria Tourist Board, Tourist arrivals and nights, by Tourist Offices, different issue [19]

[1] Arena is the largest and well-preserved monument of ancient architecture in Croatia was build in the mid-1st century B.C.. Today it is the venue for summer performances - the Film Festival, Opera Season, Equestrian Festival, concerts, which can seat about 5,000 spectators. The underground passages, once used by the gladiators, nowadays host a regular exhibition of viticulture and olive growing in Istria in ancient times (Official Portal of Pula: www.pula.hr).

2 The Brijuni are a group of fourteen small islands in the Croatian part of the northern Adriatic Sea, separated from the west coast of the Istrian peninsula by the narrow Fažana Strait. Brijuni were also known as the exclusive beach resort for the aristocrats and the personal summer residence of the Yugoslav president Tito. Brijuni can enjoy a safari tour of the island with a golf cart and visit some of the numerous archaeological and historical sites.

At first glance it can be seen, considering the amount of Ginni coefficients, which are over 55%, that there is a strong concentration of tourism demand, expressed as inequality of tourist arrivals and also as inequality of tourist overnight stays. The highest obtained value of the Ginni coefficients of tourist arrivals is 58.61 (in year 2011) and the lowest one is 56.21 (in year 2007) compared with the highest obtained value of the Ginni coefficients of tourist overnight stays is 65.90 (in year 2010) and the lowest one is 64.35 (in year 2007). Since there is no significant difference in the values of Ginni coefficients over the period, it can be concluded that summer concentration of tourism demand in Istria is very strong and generally constant over time.

Generally, higher values of the Ginni coefficients of tourist overnight stays compared to the Ginni coefficients of tourist arrivals point to the fact that in addition to more tourists visiting Istria in the summer season but also tourist during the summer months stay longer in Istria.

Although there are several ways that can reduce seasonality, or extending the summer season, in further this research analyzes the impact of the development of selective forms of tourism on the extending the summer season.

This paper analyzes the summer concentration of tourism demand of three selective forms of tourism (cultural, ecological and nautical) because no data are available for other selective forms of tourism (disaggregated on the one hand on a monthly basis and on the other hand at the county level). Concentration of tourism demand of cultural and ecotourism is compared to the seasonality of total tourist arrivals in Istria, since as proxy for the variables of cultural and ecotourism use the number of visitors of the most important attraction of cultural tourism and the number of visitors to the most visited national park as a most important destination of ecotourism. Lorenz curves of total tourism demand, cultural and ecotourism in Istria are shown in Figure no. 1.

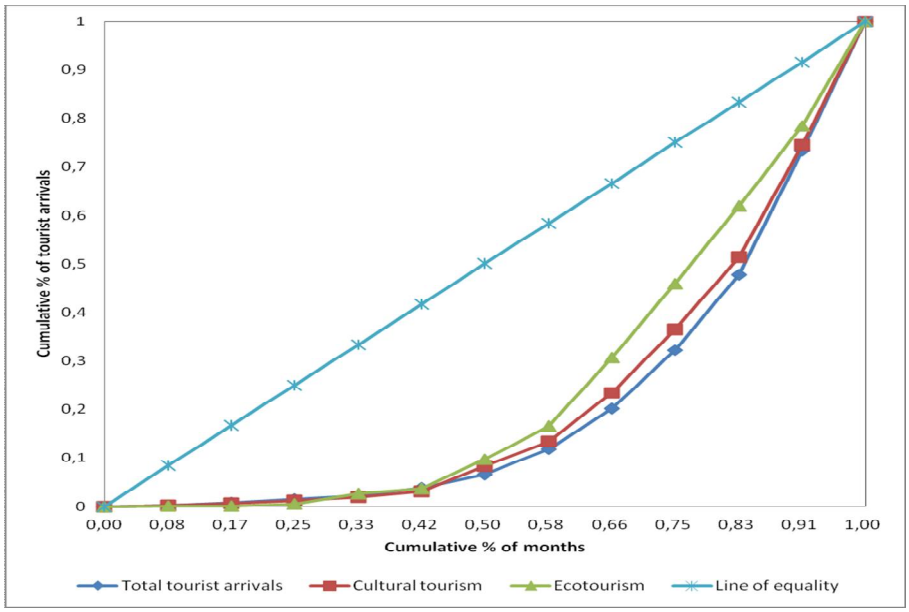

Figure no. 1. Lorenz curves - comparison of the concentration of total tourist arrivals with the concentration of arrivals cultural and ecotourism in Istria in 2012

If we take a look into the curves shown in Figure no. 1, we can see that the highest slope (i.e. the strongest concentration of summer tourism demand) has a curve of total tourist arrivals. Specifically, the number of tourist arrivals in the three quarters consisted of only 32.2% of total tourist arrivals. The number of tourist arrivals of cultural tourism in the three quarters consisted of 36.4% of total tourist arrivals of cultural tourism, while the same number of ecotourism consisted of 45.9% of total tourist arrivals of ecotourism. The same relationship between the concentration of total tourism demand and demand of cultural and ecotourism can be recognized by comparing the Ginni coefficients. Ginni coefficient of total tourism demand in Istria is 58.21%, which is significantly higher than the Ginni coefficients demand for cultural tourism (which calculated as 55.92%) and ecotourism (as 49.95%). It

indicates that the summer concentration of cultural and ecotourism demand in Istria is weaker than the summer concentrations of total tourism demand. Depending on these results, it can be concluded that the development of cultural and ecotourism has a positive effect on the extending the summer season in Istria.

Furthermore, summer concentration of nautical overnight stays is compared with summer concentration of total overnight stays in Istria to determinate whether nautical tourism contributes to the extension of summer season. The Figure no. 2 illustrates Lorenz curves of nautical tourism overnight stays and total tourism overnight stays in Istria.

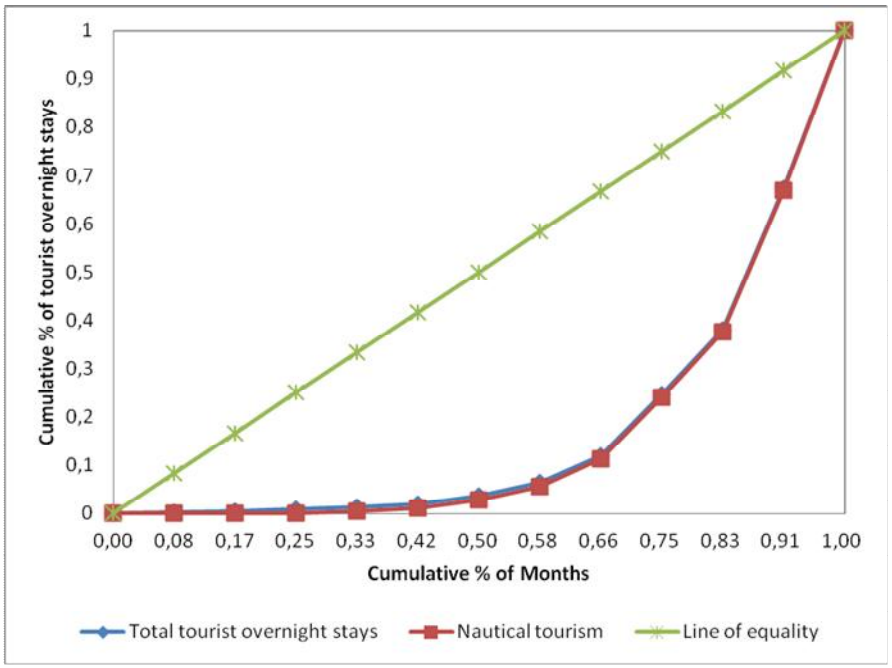

Figure no. 2. Lorenz curves - comparison of the concentration of total tourism overnight stays with the concentration of overnight stays nautical tourism in Istria in 2012

At first glance it cannot be seen a difference in the slopes of the Lorenz curves in Figure no. 2. However the value of Ginni coefficients shows little difference in inequalities of concentration the nautical tourism demand in relation to the total tourism demand. Greater the value of Ginni coefficient of nautical tourism overnight stays (66.68%) compared to the value of the Ginni coefficient of total overnight stays (65.59%), it propose that the summer concentration of nautical tourism demand is stronger than the concentration of total tourism demand in Istria. The reason for this can be recognized in a relatively small capacity and turnover of nautical port in Istria. In fact, Croatia has 98 nautical ports and only 15 of them located in Istria. Istrian water surface makes only 21.22% of the total Croatian water surface, and 4,137 moorings, located in the Istrian ports, represent only 23.7% of the total number of moorings in all Croatian ports. However, looking the share of total income Istrian ports in total income Croatian port in 2012, which is only 18.3% [20], points to a small economic relevance Istrian port. Therefore, to reduce the negative impact of nautical tourism on the summer concentration of tourist demand in Istria, it is necessary to raise the level of development of nautical tourism improving the capacity utilization of nautical tourism and reducing the concentration of the summer demand for nautical tourism in Istria.

Conclusions

The research results provide a clear insight into the seasonality of tourist business in Istria. Ginni coefficient of tourist points a growth of seasonality in 2012 versus 2007. Increase of seasonality is a reflection of permanent concentration of tourism demand in the peak season. It states that with growth of tourism seasonality increases. Higher Gini coefficient of arrivals versus overnights can be attributed to the length of stay in the season compared to the off-season period. Therefore we can confirm the hypothesis that summer concentration in of tourist demand in Istria is very strong and constant over time.

Extremely high degree of seasonality emphasizes the importance of necessary measures to activate tourism demand in the shoulder and off-season period. Selective forms of tourism cultural tourism and ecotourism show lower concentration of tourist arrivals and have a lower Gini coefficient. Although demand for these forms of tourism has a high degree of seasonality it indicates positive trends. Concentration of tourist demand for selective forms of cultural and ecotourism is more evenly throughout the year, ensuring the sustainability of development. Nautical tourism overnight stays didn't show difference in seasonality comparing to overall tourist nights spent in Istria. This can be attributed to the lack of development of nautical tourism in Istria. To reach a conclusion it is necessary to conduct research in more developed areas of Croatian nautical tourism. Generally it can be stated that diversification of tourist product through selective forms of tourism reduce the concentration of the summer tourist demand and extend the summer season. Destination management should enable all destination resources in effort to mitigate the seasonality, extend the season and reduce negative implications.

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