

**Visitors' motivational factors in National Park Plitvice Lakes,
Croatia**

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<p>Nature and natural parks have fascinated travelers for many years. Today millions of visitors travel to explore the authenticity of these destinations. This study aims to identify what motivates tourists to visit natural heritage sites, especially National Park Plitvice Lakes, which has been one of UNESCO's World Heritage sites since 1978. Research questions aim to provide answers to which push and pull factors of motivation, and which other motivation factors influence the visitors' decision to visit the National Park Plitvice Lakes. Further it aims to provide recommendations of these motivational factors for the site management. Crompton's (1979) and Dann's (1981) push and pull motivation model is used as a theoretical framework for this study.</p> <p>The method used in this study was a questionnaire-based survey. The survey was self-administered and the data was collected from 415 visitors in National Park Plitvice Lakes between July 10th and July 25th 2014. The questionnaires were analyzed using Webropol, Microsoft Word and Microsoft Excel. The study identifies five push factors of motivation influencing visitors' decision making; novelty seeking, family togetherness, curiosity, need for escape and relaxation, and nature appreciation. The three pull factors this study identified were natural resources, role of natural heritage site, and location. Other motivational factors which played a role in visitors' decision making were found in this study as; role of social media and recommendation, uniqueness of landscape, and the image of the place.</p> <p>A better understanding of the visitors' behaviour and their motives for travelling is crucial for providing good services for the customers. Therefore, the findings of this study present implementations and recommendations for marketing and sales, gate and ground managers and for the administrators of National Park Plitvice Lakes. Marketing and sales could offer more information about the possibilities in the Park through all seasons, using the social media, such as Twitter, Instagram and Facebook. Gate and ground managers could evoke the interest of visitors with different leaflets and brochures, and administrators could bring more story and history of the Park alongside waterfalls and lakes.</p>	
<p>Keywords Motivation, National Park, Push and Pull factors, Natural Heritage, Visitor, Destination, Management</p>	

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1 Introduction

What inspires people to travel to heritage sites and particularly to natural heritage sites such as national parks? Could the feeling of standing in nature, enjoying the views and flora and fauna cause it, or could it be just curiosity? Does the destination attractiveness and resources have something to do with why travelling to heritage sites has been in people's interest for so long? These are some questions that inspired the author's interest in natural heritage tourism and visitors motivation factors.

Travelling to destinations where nature and heritage are the main attractions is not new. Travelling to nature heritage sites and national parks has grown rapidly over the last 10 years. (Wilson et al. 2009, 282.) According Timothy and Boyd (2003, 70), the most important reasons why people visit heritage properties are to learn new things and to satisfy curiosity about unique places. However, in the literature, there are gaps in understanding the attributes that attract visitors to a park and in how managers can effectively promote their parks to the various visitor segments (Phau et al. 2013, 270).

1.1 Objectives and research questions

The objective for this study is therefore to identify pull and push tourist motivation factors at the National Park Plitvice Lakes, through a semi-structured quantitative survey in order to identify what role these factors play in the National Park. Furthermore, the aim is to identify other possible factors of motivation which could be unique to the Plitvice Lakes and, finally to discuss the relevancies of these findings and make recommendations on how these findings could be beneficial for the site management.

In literature, a number of motivational factors researched leisure tourism can be found. Many researches have approached and studied pull and push factors in ways, such as by destinations (Jang and Cai 2002, Kim et al. 2008, Bashar and Abdelnaser 2011), nationality, (Jönsson and Devonish 2008) or destination loyalty and customers' satisfaction (Yoon and Uysal 2005). However, many researchers have used the push and pull motivational theory model by Crompton (1979) and Dann (1981). As this theory sup-

port the categorization of the motivation factors, and is therefore the most suitable for the purposes of this thesis, it is used as the framework in this study.

Crompton (1979) describes motivation as two different forces, pull and push forces, ones that push visitors from a well-known environment and ones that pull visitors toward a destination. Dann (1981) describes push factors as internal drives such as the need for escape, the need for novelty and the need for self-esteem, and pull factors as an attractiveness of destination, such as waterfalls or friendliness of local people and employees. This study will concentrate on visitors' motivational factors that influence their decision to visit the Plitvice Lakes, based on internal push and external pull factors.

The research questions are the following:

1. Which push factors influence the visitors' decision to visit National Park Plitvice Lakes?
2. Which pull factors influence the visitors' decision to visit National Park Plitvice Lakes?
3. Which other motivation factors play a role in the visitors' decision to visit National Park Plitvice Lakes?
4. What are the implications of these motivational factors for the National Park Plitvice Lakes destination management?

1.2 Basis for the study

In 2006, Institute for tourism (2006, 7–9) studied natural heritage sites and national parks in Croatia. The aim for the study was to collect information on the demand of visitors in Croatian natural heritage sites and national parks, in order to improve the management, product development and marketing the sites. Six national parks were studied and one of them was Plitvice Lakes. Study showed that 90 % of visitors in Plitvice Lakes were international tourists. From Germany, Italy, France, Czech Republic, Poland, Hungary, Slovenia and Great Britain, came the biggest share of visitors. The main motive for visiting national parks was to enjoy the natural beauty of the area, a desire to visit the park, to escape daily routines and to relax. However, a deeper understanding on what influences the visitors to visit the natural heritage sites and especially the National Park Plitvice Lakes was not found. Therefore, a deeper understand-

ing on the visitors' motivational factors in these kind of destinations is relevant and provides possible tools for site management at natural heritage sites. Aside to need for deeper understanding on motivations, researcher had a personal interest in National Park Plitvice lakes, since she is born in one of the villages situated in the Park.

1.3 Key concepts and definitions

To understand the objective of the study, it is important to understand the relevant terms and the concepts of heritage tourism, natural resources and motivation.

Heritage is, according to Poria, Butler and Airay (2003, 247–248), a “subgroup, in which the main motivation for visiting is based on the characteristics of the place according to the tourists' perception of their own heritage.” Natural and cultural heritage sites often attracts tourists, tour operators and tourism developers from all over the world. The image of a World Heritage site promises the tourists and visitors a unique experience and often is a reason for the visitation. In addition, it gives the destination an easy way to promote themselves. (Borges et al. 2011, 3.) UNESCO, however, defines heritage as the people's own legacy from the past, today and what will be passed to the future generations. As they mention on their website: “cultural and natural heritage are both irreplaceable sources of life and inspiration.” On the other hand, Timothy and Boyd (2003, 3), classified heritage into three groups; **tangible immovable** resources such as different buildings and natural areas, **tangible and intangible resources** such as lifestyles and values, or **experiences** such as different natural and cultural events.

Motivation is an internal drive that activates behaviour and gives it direction. The word motivation comes from the Latin word “movere”, which means to “move” (Romondo 2007.) He also indicates that motivation can be negative or positive, but that is still very important in understanding the behaviour of visitors. According to Deci (2007, 14–23), tourists move or travel to do something when they are motivated by something. He explains that the motivation answers the question why people want to travel or why to choose to a particular course of action. The answer is important for tourism industry as it helps to develop new tourist products, target specific customers

and create new business opportunities. The motivation of visitors is closely linked to demand and consumer behavior and experience. (Lominé & Edmunds 2007, 125.)

Deci and Ryan (2008, 14–16) differentiate motivation as intrinsic and extrinsic motivations. Intrinsic motivation refers to doing something because it is interesting or enjoyable, when extrinsic in other hand refers to doing something because it leads to separable outcome. This is seen during nature-based activities, such as hiking or fishing. The activity itself is interesting or spontaneously satisfying and the tourist is intrinsically motivated. On the other hand, studying for an exam or sport competition are motivated extrinsically because they are done to obtain a tangible reward or to avoid a punishment. Goeldner and Ritchie (2009) have classified motivation factors into four categories: physical motivation factors such as relaxation, cultural motivation factors, such as discovering new geographical areas, interpersonal motivation factors, such as socializing and meeting new people and prestige as motivation factor, such as self-esteem and self-actualization.

In summary, as Mehmetoglu and Normann (2013, 4) pointed out: “motivation occurs when an individual wants to satisfy a need”. A tourist motivation can be defined as “internal energy which drives a person to do something in order to achieve something.” (Romando 2007.) According to Merholz et al. (2008, 36) when dealing with human behaviour and motivations, a deeper understanding of another person becomes meaningful for organizations. Therefore, motivation can be divided into inside or outside factors which drive people to satisfy their needs.

1.4 Commissioning party

Plitvice Lakes National Park cites the Croatian well known academic Ivo Pevalek (1937) on their website describing the park beauty as: “There are water, lakes, waterfalls and forest elsewhere, but Plitvice Lakes are unique they simply must be seen” (Plitvicka Jezera National Park 2014).

The Park is situated in the mountainous region of Lika. The Park covers 296,85 km² and it is the largest national park in Croatia. It was established in 1949 and was added

to the UNESCO's World Heritage List in 1978 because of its outstanding natural beauty. (Hrvatsko geolosko drustvo 2013, 2.) It is one of Croatia's largest, oldest and most visited national parks with a million visitors per year. In year 2011 alone, Plitvice Lakes were visited by 1 083 451 people. (Brajdic, A. 3 May 2014.)

The Plitvice Lakes are surrounded by three mountains, Mala Kapela, Medcedjak and Pljesevica. The Park consists of sixteen larger lakes and few smaller ones separated by natural travertine dams. Lakes are divided into named upper and lower lakes. For example, the highest waterfall at 78 m is "Veliki Slap" (The Great Waterfall), which is also one of the main attractions in the Park. (Southeast Europe 2011.) The secret of Plitvice Lakes is calcium carbonate, which as Muznic & Filipovic (2006, 2) explain: "create dams and lakes, waterfalls and cascades like a silver layer." The park is well-known because of specific geological, hydrological and geomorphologic values. Tufa, which is a result of a physical, biological and chemical process, is a normal phenomenon in park. The landscape of Plitvice Lakes is a mix of forest, water and meadows. (World Tourism Organization 2007, 2a.)

National Park Plitvice Lakes divides visitors in two main groups; individuals and visitors in groups. The individual tourists visit park mainly during July and August. These visitors come from surrounding European countries and usually also use accommodation facilities in the hotels or camping areas. The groups visit the Park before the actual high season in May and June and after the high season in September and October. The most common groups travelling to Plitvice are pensioner groups, adult groups, different students from elementary schools to universities and hiking groups. (Brajdic, A. 2 May 2014.) This is also confirmed by a study of Culinovic (2012, 226), who studied the management of visitors in Plitvice Lakes and found that Plitvice Lakes was visited mostly during July and August, with visitors up to 10 000 people per day, mainly from surrounding countries and Central Europe. The Park is available for visitors daily from 8.00 am to 4.00 pm, also on Sundays and during holidays. The electro boat is operates every day from 8.00 am to approximately 4.00 pm. The entry fees depend on factors, such as age, season, and as whether is with the group or individual. (Plitvicka Jezera National Park 2014.)

2 Tourist motivation in heritage tourism

Major motivational theories have been brought in literature by different researchers. The well-known Maslow proposed his hierarchy of needs, a five level hierarchy; comprising physiological, safety, love, esteem and self-actualization needs. More recently, Pearce and Lee (2005, 227–236) approach motivation with their travel career ladder (TCL) model, which examines the relationship between travel motivation and travel experience. This theory is similar to Maslow's needs hierarchy theory, describing motivation with five different levels: relaxation needs, safety and security needs, relationship needs, self-esteem and development needs, and self-actualization and fulfilment needs. However, the theory differentiates from Maslow's theory because in TCL, the travellers' needs are expected to change depending on experience, to a travel career. Pierce and Lee also find out in their study that motivation is a combination of multiple motives, which are influenced by age and previous experiences.

According to Descrop (2006, 7–11) there are three variables that influence the visitors' decision where to travel; the social-psychological, personal and environmental variables (Figure 1.) Social-psychological variables include the visitors' gender, age, education and visiting behaviour. Personal variables include the motivation process, visitors' personality, lifestyle and emotions. Environmental variables include social and cultural influences, interpersonal variables and situational variables, money, health and time. These variables can influence positively or negatively when deciding where to travel. Among these variables, the visitors' attitude, learning and perception of the destination are also one of the key factors in decision-making. (Decrop 2006, 7.) This is also confirmed by Uysal, Li and Turk (2008, 431) when they explain that different variables influence the choice of a destination (Table 1). They categorize them into four groups. The first one is internal variables, which includes push motivations, visitors' lifestyle, images, personality and values. The second are external variables, such as the pull factors of a destination. The third is the nature of the intended trip, such as the duration or time and distance. The fourth are the trip experiences and evaluations of the trip.

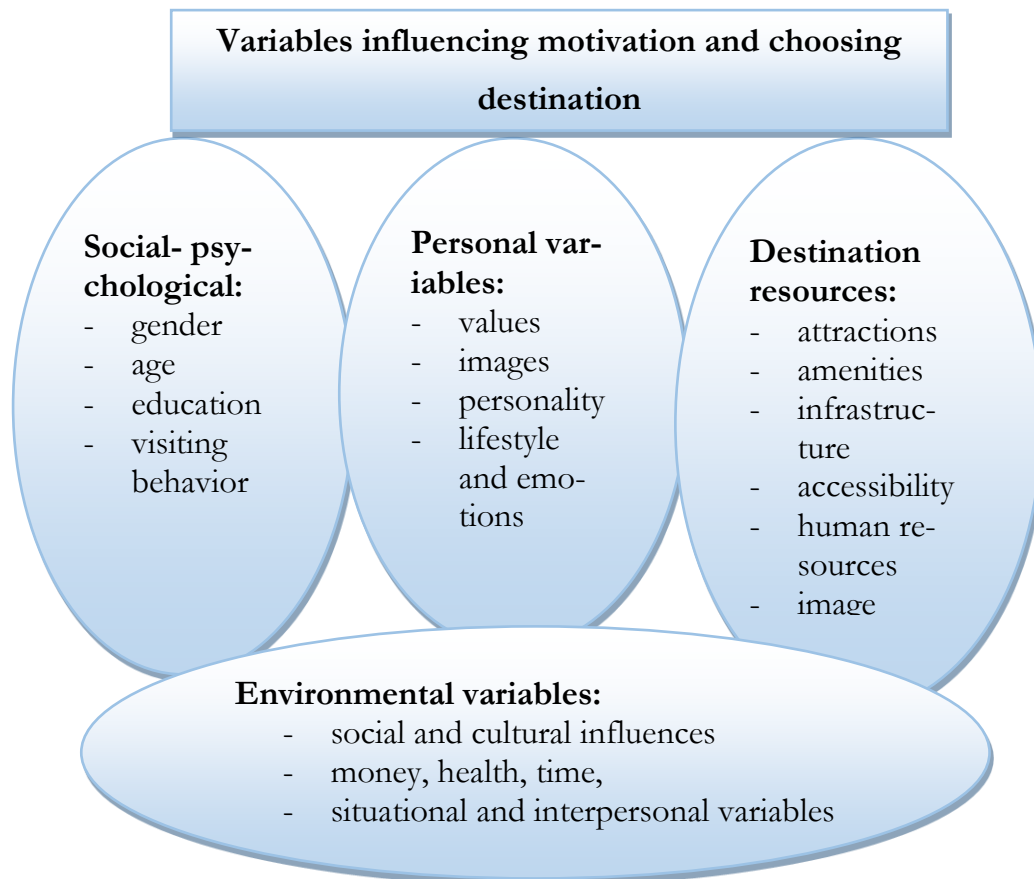


Figure 1. Variables influencing motivations and visitors decision making based on Decrop (2006), Uysal, Li and Turk (2008) and World Tourism Organization (2007) description on what is affecting motivation and decision making.

2.1 Push and pull motivations

Push and pull theory is one of the most popular models when studying tourist motivations, and it has been used by many researchers. (Dann, 1977; 1981; Crompton, 1979; Kim, Lee and Klenosky, 2003; Bashar and Puad 2010). This theory have a long history when studying reasons for visiting certain destinations and also when studying the reasons for visiting the natural heritage sites.

According to Dann (1977, 184–194), there are two motivational factors which are classified into anomie and ego-enhancement. Anomie means that the visitor has a desire and feeling of getting away from it all, while ego-enhancement means that the visitor gains recognition and status in life through travelling. Dann categorizes anomie and ego-enhancement into two factors influencing in the decision-making to travel: push and pull factors. Crompton (1979, 408–424) has also identified two motives for travel:

cultural and socio-psychological. He identified seven socio-psychological push motives and two cultural pull motives. The push factors are: escape from previous environment, exploration and evaluation of self, relaxation, prestige, regression, relationships and facilitation of social interaction. The two pull factors Crompton identified were novelty and education.

On the other hand, Baloglu and Uysal (1996, 32–38) have determined the concept of push and pull model as the peoples' own internal forces which push them to travel and external forces of destination attributes, which pull people toward destination. According to them, most of the push factors are desires of individual travellers and they can be intangible or intrinsic. On the other hand, the pull factors depend of the attractiveness of a destination such as tangible resources, expectation such as novelty, perception and image of the destination. Uysal and Yoon (2001, 45–56) have studied how motivation and satisfaction influence on destination loyalty. They proposed a hypothetical model of push and pull factors. According to them motivation is divided into these two factors, push and pull. This model also examines the relationship between these motivations, satisfaction and destination loyalty. Study showed a strong link between these four factors. According to Uysal and Yoon (2001, 45–46) the push motivation separated from pull motivation will affect the destination loyalty negatively.

More recently Bashar and Puad (2010, 44a) also found in their study that people travel to fulfil their intrinsic desires and decide the destination based on external factors, destination attributes. They found that the need for the prestige and social interaction are push motivations which trigger the need to travel. On the other hand, they found heritage, natural attractions and food and culture as the main pull factors. Researchers Phau, Lee and Quintal (2013, 272) have determined the concept of push and pull theory which is influenced by socio-demographic characteristics of visitors and by location and type of destination. The escape, interpersonal relationships, relaxation and education are found to be push motivational factors for visitors in destinations such as national parks. Correspondingly the pull motivational factors are found to be facilities, culture and heritage, flora and fauna of the parks.

In summary, the push factors are internal forces or needs which push us to travel, and the pull factors are external forces of destination that pulls us toward destination.

2.2 Motivation factors in natural heritage tourism

The motivation of the visitors in leisure and natural heritage tourism have been also studied and categorized by many researchers. The studies have been similar even though they may differ a little in numbers and types of studies (Table 1). For example many researchers have used push and pull theory and found similarities in the motivations, such as the need of escape from everyday surroundings to relax or discover new things, people and to learn something new. (Chris 2002, 33) Tourist motivation studies focus mainly on leisure travel, however in literature there are also some studies concentrating on natural heritage tourism.

Seong-Seop and Choong-Ki (2000, 257–260) studied push and pull motivation factors in a national parks in South Korea. They revealed family togetherness, appreciating natural resources, escaping from everyday routine and building friendships as dominant push motives for travelling. Study, health and adventure were also found to be push motives but not so dominant ones. The three pull factors were various tourism resources, facilities, easy accessibility to the national parks, and information. Poria, Butler and Airey (2003, 243–244) investigated the meaning of heritage tourism and links between tourist and the heritage presented at destinations. They found out four motivational factors, such as the desire for emotional involvement, education, enjoyment and relaxation.

Chiang and Jogaratnam (2005, 59–70) revealed five distinct motivation dimensions: escape, relax, social, experience and self-esteem. in their research about why women travel alone for the purpose of leisure. In the research came up significant differences among solo travellers and their motivational factors based on when travel occurred, the length of the trips, marital status and the income levels. Snepenger et al. (2006, 140–148) studied Iso-Ahola's Motivation Theory in the tourism context. They concentrated on monitoring motivation dimensions using scenario-based data for events, national parks and amusement parks. As Iso-Ahola's theory includes personal escape, personal

seeking, interpersonal escape, and interpersonal seeking. The study concentrated on 12 items that potentially characterized the motivation dimensions. The findings showed and confirmed Iso-Ahola's four dimensions and that all the dimensions are important intrinsic motivational drivers for tourism behaviour.

In study of Özel and Kozak (2012, 165–186), they classified the cultural tourists into five distinct groups according to their travel motivation. They found eight motivation factors, of which three were dominant: rest and relaxation, escape, and family togetherness. Sport and socialization, adventure, creativeness and challenge, knowledge and experience, achievement, and fun and travel bragging were other motivational factors found in their study. Based on these findings tourists were classified into five groups which were: relaxation seekers, sport seekers, family oriented, escapists and achievement and autonomy seekers.

More recently, Phau et al. (2013, 269–282.) also investigated push and pull motivations in the private Araluen Botanic Park. They found escape and health, appreciating cultural and natural resources and curiosity as the three push factors. Respectively, an easy access to educational, historical and natural resources, destination information and facilities and relaxation and nature appreciation, were the pull factors. The study showed that the parks depend on gate sales to maintain their existence and if parks want to increase the number of visitors they should attract visitors with meaningful events and activities. Research showed that women were found to look for a wide range of facilities when, on the other hand, males showed direct approach to satisfying individual motivations. (Phau et al. 2013, 269–282.)

The study of Mehmetoglu and Normann (2013, 3–4) confirms link between activities and motivations. The study concentrates on the main sources of motivation for participating different activities in nature-based tourism, such as whale safaris, fishing and hiking. The findings show three main sources of motivation for participating, novelty, prestige and physical activity. MohdIsa and Ramli (2014, 103–117) find in their study three factors that influence the tourist to visit destination. The study showed that destination awareness, motivation and WOM, word of mouth, are factors that influence

decision making to particular destination. They studied factors influencing tourist visitation in Malaysia. According to Wold- Watz (2014, 10–11) learning while enjoying outdoor activities such as hiking, spotting animals and nature studies, is very important. According to him another important focus is socializing, meeting new people and old friends. Furthermore, the need of getting away from everyday life is an important motive for taking part in nature-based events and destinations.

Table 1. Visitors’ motivational factors found in different studies.

<u>Motivation factors in natural heritage</u>	<u>Studies in which motivation factors were found</u>
Curiosity	Crompton (1979), Dann (1981), Phau et al. (2013)
Novelty seeking	Crompton (1979), Baloglu and Uysal (1996), Mehmetoglu and Normann (2013),
Relationships with others	Crompton (1979), Seong-Seop and Choong Ki (2000), Poria, Butler and Airey (2003), Pearce and Lee (2005), Özel and Kozak (2012), Wold- Watz (2014)
Escape from everyday routine and relax	Crompton (1979), Dann (1981), Seong-Seop and Choong- Ki (2000), Yoon and Uysal (2005), Mehmetoglu and Normann (2013), Wold- Watz (2014)
Natural resources	Baloglu and Uysal (1996), Seong-Seop and Choong-Ki (2000), Phau et al. (2013), Su and Lin (2014)
Attractiveness of destination	Dann (1977,1981), Seong-Seop and Choong-Ki (2000), Yoon & Uysal (2005), Phau et al. (2013),
Self-evaluation and exploration	Crompton (1979), Dann (1977,1987), Chiang and Jogaratnam (2005), Pearce and Lee (2005)
Perception and image of the destination	Baloglu and Uysal (1996)
Role of being natural heritage	Su and Lin (2014)

Recently, Su and Lin (2014, 46–58) studied the role of world heritage sites in tourism and particularly among international tourist arrivals. They found that cultural and natural heritage sites are one of the main attractions for international tourists. Furthermore, they found that natural sites were more popular than cultural sites. These findings were based on data collected in 66 countries for the period of 2006–2009. Salazar (2012, 28) however argues that it is not just about the value that heritage gives to visitor but also

the meanings attached to heritage which play an important role. He found out that depending how the visitor takes his touring in the destination, can potentially have a very different experience of the site.

In summary, visitors' motivational factors have been studied and found by many researchers in different natural heritage sites. These push and pull motivation factors found in these studies are illustrated in Table 1.

3 National Park Plitvice Lakes

Institute for Tourism (2010, 9–13) concentrated on studying attitudes and expenditures of tourists in Croatia. Their research found out that during summer 2010 the total overnights were 36 % recorded in private accommodation, 25 % in hotels and 25% in campsites. The study also showed that in 2010 the leading foreign markets were Germany, Slovenia, Italy, Austria and the Czech Republic. Furthermore 21 % of visitors visited Croatia because of natural attractions and nature protected areas.

The 2012 year was a success for the tourism industry worldwide, with one billion international tourists travelling during one year. In 2013 this number increased with by 5%. (UNWTO 2014, 8.) According to Croatian National Tourist Board (2013, 20–30) the tourism traffic in Croatia was highest in July and August.

3.1 Destination Management

Destination is place in which a tourist spends at least one overnight. It includes tourism products such as services, attractions and resources. Destination can be country, a region, town, city or village or a national park, such as Plitvice Lakes, a protected natural beauty. The basic elements of the destination are its attractions, public and private amenities, and the accessibility of destination, human resources and price. (World Tourism Organization 2007, 1–4.)

Destination management helps destinations create a successful and sustainable economy by managing the attractions that make each destination unique and special and attract visitors to the destination. The attractor could be the natural environment, facilities and culture, heritage buildings, infrastructure, transport, parking and public amenities. Furthermore, with good destination management, the destinations ensure that the needs and expectations of visitors meet. (Visit England 2014.)

According to Brent and Grouch (2003, 130) the pulling forces are the destination resources and attractors. These forces add demand to the destination tourism. However they agree that if the private sector is unable or unwilling to create the necessary ser-

vices, and if the infrastructure is insufficient or if the facilities are limited, then the resources and attractions will be significantly confined to pull tourist to destination. This means that destination management is different organizations working towards the same goal. Tourism organizations can be divided into three levels such as national, regional or local level. (World Tourism Organization 2007, 2–3.)

Heritage sites and resources of the sites are often the main motivation factors for travelling to these kinds of destinations. The world's most visited destinations are World Heritage Sites, such as national parks and other heritage and natural resources. Since most heritage destinations were not originally intended for tourists, they need good management strategies to conserve and maintain the area and to protect it from over-use. (World Tourism Organization 2007, 98–100.) Sites, which are on World Heritage list, are inscribed because of their natural phenomena, geology, ecosystems or biodiversity and that is why these sites should be financially, politically, physically and practically capable of ensuring that these values are protected. (World Heritage Resource Manual 2012, 2.) Wilson et al (2009, 282) also point out that the rapid growth of visitors in natural sites requires more efficient management, conservation and cooperation measures.

Destination management brings advantages for a destination. One of the advantages is competitiveness. By developing destination attractions and resources in way that highlights its unique characteristics, the destination can offer different kinds of experiences for visitors. The second advantage is the sustainability, which ensures that the destination protects its resources and characters that made it attractive in the first place. It also protects the local lifestyle, traditions and values of the destination from tourism. The third advantage is spreading the benefits of tourism in the area, which enables the development of small local businesses in the area. Destination management brings a strong brand identity by consistently delivering value which then makes the visitors return to the destination again. (World Tourism Organization 2007, 9.)

3.2 Destination resources

There are tangible destination resources, such as the facilities, attraction and infrastructure and intangible destination resources, such as the image, reputation, culture, human skills, motivation and level of services. (World Tourism Organization 2007, 28)

Natural resources in National Park Plitvice Lakes are numerous. The park is well known because of its specific geological, hydrological and geomorphologic values. Tufa, which is a result of physical, biological and chemical process, is as a normal phenomenon in the park. Landscape of Plitvice Lakes is mix of forest, water and meadows, however water surface takes only 1 % of Park area. Natural and cultural resources of Plitvice Lakes are water as a basic element, flora and fauna, meadows, grasslands and cultural heritage. (World Tourism Organization 2007, 2b)

The key factor influencing tufa sediments and tufa formation, are plants and flora in the Park. There have been recorded 1,267 plant species which belong to 112 plant families. Because of many protected and rare species found in the Park, it is designated as an exceptionally valuable floristic area in Croatia, Europe and in the world. Among the flora, visitors can find large variety of fauna. The brown bear is a one of the inhabitants of the Park, as are many other species. Insects are the most represented, and there are about 161 bird species. (Plitvicka Jezera National Park.)

Attractions are usually the focus of visitor attention and may also be a motivation for tourists to visit the destination. Attractions can be naturally formed such as beaches, national parks like Plitvice Lakes or mountains, cultural or built attractions. (World Tourism Organization 2007, 2c.)

One of the attractions in Plitvice Lakes are The Upper Lakes, which consist of 12 lakes: Proscansko, Ciginovac, Okrugljak, Batinovac, Veliko, Malo, Vir, Galovac, Milino, Gradinsko, Veliki Burget and Kozjak. All the lakes are separated by travertine barriers. Another main attraction in the Park are The Lower Lakes, which consist of four lakes: Milanovac, Gavanovac, Kaluderovac and Novakovica Brod. Also the Plitvice Stream, which is a 4 km long and the third largest source in the karst area of

the Park. When the Plitvice Stream reaches the Lower Lakes canyon the water plunges over 78 m high limestone cliffs creating the largest waterfall of Croatia, the Great Waterfall. Ten meters downstream of the Great Waterfall begins Korana River. It is located at 475 m above sea level and it is 143 km long. (Plitvicka Jezera National Park 2014.) Also one of the attractions is Supljara Cave which is located in the Lower Lakes. It is an underground cave with a special environment and inhabited with cave fauna. The cave is important because there have been scientifically discovered some species for the first time. (Plitvicka Jezera National Park 2014.)

The Park has different sightseeing programs planned in advance for the visitors, depending on how many hours they want to hike and how much time the visitor wants to spend in the Park. There are 8 different programs from 2-4 hours to until 6-8 hours of walk concentrating on the Upper Lakes, Lower Lakes or both. Sightseeing programs concentrating on the Lower Lakes are program A, which takes 2-3 hours and it starts from Entrance 1. The visitor can see Great Waterfall and lakes situated in Lower part of the Park. Also sightseeing program B, which starts from Entrance 1, take 3-4 hours and take the visitor around the Lower Lakes, electric-boat ride across Lake Kozjak to the other side, and a ride with the panoramic train. Also Program F takes 3-4 hours and it concentrates on the Lower Lakes, Lake Kozjak, and Great Waterfall starting from Entrance 2. Sightseeing program E concentrates only on the Upper Lakes-area and it takes 2-3 hours. For this program the starting point is Entrance 2. (Plitvicka Jezera National Park 2014.)

Sightseeing programs concentrating on the Upper Lakes and Lower lakes areas are: Program C, which takes the visitors around the Lower and Upper Lakes where walking and electric-boat ride is used to get to the Upper Lakes and returning to the starting point is mainly by the panoramic train. This program allows the visitors to see the most attractive waterfalls such as the Great Waterfall, Veliki Prstavac and Mali Prstavac. Sightseeing program H takes the visitors around the entire lake area of the Upper and Lower lakes starting from Entrance 2. This program includes a ride on the panoramic train, walks down the Upper Lakes, ride on the boat and a walk around the Great Waterfall. The program H is illustrated as an example in Figure 3 with permission to use

the picture from the website of National Park Plitvice Lakes. Also the sightseeing program K takes 6-8 hours and the visitor can start it from Entrance 1 or 2. This program allows the visitor to walk the entire Park lakeside by foot. (Plitvicka Jezera National Park 2014.)



Figure 2. Sightseeing program example. Picture taken from Plitvicka Jezera National Park web page with permission of Marketing and Sales Manager Ana Brajdic.

Developed **infrastructure** in Plitvice Lakes includes hiking trails, wooden bridges around the lakes and tufa barriers. Electro-boats have driven since 1978 on Lake Kozjak. (Culinovic, K. 2012, 226.)

Human Resources meaning that staff at the destination is well-trained and that they are aware of the benefits the tourism brings to the area. (World Tourism Organization 2007, 2.) The park employs approximately 750 local inhabitants and allows the local inhabitants to use the land for traditional agriculture and to provide private accommodation to visitors. (Nacionalni Park Plitvicka Jezera Plan Upravljanja 2007, 106.)

Amenities are services, which support the visitor's stay in the destination. These kinds of amenities can be public transport, guides, accommodation or visitor information.

(World Tourism Organization 2007, 2.) National Park Plitvice Lakes manages four hotels: Jezero built in 1970, Plitvice built in 1957, Bellevue built in 1963 and Grabovac built in 1984, three big restaurants; Licka Kuca, Poljana and Borje, two campsites; Borje and Korana, also large number of little restaurants and cafeterias and several souvenir shops. (Ruzic, V. & Sutic, B. 2014, 243.) Guided tours are available in the Park for a minimum of 15 persons. Tours are provided in Croatian, English, Italian, German, French and Spanish languages. (Plitvicka Jezera National Park 2014.)

Easy accessibility, meaning that the tourist can access the destination via bus, car, air, cruise ship or rail. All the larger cities in Croatia have taxis and rent-a-car services and airports. There are direct flights to Dubrovnik, Pula, Split, Zadar and Zagreb from major European cities. Cruise ships and ferries connect Croatia with Italy. Also between all large cities and regions there are buses running frequently. (Plitvicka Jezera National Park 2014) Visitors can check updated information about roads daily by HAK, a traffic info app. (HAK 2014)

The Plitvice Lakes National Park has two main entrances, entrance 1, 2 and a third entrance Flora, which is used if needed. At the entrances visitors can buy tickets and get information they need about the Park from information desks situated around the park. The Park offers eight different programs to the visitors depending on which entrance they use and how long they are willing to stay. (Nacionalni Park Plitvicka Jezera Plan Upravljanja 2007, 106.)

A unique **image** is important for attracting visitors to the site. It does not matter if the destination has good amenities and facilities if the visitors are not aware of them. The image of the place includes friendliness of the people or safety and services. The National Park Plitvice Lakes has an image as one of the most beautiful places on Earth, and also it being one of the UNESCO's World Heritage site is significant.

The price is very important factor of the destination. It is important to take in an account the competition with other destinations when setting the prices for services, transport and accommodation. With the tickets the park contribute protection and

maintenance of the park. Visitors can buy a one-day or two-day ticket or a group ticket, which requires a minimum of 15 persons per group. The price includes the electric-boat ride on Lake Kozjak and panoramic train rides. Tickets can be bought at the Park entrances. (Plitvicka Jezera National Park 2014.)

In addition to the tickets visitors need to pay a parking. For motorcycle the parking is free, for cars it is 7 kuna per hour, which is one euro, and for buses, campers and cars with trailers the price is 70 kuna per day, which is approximately 10 euros. (Plitvicka Jezera National Park 2014.)

3.3 UNESCO World Heritage sites criteria

To be included in World Heritage list, the site needs to fulfill outstanding universal value. This means that the site meets one or more World Heritage criteria, the site is well protected and managed, and it meets the conditions of integrity and authenticity. According to UNESCO: “Outstanding Universal Value means cultural and/or natural significance which is as exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity.” (UNESCO World Heritage Center 2013, 14.) There are six cultural and four natural criteria, which are illustrated in (Attachment 6.) using criteria list from World Heritage Center report (2013, 20–21). The National Park Plitvice Lakes fulfill all the four natural criteria mentioned in Attachment 6.

The World Heritage list includes 981 cultural and natural heritage sites of which 193 sites are natural, 29 mixed and 759 cultural. (UNESCO 2014.) When speaking about natural heritage it is considered as natural features which consist of physical and biological outstanding values or geological and physiographical formations of areas, which consist of different habitats and species of animals and plants. Furthermore natural heritage is considered as a natural site and/or area which has a universal value from the scientific or conservational point of view. It can also be a natural beauty. (UNESCO World Heritage Center, 13–17.)

3.4 Organizational structure in the National Park Plitvice Lakes

National Park Plitvice Lakes is under the protection of the Croatian Ministry of Environment and Nature Protection. The organizational structure of the National Park consists of different organisational units which enable professional and systematic management of the Park (Figure 3).

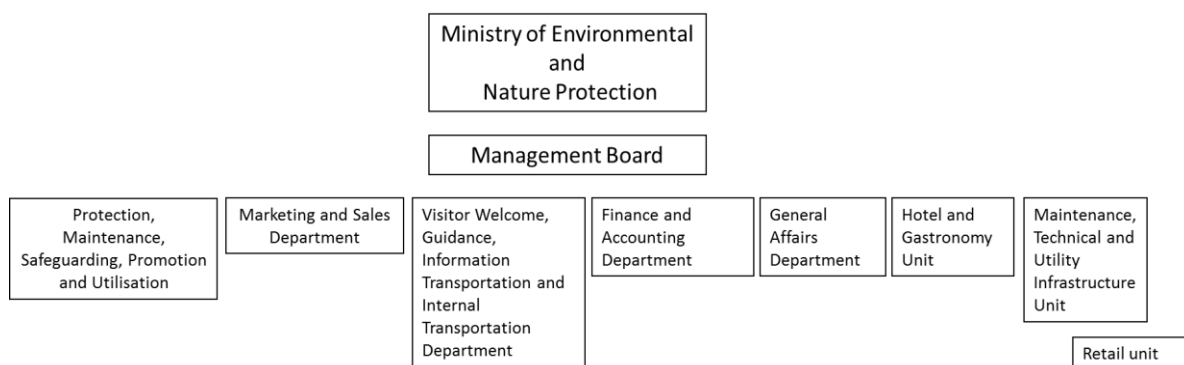


Figure 3. Organizational structure of National Park Plitvice Lakes (Plitvicka Jezera 2014).

Protection, maintenance, safeguarding, promotion and utilisation unit includes Science Research Centre –“Dr. Ivo Pevalek in which are sub-unit such as Water Ecology, Flora and Fauna Ecology, Cultural Heritage Protection, and National Park Promotion sub-unit. Furthermore Forest Ecosystems Department, Infrastructure and Horticultural Maintenance Department, and Department for Supervision, Protection and Safeguarding of the Park are the part of protection, maintenance, safeguarding, promotion and utilisation unit.

The aim for the destination management in Plitvice Lakes is to enable a quality experiences for visitors, and at the same time to maintain the protection of its cultural and-natural values. To maintain the protection there must be good and constant education of employees, local people and community in which the park is located, and also rising awareness of the World Heritage site. Also the visitors’ safety and accessibility to Park must be good, however the ecological visiting standards must be fulfilled. (Management Plan of Plitvice Lakes, 15)

4 Methods of data collection and analysis

The study was conducted as a quantitative semi-structured survey research. The survey was self-administered. The method used in the study was questionnaire-based survey. The reason for this kind of approach was the large number of people visiting the park (Brajdic, A. 2 May 2014b), where information was easily accessible. According to Veal (2011), the survey is a process of designing, conducting and gathering of information from a number of subjects. Van der Velde, Jansen and Anderson (2004, 76–77) determine the survey research as obvious method to choose if there is a large number of respondents. According to them if this kind of approach is used it allows researcher a possibility to draw general conclusions based on the findings. Furthermore Creswell (2003, 153–154) also define survey as: “a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population”. The qualitative method was not used in this study because the aim was to collect a large number of respondents, a sample and for that the quantitative method was more suitable and therefore chosen.

The aim of this survey was to collect answers to the following research questions:

1. Which push factors influence the visitors’ decision to visit National Park Plitvice Lakes
2. Which pull factors influence the visitors’ decision to visit National Park Plitvice Lakes?
3. Which other motivation factors play a role in the visitors’ decision to visit National Park Plitvice Lakes?
4. What are the implications of these motivational factors for the National Park Plitvice Lakes destination management?

4.1 Questionnaire design

The **questionnaire design** was based on Dann’s (1977) push and pull theory mentioned in Chapter 1.2, literature on motivation in natural heritage sites mentioned in Chapter 2 and on destination resources mentioned in Chapter 3. Data was collected using a semi-structured questionnaire.

The questionnaire had a total of 12 questions (Attachment 1). The first three questions aim to find out the basic demographics of visitors in order to establish a profile of the visitors and also possible indications to motivation factors (Attachment 4). As mentioned in Chapter 2 visitors decision is influenced by different variables of which one is social- psychological. This indicates that visitors' gender, age, duration of the visit or behaviour can indicate to the motivation factors and influence the visitors' decision to visit certain destination. (Descrop 2006, 7.)

Questions four, five and six (Attachment 4) aim to find out if the difference in previous visits and with whom visitor is visiting the Park, have an influence on pull and push factors, for example Pierce and Lee (2005, 227-236) indicate in Chapter 2 that among age previous experiences are influencing visitor motivation. The next three questions seek to answer to research questions 1 and 2 presented in Chapter 1 and to identify push and pull factors as reflected in literature discussed in Chapter 2. Furthermore these questions aim to identify which aspects and destination resources attract and motivate the visitors the most. This is followed by three open ended questions (Attachment 4), which seek to answer the research question 3. The visitor is allowed to include other motivations which may play a role in reasons for visiting and to give more depth to the research. Further with open ended questions the researcher seek to find out other possible factors that influence visitation and the relevance of these motivational factors for the National Park Plitvice Lakes management.

In order to ensure that the survey was conducted correctly, the cover letter was given to respondents with questionnaires. The cover letter included instructions with the purpose, confidentiality, and objectives of the survey. The questionnaire and cover letter are illustrated in Attachment 1 and Attachment 2. The survey was tested before real survey was launched, using friends and family in Finland who have been to the park before and to some friends that haven't been yet. Using people for testing who have different experiences helped the researcher to find difficulties either in the language or the structure of the questionnaire. It was found that some questions were difficult to understand for those who have never been in the Park before, and also who did not know anything about motivation factors. The content of questions 7 and 9 were

changed many times before final version to be more understandable. After testing some questions were also clarified off and the question number 12 was added.

Questionnaires were originally planned to be in German, Italian, French and Japan in addition to English language. The reason why in those languages is because as in Chapter 3 mentioned, visitors mainly come from these countries. However, during the testing of the questionnaires, it was concluded to be a difficult to implement a questionnaires in so many languages by one researcher. The issue would the distribution of questionnaires to the right language speaking visitors without offending anyone also it would take much more time for the researcher to collect as many answers as possible. Therefore researcher decided with commissioning party that the questionnaire will be only in English. After that, the questionnaire was sent to the Plitvice Lakes marketing and sales director, Ana Brajdic, so the Park management could point out their opinion about the structure of the questionnaire and that way take part in the survey. After all changes were made, the final questionnaire was distributed.

4.2 Visitor sample

The **visitor sample** was randomly selected from all park visitors from July 10th until July 25th. The reason for selecting that period of the year, is because of high season and the large number of tourists in the Park during that period. The aim was to collect answers from male and female visitors who were over 14 years old. Every fifth visitor was asked to fill out the questionnaire. The sample was gathered from three different locations; Kozjacka draga (P3), Station 1, and Station 3 so that as many visitors as possible participated but also not to disturb their experience (Figure 4.)

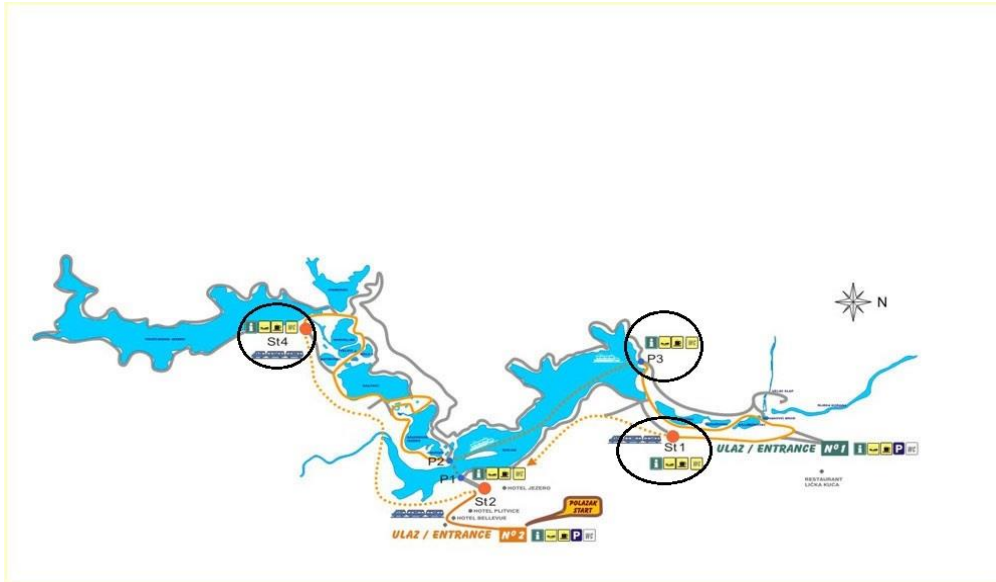


Figure 4. Locations where the sample was gathered.

The survey was self-administrated and the visitors were personally contacted at the Park by researcher. Researcher approached the visitors with sentences: “Hello, do you speak English?” and “Do you have a few minutes to fill out the questionnaire about why you chose Plitvice Lakes as your holiday destination?” If needed, researcher also helped the visitors with understanding questions and writing down the answers. In these cases the visitors were asked if the answers were well understood and filled out correctly to make sure researcher did not have influence on the answers.

4.3 Questionnaire implementation and analysis

According to statistics Marketing and Sales Director Ana Brajdic in year 2013 there were 252 558 visitors during July and the same number of visitors were expected in year 2014. Because of this huge number of visitors I decided that the sample should be as big as possible but still manageable by one person. The aim was to collect a total of 500 samples of all visitors.

Questionnaires were physically handed out to visitors every day from 10am to 6pm during a 15 day period in July from 10th until 25th 2014. The permission for the study was given by prof. Anđelko Novosel, directive manager of Plitvice Lakes (Attachment 3). The questionnaire was done so that as many visitors as possible were available to take part in the survey, however it was important that the questionnaire was completed

at the end of their visit/route they chose (Chapter 3.2). It took approximately two to five minutes to fill out one questionnaire.

Locations (Figure 4) in which the survey was done were chosen based on characteristics such as: visitors had time to fill out the questionnaire, the survey was not interrupting the visitors' experience, the researcher had time to approach the visitors, the location was on the route of every visitor entering in the park and the researcher could filter easily who answered and who did not, also the number of visitors entered to location was easily managed. These kind of locations were Kozjacka draga, where visitors waited for boat and had a lunch break, Station 1 and 3, where visitors waited for the tram and had opportunity to have a break of touring (Figure 4.)

When all questionnaires were collected, they were reviewed and filed so that unusable were picked out. Each of the questionnaires was then numbered and marked where it was taken. Unusable questionnaires were the ones with insufficient information. 415 of answers were collected and analysed. Microsoft Word, Microsoft Excel and Webropol were used for data analysis. Individual questions were presented through graph displays. Cross tabulations were also used to find deeper connections between heritage tourism motivation factors.

5 Results

In the following chapter the results of the analysed questionnaires are presented in the basic level. Conclusions and key results for factors of motivation at Plitvice Lakes, implementations and recommendations for the site management are provided in chapter 6.

5.1 Visitor profile

Results showed that there were no big differences in gender among the visitors, but the majority of visitors were from European countries. From total respondents 57.8 % were female and 42.2 % were male. The result showed that most of the respondents, 80 % live at the moment in European countries while the rest, 20 % were from USA, Asia or Africa. USA was the leading country from outside Europe with 8.0 % of total respondents. Result showed also a small number of visitors from Australia, Africa, Russia and Turkey. From Belgium there were 11.6 % of all respondents meaning 48 visitors from 415 of total.

The majority of visitors were aged between 21 and 30 years with 46.5 % of all respondents. The youngest respondent was 14 and oldest 71 years old. Figure 2 shows the age distribution among the respondents at the Park.

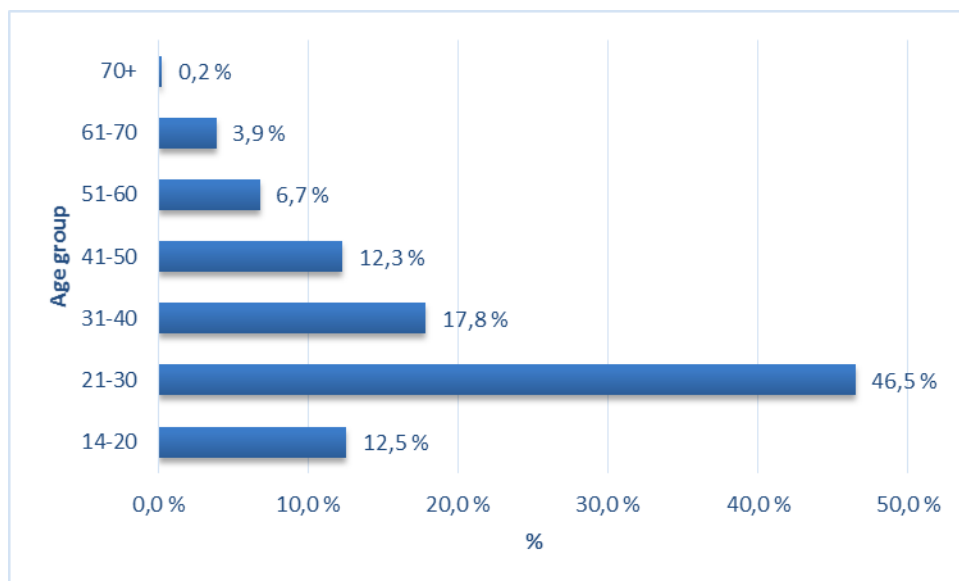


Figure 5. Age of the respondents (n=415) in National Park Plitvice Lakes

The research showed that the Park was mainly visited with friends, partner or family. The majority 60.7 % visited the Park with friends and family and 33.5 % of respondents visited the Park with partner. Some of the respondents were in the Park with family, but also the partner and friends were with them. A significantly small number of respondents were alone, 1.2 %, with school group, 0.7 % or with tour group, 8.3%. The large number of visitors who visited the Park with partner or family showed in Table 3 is because many of respondents chose both, visiting with friends and partner, or with friends and family. Also those who chose 'Other' as with whom they are visiting specified it as with scout group. Further, 86.5 % of the respondents had not visited the Park before and only 13.5 % had. From those who had visited Park, 5.5 % had visited it once, 2.7 % twice and 5.3 % more than twice before.

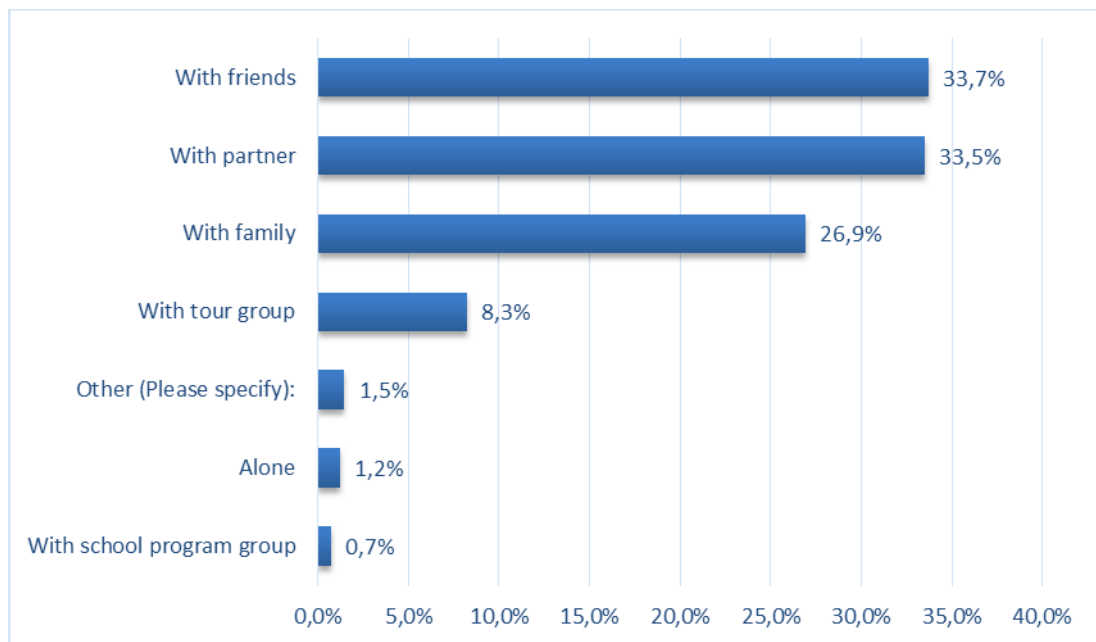


Figure 6. With whom respondents (n=415) visited the Park.

5.2 Reasons for visiting

The most important reason for visiting the Park found in this study was to experience something new with 58.6%. Because it was recommended and the role of UNESCO's World Heritage site, were also significant reasons for almost half of respondents with 46.0% and 41.9%. Other significant reasons for visiting were spending time with family, friends or partner with 40.0 %, to satisfy curiosity, 32.3 %, to escape from daily rou-

tine, 27.7 % and to learn about flora and fauna of Plitvice Lakes, 20.2 %. However meeting new people 5.1 % as a reason for visiting was found to be less common. Those respondents who chose ‘Other’ specified that they came to see the beautiful nature. The reasons for visiting Plitvice Lakes, are presented in Figure 7.

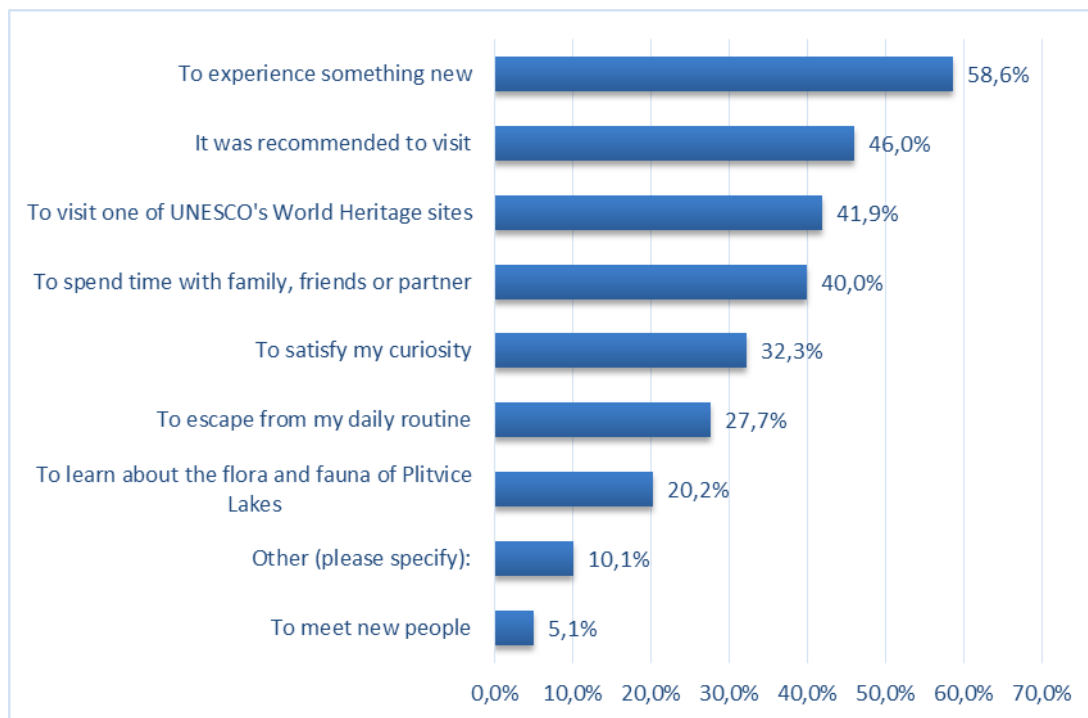


Figure 7. Reasons for visiting the Plitvice Lakes (n=415).

Other results showed, that those who visited the Park because it was recommended 46.0% mainly got the recommendation from friends or family as one of the most beautiful places on Earth. The second important fact showed by results was the role of social media. Many of the respondents found pictures while surfing the places to visit in Croatia, others came because it was recommended as a “must see” UNESCO’s World Heritage site.

According to Descrop (2006,7) and Uysal, Li & Turk (2008,431) different socio-psychological variables influence the motivation, those are presented in literature in Chapter 2. To demonstrate that, cross tabulation was used to found out the relationship between the number of visits and the reasons for visiting. This is illustrated in Table 1. Those visitors who have not visited the Park before came for the reason of experiencing something new, 63.2 %. Also the recommendation 49.6% and

role of UNESCO's World Heritage sites 44.0%, played a significant role in reason for visiting. However, it was found that for visitors who had visited the Park more than twice before, the experiencing something new, 13,6 % was not as important as escaping from daily routines, 63,7% or spending time with family, friends or partner, 50.0 %.

Table 2. Relationship between the number of visits and reasons for visiting.

Reasons for visiting the Plitvice Lakes	ALL VISITORS(n=415)	1 time (n=23)	2 times (n=11)	More than twice (n=22)	Have not visited before (n=359)
To experience something new	58,6%	39,1 %	36,40 %	13,6 %	63,2 %
To learn about the flora and fauna of Plitvice Lakes	20,2%	34,8 %	9,1 %	27,3 %	19,2 %
To visit one of UNESCO's World Heritage sites	41,9%	30,4 %	36,4 %	22,7 %	44,0 %
To satisfy my curiosity	32,3%	21,7 %	45,5 %	22,7 %	33,1 %
To escape from my daily routine	27,7%	43,5 %	54,5 %	63,6 %	23,7 %
To meet new people	5,1%	8,7 %	18,2 %	22,7 %	3,3 %
To spend time with family, friends or partner	40,0%	56,5 %	54,5 %	50,0 %	37,9 %
It was recommended to visit	46,0%	30,4 %	9,1 %	22,7 %	49,6 %
Other (please specify):	10,1%	13,0 %	0,0 %	22,7 %	9,5 %

Further since relationship between age and different reasons for visiting, were found in different theories and studies (Chapter 2), a deeper analysis were done using cross tabulation. It was found that novelty seeking was the main reason for visiting in the age groups of 14-20, 21-30, 31-40 and 41-50. On the other hand in the age groups of 51-60 or above the main reason for visiting was the role of UNESCO's World Heritage site, the heritage identity and recommendation.

Table 3. Relationship between age groups and reasons for visiting (n= 415).

Reasons for visiting	14-20 (n=52)	21-30 (n=193)	31-40 (n=74)	41-50 (n=51)	51-60 (n=28)	61-70 (n=16)	70+ (n=1)	All
To experience something new	21,3 %	22,0 %	20,7 %	20,0 %	15,3 %	15,8 %	0,0 %	20,8 %
To learn about the flora and fauna of Plitvice Lakes	7,7 %	5,3 %	6,9 %	11,7 %	12,5 %	2,6 %	33,3 %	7,1 %
To visit one of UNESCO's World Heritage sites	19,4 %	11,9 %	17,5 %	17,2 %	19,4 %	26,3 %	33,3 %	15,6 %
To satisfy my curiosity	12,3 %	12,8 %	10,6 %	9,7 %	9,7 %	7,9 %	0,0 %	11,6 %
To escape from my daily routine	9,7 %	10,6 %	8,8 %	9,0 %	8,3 %	5,3 %	0,0 %	9,6 %
To meet new people	1,3 %	2,6 %	0,9 %	0,0 %	2,8 %	2,6 %	0,0 %	1,8 %
To spend time with family, friends or partner	11,0 %	13,8 %	16,6 %	18,6 %	6,9 %	13,2 %	0,0 %	14,0 %
It was recommended to visit	12,9 %	18,2 %	15,2 %	10,3 %	16,7 %	23,7 %	33,3 %	16,1 %
Other (please specify):	4,5 %	2,8 %	2,8 %	3,4 %	8,3 %	2,6 %	0,0 %	3,4 %

The relationship between country of stay and reasons for visiting was analyzed using cross tabulation and illustrated in Table 4. The research showed clear differences between domestic and international visitors reasons for visiting. Only the countries with the most visitors' are illustrated in the Table 4. Among domestic visitors the reasons for visiting were escaping from daily routine with 15.9 %, experiencing something new with 15.9 % and spending time with family, friends and partner with 14.3 %. On the other hand, domestic visitors did not see the role of being on UNESCO's World Heritage list as an equally important reason for visiting as the international visitors did. However meeting new people was a significant reason for domestic visitors but not for international.

Table 4. Relationship between country of stay and reasons for visiting (n=145).

Reasons for visiting	Belgium(n=48)	Netherlands(n=34)	USA(n=33)	UK(n=33)	France(n=32)	Germany (n=30)	Croatia(n=22)	All
To experience something new	16,8 %	32,3 %	28,4 %	24,5 %	15,3 %	20,2 %	15,9 %	21,3 %
To learn about the flora and fauna of Plitvice Lakes	10,9 %	1,6 %	6,3 %	3,2 %	3,1 %	8,3 %	11,1 %	6,6 %
To visit one of UNESCO's World Heritage sites	20,4 %	12,9 %	18,9 %	11,7 %	18,4 %	20,2 %	9,5 %	16,7 %
To satisfy my curiosity	12,4 %	19,4 %	7,4 %	9,6 %	15,3 %	6,0 %	11,1 %	11,4 %
To escape from my daily routine	8,0 %	4,8 %	7,4 %	11,7 %	9,2 %	13,1 %	15,9 %	9,8 %
To meet new people	1,5 %	0,0 %	0,0 %	2,1 %	1,0 %	3,6 %	6,3 %	1,9 %
To spend time with family, friends or partner	15,3 %	4,8 %	10,5 %	14,9 %	14,3 %	19,0 %	14,3 %	13,7 %
It was recommended to visit	10,2 %	21,0 %	16,8 %	17,0 %	22,4 %	7,1 %	12,7 %	15,0 %
Other (please specify):	4,4 %	3,2 %	4,2 %	5,3 %	1,0 %	2,4 %	3,2 %	3,5 %

5.3 Destination resources and other motivation factors

The waterfalls were found to be the most interesting natural resources in the Park by over half of all the visitors. Lakes with 33.0 % and landscape with 22.7 % were significantly popular. On the other hand respondents found guided tours, outdoor activities and infrastructure less interesting. Those who chose 'Other', 4.5% as most interesting in Plitvice Lakes often specified it as an impossible to choose just one most interesting thing and enjoyed everything from fish and clear water to the combination of lakes and landscapes. One of the respondent described the attractiveness and natural resources of the Park as: "Incredible BIO-GEOLOGICAL balance".

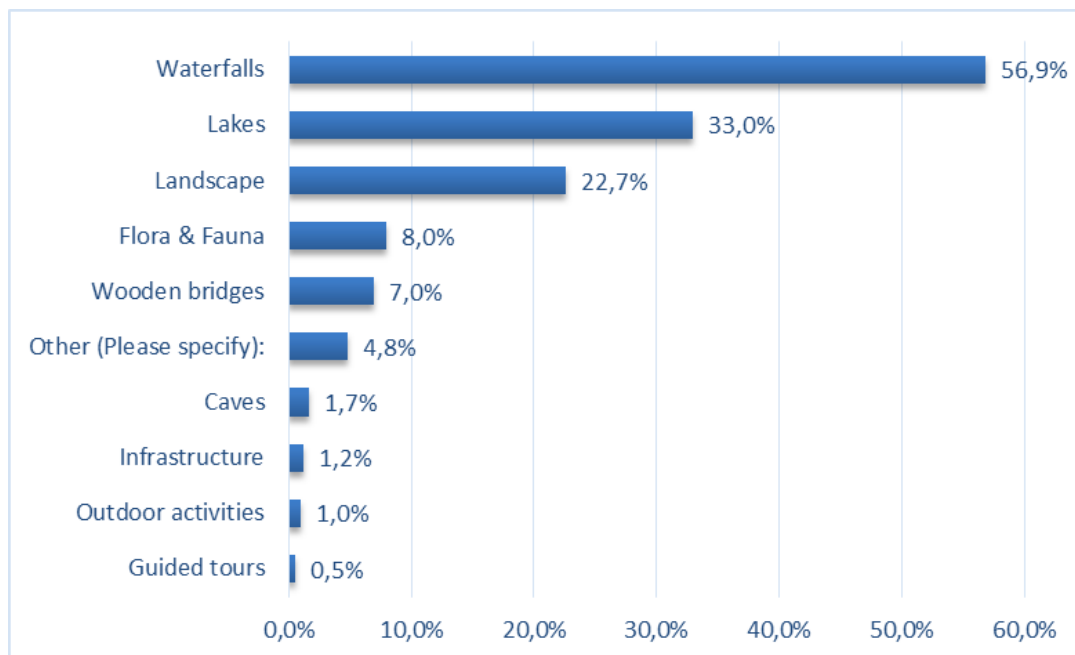


Figure 8. Interests about park attractions and destination resources.

The respondents were further asked to decide if they strongly agree, agree, disagree or strongly disagree on different claims concerning the Park resources. A significant finding was that 72.9% of all respondents strongly agreed that the landscape of the Plitvice Lakes is unique. However when asked if the Park offers a wide variety of outdoor activities, 31.4 % said they did not know, which could illustrate a lack of the information about the activities in the Park. Further 54.3 % of the respondents agreed that the ticket price was reasonable and 8.7 % disagreed with this claim. Also 94.4 % of all respondents felt that experience in National Park Plitvice Lakes met their expectations.

Table 5. Visitors' opinion on destination resources and attractors in the Park (n=415).

Destination resources and attractors	Strongly agree	Agree	Disagree	Strongly disagree	I dont know
The ticket price was reasonable	9,9%	54,3%	24,9%	8,7%	2,2%
The accessibility to the park was good	35,7%	59,2%	3,4%	0,5%	1,2%
The park employees were friendly	32,7%	52,1%	4,1%	1,2%	9,9%
I felt safe while visiting Plitvice Lakes	54,2%	42,4%	1,9%	0,7%	0,7%
The park has a great variety of flora and fauna	53,7%	36,8%	5,4%	0,2%	3,9%
The landscape was unique	72,9%	23,0%	2,7%	1,2%	0,2%
The quality of services was good	25,1%	63,4%	4,6%	0,5%	6,5%
The park offers a wide variety of outdoor activities	8,1%	38,1%	17,4%	4,9%	31,4%
Information about services and activities was easily accessible	18,0%	54,0%	17,8%	2,9%	7,3%
The status of UNESCO World Heritage site influenced my decision to visit the park	20,0%	35,9%	27,6%	8,0%	8,5%
Experiences in Plitvice Lakes met my expectations	53,7%	40,7%	2,7%	1,2%	1,7%

Other motivation factors were found using open ended questions. Of all 415 respondents 372 specified their reason to visit the Park. The reasons that emerged were “recommendation and social media”, “natural resources and uniqueness”, “easy accessibility” and “image and popularity of place”. 44.4 % of respondents chose Plitvice Lakes as their holiday destination because they were influenced by recommendation or social media. Significant were also the uniqueness and natural resources of the Park such as Great Waterfall or Lakes with 29.6 %. Other important reasons were image and popularity of the Park with 10.8 % and easy accessibility and location of the Park with 12.9 %. Other motivation factors found in National Park are illustrated in Figure 9.

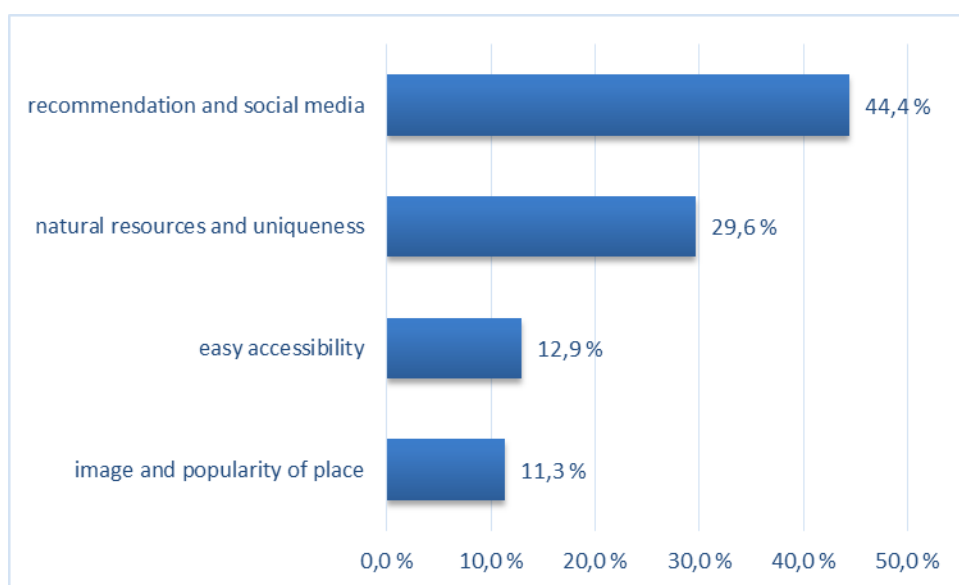


Figure 9. Other motivation factors found in National Park Plitvice Lakes. (n=372)

6 Conclusions and recommendations

In this chapter the theoretical part of the study and the results found using the questionnaires, will be presented side by side in order to find connections. It will also allow the comparison and evoke discussion between the theoretical part and the results.

The visitor profile shows that the majority of all visitors were 30 year old or below with a little over half being female. Over half of all visitors visited Plitvice Lakes with friends or family. A huge number of visitors live in the surrounding countries in Europe, but other countries were also found. A large presentage of first-time visitors was found.

More detailed discussion on findings is found in the following section. Also the implications, recommendations for the site, reliability, validity and limitations of the study are discussed in this chapter.

6.1 Key results for factors of motivation at the Plitvice Lakes?

Five **Push factors** influencing visitors' decision to visit National Park Plitvice Lakes were found, namely novelty, family togetherness, curiosity, escape and nature appreciation. The following is a discussion of these push factors influencing the visitors' decision to visit the Park.

Novelty seeking played the dominant role as a motivation factor at the Park since more than half of respondents visited the Park because of need for experiencing something new. Especially for those who have never visited the Park before, novelty seeking was a major reason for visiting. Although the link between experiencing something new and age group or the link between country of residence and novelty seeking was found, for domestic tourists experiencing something new was linked to escaping everyday routine, since the same number of respondents felt that way (Table 4). Also since the Park has a good location as mentioned in literature above, for domestic visitors it is

within easy reach and therefore experiencing something new or different than everyday life is easily manageable.

Novelty seeking as the dominant motivation factor found in this study corresponds to the theory of Baloglu and Uysal (1996, 32-38) on that novelty is one of the major motivational factors. Also Dann (1981) categorized the need for novelty as one of the push factors influencing the tourist's decision to travel to a certain destination. Furthermore, the more recent study of Mehmetoglu and Normann (2013, 3–4) found novelty as a one motivation factor for participating in different activities in nature-based tourism. Therefore novelty is one of the push factors influencing visitors' decision to visit National Park Plitvice Lakes.

Family togetherness as a motivation factor was the second most important reason to visit the Park. Over half of the respondents visited the park with friends and family or partner. This motivation factor is found in Crompton's (1979) motivation theory discussed in literature, in which the relationship with others and social interaction are seen as push factors. Also Seong-Seop and Choong-Ki (2000, 257–260) studied motivation factors in National Parks in South Korea and revealed family togetherness as one of the dominant push motives. This is supported by Pearce and Lee (2005, 227-236) in their travel career ladder (TCL), the theory stating motivation a combination of multiple motives, which are in this case need for relationship and fulfilment needs. More recently Bashar and Puad (2010, 44) have found in their research that visitors travel to fulfil their intrinsic desires and they found social interaction as push motivation. As Wolf-Watz (2014, 10-11) puts it “the outdoor events are important ways to meet new people and old friends and, in extension, to maintain a sense of belongings.” Therefore family togetherness is verified as one of the push motivational factors influencing the decision to visit the National Park Plitvice Lakes.

Curiosity as motivational factor plays a minor role in the Park since only few of the respondents visited the Park for reasons of curiosity. However, the curiosity is found in further results linked to recommendation since the majority of respondents visited the Park because it was recommended, and also due to the image of the place. This

indicates that the respondents were curious enough to explore the Park themselves. Many respondents found the Park while searching for the most beautiful places on Earth or UNESCO's World Heritage sites. Also being the place where a movie such as *Winnetou* has been shot impacted some visitors to visit the Park. Curiosity, therefore, can be connected to different other motivation factors.

Curiosity as a motivation factor has been found in many studies before. Researchers such as Seong-Seop and Choong-Ki (2000) found curiosity as push factor while studying the push and pull relationships in National Parks in South Korea. More recently Phau et al. (2013, 269-282) found curiosity as one of push factors while studying the push and pull factors in Araluen Botanic Park. Curiosity as motivational factor is verified by Dann's (1981) and Crompton's (1979) theory of motivations, since both researchers found it as one of motivational factor, therefore curiosity as a push motivational factor discussed in literature influence the visitors decision to visit the National Park Plitvice Lakes.

Need for escape and relaxation played a minor role as a motivation factor in National Park Plitvice Lakes and was discussed in the literature as a push factor. However for visitors who have been to the Park before this push factor played an important role. In further examination it was found that walking in the nature, and enjoying the nature was linked to relaxation. Also the link between the need for escape and domestic tourists was found and demonstrated in (Table 4.)

These findings correspond to Crompton's (1979) theory of push motivational factors that relaxation is one of socio-psychological motives for travel. Also Dann (1981) verified this since he described the need for escape as one of the internal drivers which push the visitor to travel. Since then more researchers have found in their studies escape and relaxation as one of push factors (Seong-Seop & Choong-Ki 2002; Yoon & Uysal 2005; Phau et al. 2013). Therefore escape and relaxation discussed in literature influence the visitors' decision to visit the National Park Plitvice Lakes.

Nature appreciation was discussed in literature as a push motivational factor. Even though most of respondents did not see flora and fauna as one of the most important reasons for visiting (20.2 %), the dominant reason for visiting was appreciating the nature and time spent in nature surrounded by water and forest. Nature appreciation is one of push factors seen in natural based tourism destinations and national parks studies. The finding of this study correspond to the Seong-Seop and Choong-Ki (2000) and Phau et al. (2013, 269-282.) findings that nature appreciation is one of the major push motivation factors. Therefore nature appreciation discussed in literature is one of the push factors influencing the visitors' decision to visit National Park Plitvice Lakes.

Three **Pull factors** influencing the visitors' decision to visit the National Park Plitvice Lakes were found, namely natural resources, natural heritage, and accessibility. The following is a discussion of these pull factors influencing the visitors' decision to visit the Park.

Natural resources was the dominant pull factors of motivation at the National Park Plitvice Lakes. The most interesting attractions were waterfalls, lakes and landscape. The majority of respondents came to see as one of respondents says "the most beautiful nature in the world". The Great Waterfall, Lakes and phenomenon of water and its power and beauty was the major reasons why visiting the Park.

These findings correspond to literature discussed earlier where Phau, Lee and Quintal (2013, 272) talk about how facilities, culture and heritage, and natural flora and fauna are the prominent park features which pull visitors to a destination. Also Dann (1981) in his definition of pull factors indicates that attractiveness of destination such as waterfalls are the main forces which pull visitors' toward destination. Therefore natural resources as one of dominant pull motivational factors discussed in literature influence the visitors' decision to visit the National Park Plitvice Lakes.

The role of UNESCO's World Heritage site or **natural heritage site** was the second dominant pull factor of motivation at the Park. The role of being on UNESCO's World Heritage site influenced the majority of visitors' decision to visit the National

Park Plitvice Lakes. On closer examination, this role meant more to those who were visiting the Park for the first time than to those who have been to the Park before. Also differences between age groups were found. For elder visitors the role of being one of the heritage sites played a bigger role than for those in younger groups. Further, for the domestic visitors this role was less meaningful than for international visitors.

The findings of natural heritage site influencing the visitors' decision to visit National Park Plitvice Lakes correspond to Su's and Lin's (2014, 46-58) findings that natural and heritage sites are one of the main attractions for international tourists. Poria, Butler and Airey (2003, 243-244) studied the meaning of heritage tourism and found out that it brings emotional involvement, education, enjoyment and relaxation to visitors. According to Salazar (2012, 28): "is not just about value that heritage gives to visitor but also meanings attached to heritage play an important role". Therefore, the role of being one of UNESCO's natural heritage sites as a pull motivational factor discussed in literature influence the visitors' decision to visit the National Park Plitvice Lakes.

Location was the third pull motivational factor at the Park. Even though visitors did not indicate the location as a motivation factor that influences their visitation, results such as the high number of first time visitors possibly indicates that the location plays a significant role in reasons for visiting. This motivational factor was not discussed in the beginning of this study but was still found as a result of the study. On closer examination, some of the respondents visited the Park because it was on the way to or from Mediterranean Sea or just at good location to stop by for one-day trip. This indicates that the location of the Park plays a significant role as a pull motivational factor influencing the visitors' decision to visit the National Park Plitvice Lakes.

Other motivation factors playing a role in visitors' decision to visit National Park Plitvice Lakes were the recommendation and the role of social media, natural resources and uniqueness of landscape, image and popularity, and easy accessibility. The following is a discussion of these other motivation factors playing a role in the visitors' decision to visit the Park. Some of the factors were not found in the literature but could possibly be unique for the National Park Plitvice Lakes.

Recommendation and social media was found to be dominant when influencing the reason for visiting the Park but was not discussed in the beginning of this study as a pull or push motivational factor. However this motivational factor could be categorized as a push factors due to its intrinsic nature, and could also be linked to Crompton's (1979) push motivational factor namely prestige since many on respondents came because friends or family have been to the Park before. As in (Figure 7) was illustrated 44.4 % of respondents who clarified the reason of visiting (n=372) clarified the reason as influence of recommendation and social media.

Word of Mouth (WOM) was found to play a dominant role. The second dominant was the role of internet, Google and different sites such as Instagram and Facebook. The third were documentaries shown on television and the movie *Winnetou*, which influenced a few visitors' decision to visit the Park. As a result of all different ways National Park Plitvice Lakes was shown on internet or recommended, all of respondents who chose this as a reason, felt like they needed to see the beauty of the Park that was talked about.

The findings that recommendation and the power of social media, ties in with literature discussed earlier where MohdIsa and Ramli (2014) found in their study that destination awareness, motivation and WOM, word of mouth are the factors which influence decision making to particular destination. Therefore the recommendation and role of social media are motivation factors playing a role in visitors' decision to visit National Park Plitvice Lakes.

Uniqueness of landscape was found to play a role in the visitors' decision to visit the Park and it could be categorized as pull factor due to its extrinsic nature. This motivational factor was found to be a unique for the Park since it was not discussed in the beginning of this study. A majority of visitors felt that the landscape of the Park is unique and almost everyone (90.5 %) said that the Park has great variety of flora and fauna, which in this contest is linked to natural resources. Also in deeper examination it

was found that uniqueness of the landscape shown via pictures on internet influenced visitors' to see it themselves.

Image of the Park was a second motivational factor playing role in the visitors' decision to visit the National Park Plitvice Lakes. Even through it was not discussed in literature it was found to be a unique push motivational factor for the Park. Many visitors have heard or seen pictures of the Park, it is also known as one of the most beautiful places to visit by many magazines. Furthermore the popularity of the Park was also one of reasons for visiting. It is not a dominant motivational factor but can be linked to the image of the Park and also to socio-demographic push factor namely prestige from Crompton's (1979) push-pull model.

As a **conclusion**, apart from heritage as a possible motivational factor in the National Park Plitvice Lakes this study shows only suggestions on what motivates visitors to this particular National Park. According to Phau et al. (2013, 272) discussed in Chapter 2, differences in motivation factors of visitors vary in relation to the socio-demographic characteristics of the visitors, also the location and the type of destination plays a role when we speak about which push and pull factors influence the visitors' decision to visit different destinations. Therefore it cannot be certain what really pulls and pushes visitors to other sites of natural heritage. The findings of this study can however indicate or give a general guideline to similar studies in natural heritage sites.

In summary, the similarities in motivational factors influencing visitors' decision to travel to natural heritage sites and visitors' motivational factors found in this study of National Park Plitvice Lakes, have been found. These similarities are illustrated in Table 6 where the motivation factors in natural heritage discussed in literature and motivation factors in National Park Plitvice Lakes are presented side by side.

Table 6. Relationship between visitors' motivational factors found in different studies and visitors' motivational factors found in National Park Plitvice Lakes.

Motivation factors in natural heritage	Studies in which motivation factors were found	Motivation factors found in National Park Plitvice Lakes
Curiosity	Crompton (1979), Dann (1981), Phau et al. (2013)	Curiosity as push factor
Novelty seeking	Crompton (1979), Baloglu and Uysal (1996), Mehmetoglu and Normann (2013),	Novelty -> need for experiencing something new as push factor
Relationships with others	Crompton (1979), Seong-Seop and Choong Ki (2000), Özel and Kozak (2012), Poria, Butler and Airey (2003), Pearce and Lee (2005), Wold- Watz (2014)	Family togetherness as push factor
Escape from everyday routine and relax	Crompton (1979), Dann (1981), Seong-Seop and Choong- Ki (2000), Yoon and Uysal (2005), Mehmetoglu and Normann (2013), Wold- Watz (2014)	Need for escape and relaxation as push factor
Natural resources	Baloglu and Uysal (1996), Seong-Seop and Choong-Ki (2000), Phau et al. (2013), Su and Lin (2014)	Natural resources as pull factor
Attractiveness of destination	Dann (1977,1981), Seong-Seop and Choong-Ki (2000), Yoon & Uysal (2005), Phau et al. (2013),	Nature appreciation as push factor
Self-evaluation and exploration	Crompton (1979), Dann (1977,1987), Chiang and Jogaratnam (2005), Pearce and Lee (2005)	not found in this study
Perception and image of the destination	Baloglu and Uysal (1996)	Image of the Park as other motivation
Role of being natural heritage	Su and Lin (2014)	role of natural heritage site as pull factor

6.2 Implications and recommendations for the site management

This sector provides the answers to research question 4. What are the implications of these motivational factors for the National Park Plitvice Lakes. Travelling to natural and cultural heritage sites is not new. People have travelled for many years and the visitation to nature heritage sites and national parks has grown rapidly over the last 10 years. (Wilson et al. 2009, 282.) Therefore a better understanding of the visitors' behaviour and motives lying behind the behaviour is crucial for providing good services for the customers. As Ryan (2002, 34-35) indicates that it is very important to develop a categorization of visitors' motives because different types of motives generate either

successful or unsuccessful experiences. Consequently, the knowledge gathered from this study can help National Park Plitvice Lakes in several ways.

This study concentrated on the implementations and recommendations for marketing and sales, gate and ground management and for administrators of National Park Plitvice Lakes. The implementations and recommendations for conservation of cultural and natural heritage is not discussed in this chapter at all, but it doesn't mean it is not one of the most important activities for the Park.

The large number of visitors coming for the first time in the park provides possibility for **gate and ground managers** to promote the Parks possibly with leaflets and brochures with the information on what the visitor can do in the Park during for example spring or winter time. The gate and ground managers are the ones in constant touch with visitors in the Park and that way the Park could awake the interest of those visitors who came to visit the Park because of curiosity or to experience something new.

The lack of information about services and activities in the Park appeared in this study (Table 2). Therefore the gate and ground managers could be more active in providing information to visitors at entrances. The information about different sightseeing programs is provided but in addition to them there could be "information packages" or brochures of all possible activities such as renting rowing boats and biking trails. This could be manageable because the majority of the visitors' decision to visit the Park was influenced by need for novelty, experience of something new.

Marketing and sales can recognize from this study some new marketing strategies to increase or to effectively market the Park through all seasons. That way they can solve some of the problems related to seasonality. As Bashar and Puad (2010, 44b) puts it, a good match of push and pull motives is important for a marketing strategy in destinations such as National Parks. Also the examination of these motives can provide better segmentation markets, promotional programs and destination development.

For example the study found the Park was mainly visited with family, friends or partner. Also a significant motivation factors was the role of word of mouth and social media. This indicates that the Park has a possibility to promote themselves more via social media such as Facebook, Instagram, Twitter and blogs where the visitors' can pass information about activities, experiences and events to friends. The statistics of Instagram (Websta Instagram Web Viewer 2014) shows that over 40 000 hashtags for #Plitvice or #PlitviceLakes can be found. This is a huge number of visitors, and it shows that the possibility to promote different seasons would be possible. For example Park could use hash tag #AutumnInPlitvice or #WinterInPlitvice as marketing different seasons so the information about the beauty of the Lakes in that time of year would spread through social media.

Last but not least, since the Park has event possibilities such weddings in the Park and a cycling event during spring, this sector should be increased and developed so that the events would be divided through the whole year. According to Phau et al. (2013, 269-282) findings, if parks want to increase the number of visitors they should attract visitors with meaningful events and activities. National Park Plitvice Lakes could use event themes as spring, autumn and winter in Plitvice. Also offering open invitations or tickets during high season would offer a good way to market and promote the events since the big role as motivational factor played recommendation and word of mouth.

Park administrators should note that the main attractions for visiting the National Park Plitvice Lakes were natural resources and the role of heritage site. Because of that, park administrators should concentrate on increasing services concerning these factors.

Information about services and activities was not easily accessible according to some visitors. Also some respondents further defined reason as lack of signs around the Park. Since nature appreciation and natural resources in the Park influenced the majority of visitors more information about waterfalls, lakes and history of the Park would be a way to offer something different to visitors. The information could be in form of pictures, illustrations, or text about the Park and it could be posted alongside the Wa-

terfalls, Lakes and paths. This way the story of the Park and history of the place could be presented to visitors through the whole tour.

Since the uniqueness of the Park was one of dominant motivational factors, more information about what happens in the water, how and when the Lake or Waterfall were shaped would be a good way to rise the visitors' interest in learning during the touring. Many researchers have found that learning is one of the most important reasons why the visitors travel to national parks. (Chapter 2.)

6.3 Limitations, reliability and validity of the study

First of all, because this was a case study of the National Park Plitvice Lakes, the results may not apply to other natural heritage sites but . Second of all the methodology of this study may present some **limitations** to the finding of this study. The use of semi-structured questionnaire restricted respondents to multiple questions provided by the researcher, which means that the respondents had little opportunity to answer freely. A qualitative methodology, such as interviews, would maybe offer respondents more opportunities to specify why they chose Plitvice Lakes and allowed a deeper insight on motivational factors. However, it would be difficult to implement a theme interviews because researcher did not want to interrupt experiences of the respondents and this kind of methodology would require more time for answering to questions. The questions presented in questionnaire were considered important by researcher and commissioning party, and therefore there is the risk for missing important information by asking wrong questions.

Third of all the data collection was heavily dependent on one researcher and the willingness of visitors to participate in the survey. Also there were no previous researches at the Park to compare the results with. In order to gain more reliable findings, it would be recommended to have another survey carried out at the Park. Furthermore the aim was to collect a sample from visitors exiting the Park or at the end of their touring, which appears to be difficult and therefore may present some limitations to the findings of the study.

For this study the semi-structured questionnaire was used and therefore the validity and reliability of the study were evaluated from this perspective. According to Van der Velde, Janse and Anderson (2004, 50-54) **reliability** measures the precision and accuracy of measured instrument, which means that if you repeat a measurement the result should be the same. In this case the study was tested before the actual implementation and also the questionnaire design was guided by similar surveys carried in motivation factor studies and studies concentrating on heritage tourism. This is supported by Brotherton (2008, 102) since he claims that if previous researchers has been able to prove reliability of measures used in their studies, then the measure of the study can be claimed to be reliable based on already existing evidence.

Validity on the other hand measures if the aim of measurement was achieved. In this case for example did this questionnaire measured influences of decision making or for example effectiveness of the marketing? Therefore the reliability is requirement for validity. (Van der Velde et al. 2004, 50-54.) In this case the study got the answers to research questions set in beginning and therefore this research can be considered as valid. Also the fact that questionnaire was done as open-ended questionnaire indicates that the respondents were not forced to only select predetermined options but also to express themselves via open questions. This is supported by Brotherton's (2008, 132-133) claim that validity of the data is expected to be high in cases when respondents are allowed to provide the responses in their own words and terms.

6.4 Recommendations for future researches

This research could be the beginning of further research into the topic of natural heritage and motivation and its possibility to help the Park with the seasonality problem. On the basic of this research and findings further recommendations for the future researchers are presented.

First recommendation for the future is deeper understanding on role of recommendation playing in the natural heritage tourism and particularly in the Park. Since findings showed the importance of this motivational factor it can provide a basis for further research at the National Park Plitvice Lakes or similar natural heritage sites.

Second recommendation is regarding social media because it was found to have an impact on image and popularity of the place. Therefore a deeper investigation on how social media influence National Park Plitvice Lakes or natural heritage sites, or how it can be used as a marketing tool to motivate the visitors to visit the Park.

Third recommendation is a different approach to the research using a different methodology, for example interviews which could possibly provide a deeper understanding of visitor motivation. This is because visitors seemed to appreciate the opportunity to express their feelings and reasons why they came. Also many used opportunity to fill out the open question about suggestions for the site management.

Fourth recommendation is to possibly investigating the relationship between motivation factors and seasonality and therefore market the site to the right persons, at the right time through the right channels.

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Attachments

Attachment 1. Questionnaire

Dear visitor of National Park Plitvice Lakes,

Please share your experience with us to help us better understand what motivates people to visit the National Park Plitvice Lakes. The park management will use the findings as a basis for further improving the visitor experience at Plitvice Lakes.

Thank you in advance for your assistance!

1. Are you?

Female

Male

2. In which country do you live at this moment?

3. How old are you?

4. Have you visited National Park Plitvice Lakes before?

Yes

No

5. If Yes, how many times?

1 time

2 times

more than twice

I have not visited the park before

6. With whom are you visiting the Plitvice Lakes?

- Alone
- With friends
- With family
- With partner
- With tour group
- With school program group
- Other (Please specify): _____

7. Which are your 3 most important reasons for visiting the Plitvice Lakes?

- To experience something new
- To learn about the flora and fauna of Plitvice Lakes
- To visit one of UNESCO's World Heritage sites
- To satisfy my curiosity
- To escape from my daily routine
- To meet new people
- To spend time with family, friends or partner
- It was recommended to visit
- Other (please specify): _____

8. What was the most interesting in Plitvice Lakes? Please choose one.

- Lakes
- Waterfalls
- Flora & Fauna
- Landscape
- Caves
- Wooden bridges
- Guided tours
- Outdoor activities
- Infrastructure
- Other (please specify): _____

9. Do you agree or disagree on following claims?

	Strongly agree	Agree	Disagree	Strongly disagree	I dont know
The ticket price was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accessibility to the park was good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The park employees were friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt safe while visiting Plitvice Lakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The park has a great variety of flora and fauna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The landscape was unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of services was good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The park offers a wide variety of outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about services and activities was easily accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The status of UNESCO World Heritage site influenced my decision to visit the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiences in Plitvice Lakes met my expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. What made you choose Plitvice Lakes as your holiday destination?

11. Please describe your favorite moment at Plitvice Lakes?

12. Please feel free to give suggestions for Plitvice Lakes

Thank you for your time!

Attachment 2. Cover letter

Dear visitor of National Park Plitvice Lakes,

My name is Tihana Biga and I am student of HAAGA-HELIA University of Applied Science in Helsinki. I am doing research on visitor motivation at the National Park Plitvice Lakes.

The goal for this research is to better understand what motivates people to visit the park. The park management will use the findings as a basis for further improving the visitor experience at Plitvice Lakes.

All the responses are confidential and therefore the name is not required on the survey. The survey takes approximately 5-10 minutes to complete. Your help is more than appreciated.

If you have any questions please don't hesitate to email me at tihana.bigam@my.haaga-helia.fi. Thank you in advance for your time and assistance.

Sincerely,

Tihana Biga

HAAGA-HELIA University of Applied Science

Helsinki, Finland

Attachment 3. Permission for the study in National Park Plitvice Lakes, Croatia



nacionalni park plitvička jezera

Plitvička jezera bb, HR 53231 Plitvička jezera
tel +385 (53) 751 132, fax +385 (53) 751 076
Web: www.np-plitvicka-jezera.hr, e-mail: strucni.voditelj@np-plitvicka-jezera.hr

U Plitvičkim Jezerima, 10. srpnja 2014.g.
Ur. broj: _____/2014

Tihana Biga

Predmet: Dopuštenje za anketiranje na području Nacionalnog parka Plitvička jezera,

- daje se -

Sukladno Pravilniku o unutarnjem redu u Nacionalnom parku (38/96) daje se dopuštenje Tihani Biga za anketiranje posjetitelja na području Nacionalnog parka Plitvička jezera. Aktivnosti se provode u svrhu izrade diplomskog rada pri Sveučilištu u Helsinkiju.

Ovo dopuštenje se daje za razdoblje od 10. srpnja do 25. srpnja 2014. godine.



Stručni voditelj

Anđelko Novosel, prof.

Attachment 4. Questions explanations and literature review

Survey questions	Question explanations and literature review
<ol style="list-style-type: none"> 1. Are you male or female? 2. In which country do you live at the moment? 3. How old are you? 	<p>To find out basic demographics of visitors. Also some direction or indications on motivation factors. Chapter 2. Pearce and Lee (2005, 227–236)</p>
<ol style="list-style-type: none"> 4. Have you visited National Park Plitvice Lakes before? 5. If yes, how many times? 	<p>To find out if the difference in visiting number have an influence on pull and push factors. Chapter 2. Pearce and Lee (2005, 227–236), Decrop (2007)</p>
<ol style="list-style-type: none"> 6. With whom are you visiting the Plitvice Lakes? 	<p>To find out what other possible factors influence motivation for visiting. Chapter 1. Research question 3. Chapter 2. Decrop (2007)</p>
<ol style="list-style-type: none"> 7. Which are you 3 most important reasons for visiting the Plitvice Lakes? 	<p>To find out pull, push or other motivation factors of visitors. Chapter 2. A literature about motivation factors.</p>
<ol style="list-style-type: none"> 8. What was the most interesting in Plitvice Lakes? Please choose one. 	<p>To find out pull factors or other motivational factors and also to identify which aspects and destination resources attracts and motivate the visitors the most. Chapter 3. A literature about destination resources.</p>

<p>9. Do you agree or disagree on following claims?</p>	<p>To identify different aspects of Park and how they influence on visitors. Deeper understanding on destination resources. Chapter 3.2. World Tourism Organization (2007, 28)</p>
<p>10. What made you choose Plitvice Lakes as your holiday destination?</p>	<p>To find out other possible factors that influence visitation. This open question also allows respondents to include other motivations which may play a role in reasons for visiting. It also allows deeper understanding on motivation factors. Chapter 1, research question 3.</p>
<p>11. Please describe your favorite moment at Plitvice Lakes?</p>	<p>To find out what other possible factors influence visitation/deeper understanding on pull/push factors. Chapter 1, research questions 1 and 2.</p>
<p>12. Please feel free to give suggestions for Plitvice Lake?</p>	<p>This allows respondents to include some improvement suggestions for the site management.</p>

Attachment 5. Selection Criteria for World Heritage list.

(i)	A masterpiece of human creative genius
(ii)	An important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monument arts, town-planning or landscape design.
(iii)	A unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.
(iv)	An outstanding example of a type of buildings, architecture or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.
(v)	An outstanding example of a traditional human settlement, land-use or sea-use which is representative of a culture, or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.
(vi)	Directly or tangibly associated with events or living traditions, with ideas, or with benefits, with artistic and literary works of outstanding universal significance.
(vii)	Contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance.
(viii)	Outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.
(ix)	Outstanding examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.

(x)	Contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of Outstanding Universal Value from the point of view of science or conservation.
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