

Javne gradske usluge kao komponenta izgradnje zadovoljstva turista

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Sadržaj — Sadašnji koncept upravljanja zadovoljstvom turista nedovoljno je djelotvoran, i dugoročno neodrživ, jer mu prilazi dosta manjkavo. Zaboravlja se često da su potrebe turista izuzetno dinamične i da to nisu više samo potrebe za suncem, smještajem, gastronomskom ponudom, razonodom, kulturnim sadržajima već da uključuju cjelokupni spektar ljudskih potreba uključujući i stanje okoliša turističke destinacije. Dokazano je u ovom istraživanju da promatrane javne gradske usluge (čistoća gradskih ulica, parkova i plaža; kvalitet vode u vodovodnoj mreži i morske vode; javni gradski prevoz putnika) su visoko rangirani u ukupno iskazanom zadovoljstvu ispitanika (turista). Dokazano je također da su te usluge takođe visoko percipirane u očekivanjima turista. Utvrđeno je da postoji značajan jaz između tog očekivanog zadovoljstva i stvarnog zadovoljstva turista. Postojeći model upravljanja javnim gradskim uslugama u Republici Hrvatskoj nije u funkciji kreiranja većeg zadovoljstva turista i kao takav predstavlja kočnicu tog većeg zadovoljstva, generišući tako i konkurentski nedovoljnu konkurentnost turističke privrede

Ključne riječi — javne gradske usluge; zadovoljstvo turista.

Public City Services as the Component of the Tourists Satisfaction Building

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Abstract - The present conception of tourist contentment management is inadequately efficacious and even in long-term untenable since it have been treating it very insufficiently.It's very often forgotten that the needs of tourists are extremely dynamic and that they are notonly needs for sun,accomodation,gastronomical offer,leisure and cultural places but they include entire spectrum of human needs, even the position of the tourist landscape.It's been proved in this research that the observed public city services (the city streets,parks and beaches cleanness,quality of the water in the water supply system and the sea water as well; public city passenger transport) are highly ranked in the entire stated contentment of the examinees (tourists).It's proved as well that those services are highly perceived in the tourists expeations.It's been established that there is significant gap between that expected and actual contentment of the tourists.The existing model of the public city services management in the Republic of Croatia is not in the function of the higher tourists contentment creation and as a such it represents hindrance of that bigger contentment generating in that way the insufficient competitivness of the tourist industry.

Key words - public city services; tourist satisfaction