

INTEGRATED HOTEL OR PRIVATE ACCOMMODATION? - TOURISTS' RESPONSES TO INNOVATIVE HOSPITALITY

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ABSTRACT

The main aim of this paper is to research the preferences of accommodation service users in regard to integration of private accommodation facilities often called private household accommodation into an integrated hotel. This innovative form of accommodation provides a higher level of service, which directly affects the competitiveness of a hospitality offer. A summarised literature review is presented in the paper and, as it concerns a modern problem area, it represents a new insight and contribution to new knowledge. In the paper, the results of the conducted empirical research are exposed and discussed.

The research reveals that users of accommodation in apartments do not clearly recognise the new form of the innovative accommodation offer, its concept, facilities or services.

The paper represents a valuable contribution to the research of tourists' preferences for integrated hotels in comparison with private accommodation and points to the aspects which should be implemented.

Keywords: Innovative Accommodation Offer, Private Accommodation Facilities, Integrated Hotels.

JEL Classification: Z32

1. INTRODUCTION

The demand for tourist services has rapidly changed in recent years, thus also for accommodation in selected tourism destinations. Accommodation is the biggest and the most important factor in the tourism supply chain. According to research of innovations that would certainly contribute to the development of Croatian tourism, an increase in the quality of the tourist offer by designing new types of accommodation facilities is recognised and presented as a development strategy (Croatian Ministry of Tourism, 2014). The development of new accommodation offer increasingly relies on innovative accommodation facilities, such as serviced apartments (Henderson & Smith, 2011), strata titled tourist accommodation (Cassidy & Guilding, 2010), integrated hotels and diffused hotels (Dall'Ara & Villani, 2015), as a new tourist offer dimension, not only in Croatia, but also in the world. Also, the innovative form of sharing economy of accommodation facilities gains importance as a competitive private accommodation product (Palgan, Zvolska & Mont, 2017). This type of accommodation brings numerous advantages for the destination where it is situated. As market research points to an increase in the demand for innovative hotel offer, innovative accommodation facilities emerge and encourage the creation of new tourism products in the destination.

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As an innovation, the integration of accommodation offer begins in the 80s in Italy by establishment of diffused hotels, with the aim to attract tourists who wish to have direct contact with the local population, with familiarisation with the tradition and autochthonous offer. This form of hotel includes the linking of several old, traditional and renovated facilities, distributed around historical town centres, where diffused hotel accommodation units and reception are situated in different buildings, located in the close vicinity. The recognisability of the accommodation form spreads beyond the boundaries of Italy, which adopts a leading role in the creation of a new type of accommodation, which respects the tradition, and which is the basis for the promotion of sustainable development. With the aim of creating new, innovative, tourism products, Croatia has also made efforts to improve the quality of accommodation offer and, in 2014, new innovative facilities in the form of diffused and integrated hotels were introduced in the legislation. Integrated hotels, originated in organised forms of diffused hotels, consist of three or several facilities in a resort and are not related to traditional heritage. The advantage of integrated hotels lies in the possibility of service provision by external subjects who can provide, at the disposal of integrated hotels, their facilities and services for consumption in tourism and hospitality and which are mutually linked by cooperation and partnerships.

The aim of the paper is directed towards the research on tourists' preferences for integration of accommodation facilities in private households into integrated hotels and to point to the aspects which, in further development, should be implemented. For the purposes of research result presentation, the paper is divided into the main parts where, after the first introductory part, in the second part a review of literature is presented of renowned authors who consider integrated hotels as innovative accommodation structures, evolved from the concept of private accommodation, representing a kind of regeneration of an outdated, non-competitive offer. The third section describes the methodology and research, while the fourth section represents the results of the conducted research, with the interpretation of numerical indicators. The fifth, concluding section, sublimates the research results and suggests recommendations for the future analytics of the presented topic area.

2. LITERATURE REVIEW

2.1 Innovative accommodation facilities – Integrated hotels

Monitoring of modern trends in tourism raises the service quality and affects offer competitiveness. Today, tourists are increasingly active and demanding; they are looking for experience, which also includes innovative accommodation facilities. According to Vallone and Veglio (2013), tourists seek a new type of accommodation which offers authentic tourist experiences. Accommodation facilities, as an integral part of tourist offer, are an important factor which affects tourist experience. On tourist travel, accommodation facilities form a basis from which tourists can take part in different activities, as well as use different services and products in the destination, discuss Walker (2017) and Heyes, Ninemeier and Miller, (2014). Accommodation or lodging is, by a long way, the largest and most ubiquitous sub-sector within the tourism economy, explains O'Halloran, (2014). With few exceptions, tourists require a location where they can rest and revive during their travel through, or stay within, a tourism destination (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008). Apart from the primary accommodation services, in choosing an accommodation model, tourists also purchase an experience, which can be unique for each accommodation facility. According to Jimber Del Río, Pérez-Gálvez, Orgaz-Agüera, Navajas-Romero and López-Guzmán (2018), tourists experience can determine the ability to attract and retain tourists in a destination and accommodation facility. As Camilo, Presenza and Di Virgilio (2015) stress, tourists

are not interested only in a visit to a tourism destination and purchase of souvenirs; by taking part in numerous activities, they wish to experience the local population's lifestyle. Sharing economy and peer-to-peer accommodation solutions take significant positions (Fuentes, 2018). A Key Note Market Report on hotels (Drewer, 2005) relates this growth to consumers searching for a more unique or special hotel, and reports "rather than simply viewing the hotel as accommodation, clients are looking to the hotel to provide an experience in itself." Accommodation facilities can design their offer in cooperation with the local community, offering various services and products, thus accordingly also thematising their offer related to different events, historical heritage, gastronomic offer, etc. in order to build their competitiveness. In that sense, it is important to emphasise that hotel themed offer must be compatible with the destination in which the hotel is situated, as the optimum can be achieved by the synergy of these two stakeholders (Pavia, Floričić & Cerović, 2016). Silvestrelli (2012) states that innovations are designed thanks either to the business ideas of the entrepreneurs or to the willingness of the local authorities to foster convincing ideas. In continuation, she discusses that hospitality innovations help cultural tourism development. According to Middleton and Clarke (2001), accommodation plays a functional role by providing the innovative facilities that make travel convenient and comfortable. Innovations in tourism constitute a special domain, as most of them are rather incremental improvements of existing offerings and not radical innovations (Brooker & Joppe, 2014). Otegbulu and Tenigbade (2011) discuss that accommodation facilities must provide the kind of services that will satisfy current customers and motivate new ones with innovative design and accommodation offer. As a dynamic sector, tourism needs innovations and integrated hotels are a new tourist offer dimension, not only in Croatia, but also in the world. Integrated hotels bring numerous advantages for the destination where they are situated, encouraging the professionalisation of the apartment market, creation of new tourism products in the destination and involving the local population in the overall offer. Innovative accommodation offer promotes the destination, which facilitates cooperation with the destination itself. As an accommodation facility, apartments prevail in Croatia, but their average quality is not at the level of tourists' expectations. A higher or even high-level service provision is facilitated by joining together of apartments into an integrated hotel.

2.2 Private accommodation facilities

Private accommodation facilities are one of the greatest challenges of the Republic of Croatia in the development of tourism, accounting for 52% of all accommodation capacities (Croatian Ministry of Tourism, 2017). The main issues are related to peak seasonality, large numbers and destinations' infrastructure challenges that impact the overall quality of tourism organisation (Javor & Kalčić, 2002). The Tourism Development Strategy of the Republic of Croatia up to 2020 (2013) points to the importance of private accommodation facilities for Croatian tourism, as well as to the need for converting, i.e., joining together of a part of those accommodation capacities by means of establishing new types, namely, integrated and diffused, hotels. As a new type of accommodation structure, integrated hotels facilitate linking together of the existing private accommodation offer as integrated hotels are made up of three or more buildings in a single resort, sharing common facilities. By joining together of private accommodation units into an integrated hotel, a rise in the quality of the offer and service is achieved, as well as the creation of new facilities and tourism products. Fukey (2012) emphasises that the innovative approach target accommodation facility market recognisability, joint market penetration and use of new technologies, develops entrepreneurship and all that for the purposes of achieving competitiveness in the tourism

market. Kumar (2010) explains that serviced apartments and private accommodation growth present one of the most important trends of hospitality of the future.

An integrated hotel is a form of accommodation made up of three or more buildings, with joint lobby with a front desk, located in a single area. A special feature of the integrated hotel is that it also allows services to be provided by external providers – registered legal and physical persons and the local community – that make their facilities/services available for consumption in tourism and hospitality. This includes the reception and restaurant businesses, common marketing, maintenance and cleaning services. Also, the local community, as the second interested party, can put its facilities and services at the disposal of the integrated hotel for the purposes of tourist expenditure. Croatian Tourism Development Strategy envisages reorganisation of the accommodation offer structure in the sense of stimulation of development of small family hotels and integrated and diffused hotels (Vlahov & Vuletic, 2016). A need is emerging for a strategic and operational services providers' association of family accommodation into the said accommodation structures defined by the Rules on Classification, Categorisation and Specific Standards of Catering Facilities from the Group Hotel (2016).

Private accommodation facilities (household private accommodation), according to the Act on Hotel and Restaurant Activity (2003), provide a limited number of places which does not exceed a specified national minimum regarding its capacity (up to 8 rooms, that is, up to 16 beds in rooms, private accommodation apartments and holiday homes and up to 10 accommodation units). A private accommodation facility is a functional unit in which the renter provides hospitality services in the household in different types of units: a room; an apartment; a studio apartment; a holiday home. Mrnjavac, Pavia and Cerović (2016) highlight that tourism offer and its elements are developed in accordance with the wishes of the tourists who want to experience the tourist destination. These elements, however, remain insufficiently explained and insufficiently researched. There were too many (or inadequate) attempts to explain how those facilities' important features can be understood, instead of describing their characteristics or behaviours. The limited vitality of academic debate about small firms and their role in tourism has also resulted in some overly general conventional wisdoms being perpetuated. (Thomas, Shaw & Page, 2011). Although private accommodation facilities are not a motive for arriving in a destination, they provide a specific manner in which their approach to guests is treated, a family personalised approach in service provision, specific architectural, horticultural and designer characteristics of their facility, as well as a high level of informality and communication with hosts (Cañizares, Tabales & García, 2014). The characteristics of private accommodation are determined through heritage, traffic infrastructure, tourist culture and the structure of the local residents of a specific destination. (Mrnjavac et al., 2016). Private accommodation enables guests to get in touch with autochthonous values and domestic environment, provide original authenticity that tourists seek (Zhou, Zhang, Zhang & Li, 2018, Carneiro & Eugenio, 2015), but there are no common areas where guests can socialise and spend free leisure time.

In synergy with new forms of tourist offer, innovative accommodation offer provides the possibility of increased competitiveness. The qualitative and quantitative characteristics of the supply of accommodation have a direct influence on the overall success and development of tourist destinations (Sharpley, 2000). According to Reid and Sandler (1992), accommodation facilities are an ideal example of a market which could benefit from the implementation of service innovation, primarily from the tourists' perspective, given that the market is often saturated with many similar offers. Olsen and Connolly (2000) believe that the solution to this challenge essentially lies in the provision of new characteristics to the users of accommodation services; however, information technology equally affects

the rapid changes in tourism and thus also in the domain of provision of accommodation services.

Integrated hotels are a new dimension of the tourist offer; they encourage the creation of new tourist services in the destination in which they are situated. Accommodation offer holders, in synergy with other stakeholders in tourism, must emphasise the recognisability of the innovative structures and, in an adequate way, present the integral hotel offer to potential users.

3. METHODOLOGY

For the purposes of the affirmation of knowledge and testing of the hypotheses, the problem area of organisation of integrated hotels in the sense of their appropriateness and market recognisability, as well as their competitiveness, is researched in the paper. Therefore, the authors have defined two basic hypotheses: H0 "Tourist demand accepts integrated hotels as a quality organisational form of apartment accommodation" and H1, which more deeply explores recognisability of the tourism product "Tourist demand is not familiar with integrated hotel as an innovative accommodation offer concept".

Innovative form of accommodation structure is named "integrated hotels" but does the nomenclature clearly describe the organisation concept and services that are provided? Therefore, the authors have designed research that could possibly provide new knowledge in perception of an innovative hospitality solution. The consulted literature (Brotherton, 2015) helped in key aspects identification. The problem questions are posed, and research was conducted in the course of the summer season 2017 in the destinations of South Istria (Pula, Premantura, Medulin), on 98 respondents of the target sample of tourists who were staying in private accommodation apartments. The research explores their lodging preferences and attributes that could meet the demand needs and social and economic variables. Given that they are consumers of that specific accommodation product, statements that point to the demand preferences were tested, and potentials for further development, innovations and modifications were identified. Initially, 130 questionnaires were prepared for the survey, out of which 98 were completed, representing a response rate of 75.4%. The minimal number of survey questionnaires were partly invalid, 3.1% of them, so, in the first group of replies, the research counted 98 participants and, in the second, 95 participants. The primary research was conducted using a structured, closed-ended questionnaire with two groups of answers, which were thereafter processed by means of a mathematical methodology of statistical means, shares and evaluation of Likert scale of personal attitudes (1-5), where, by the grade 5, the highest level of agreement was expressed with the statement and, with the grade 1, the lowest, and the average grade of the relevance of each hypothesis in tourists' perceptions and attitudes was calculated together with statistical ratios followed by establishment of the importance ranking. Finally, by chi-squared test, deviations were expressed of the obtained results in relation to the expected frequencies and which influence the hypotheses testing.

The primary research was preceded by the secondary research, of theoretical hypotheses in the papers published in relevant publications about hotel offer and other forms of accommodation, as well as integrated hotel offer which, with its competitiveness, can attract guests to tourism destinations. The special feature of integral hotels, as a new form of accommodation offer, is the possibility of service provision also by external subjects with their facilities and services for consumption in tourism and hospitality.

The researches on innovative organisational forms and technologies include the analysis of the placement success in the sense of adequate labelling and recognisability. Given the literature review, which, in the international practice and scientific papers, does not

find the term integral or integrated hotel, the authors considered and researched the very aspect of recognisability, as it directly affects the competitiveness and business performance of integrated hotels as a hospitality facility. At the same time, this represents a research limitation and, in further consideration, a possibility of a new nomenclature is implied, which would bring this innovative accommodation model a clearer description, perception and recognisability. The results should be considered as indicative and a quality basis for the continuation of research in that direction.

4. RESULTS

The research of the attitudes of tourists who have stayed in the Croatian, Istrian cluster of South Istria during the summer holiday season points to results that show attitude and preferences of domestic (16.3%) and foreign tourists (83.7%) who are currently staying in private apartments and residence apartment accommodation facilities. Using the statistical methodology, a sample from the aspect of origin was included – emissive tourist market, their gender and age. As the key hypothesis of the research is related to preferences of guests who are staying in private apartments and residence type accommodation, the research group is chosen among this group of tourists.

According to the research, it is evident that the majority of guests from the sample come from the Italian emissive market (38.8%), followed by the domestic market with 16.3%, the German market with 10.2% and the Austrian and Great Britain markets, with a 7.1% share each. This points to the importance of the vicinity of the market and transport accessibility, given that both Northern Italy, Austria and South Germany are close destinations accessible by car and, for British tourists, South Istria is a flight destination benefiting from the vicinity of the Pula International Airport. Analysing the respondents' gender, the predominance of male population is evident with 52% as opposed to female, with 48%, pointing to approximately equal communicativeness of tourists when stating their attitudes. Within the respondents' age structure, the results indicate that the younger to middle age population (20 - 39 years of age) prefer apartment accommodation, representing a ratio of 65.3%. This could indicate that younger to middle aged tourists are more flexible and prefer self-catering facilities and this data corresponds to the participation ratio of 7.1% of the demographic segment of older respondents (60 – 79 years of age) who are more likely to prefer classic hotel accommodation. The demographic ratio of the middle-age population (40 - 49 years of age) is 13.3% and middle to older aged from 50 - 59 years (14.3%) structures are similar.

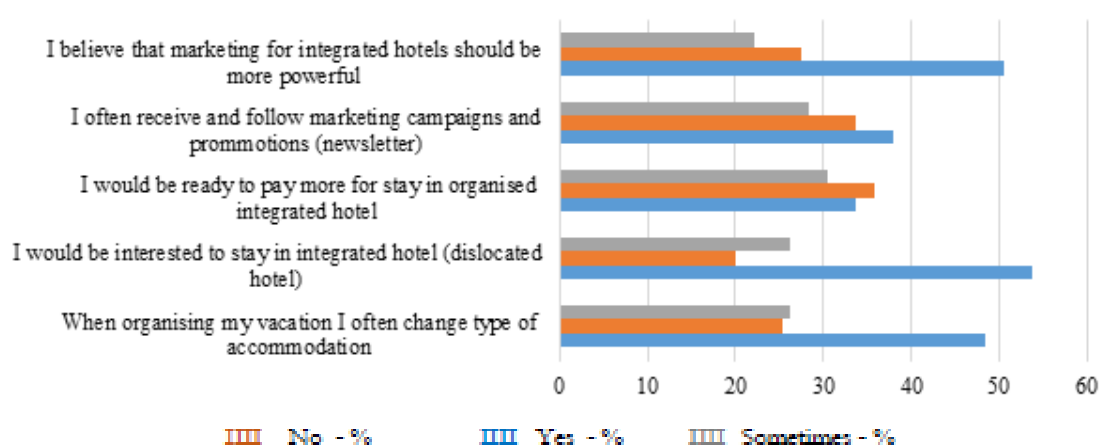
Furthermore, the attitude and preferences of tourists considering self-catering type of accommodation were researched. Results are presented in Table 1 and Figure 1.

Table 1. Attitude and preferences of tourists - Integrated hotels (I)

	Yes %	Yes N	No %	No N	Sometimes %	Sometimes N
When organising my vacation, I often change type of accommodation (hotels, apartments, camping sites)	48.4	46	25.3	24	26.3	25
I would be interested to stay in integrated hotel (dislocated hotel)	53.7	51	20.0	19	26.3	25
I would be ready to pay more for stay in organised integrated hotel	33.7	32	35.8	24	30.5	29
I often receive and follow marketing campaigns and promotions (newsletter)	37.9	36	33.7	32	28.4	27
I believe that marketing for integrated hotels should be more powerful	50.5	48	27.4	26	22.1	21

Source: Own Elaboration

Figure 1. Attitude and preferences of tourists - Integrated hotels (1)



Source: Own Elaboration

The conducted research examines guests' preferences and primarily their inclinations towards changes in the accommodation forms, given the accustomed perception that guests are not inclined towards changes in the organisational forms of accommodation. The data shown in Table 1 does not support this; 48.4% of respondents frequently change accommodation forms, while over 25% of them never change and the same number, sometimes. 52.7% of respondents are interested in lodging in integrated hotels, while 20% would not stay there. In respect of the aspect of payment, 33.7% of respondents claim that they are prepared to pay more, while 24.7% do not wish to do so. In consideration of marketing, promotional aspects of integrated hotels, the opinion dominates (50.5%) that it should be more powerful and more adequate. Namely, the respondents say that 37.9% of them regularly receive newsletters and special offers through internet and 28.4%, from time to time. This, at the same time, represents a consumer group which can be reached by means of a targeted and adequate promotional campaign.

Second part of research of tourists' preferences is presented in Table 2. It is related with attitudes statements exploring tourists' level of agreement with variables that evaluate accommodation model. Explanation of values of Likert 1-5 scale is: 1 strongly disagree, 2 not agree, 3, indifferent, 4 agree, 5 strongly agree. All answers were taken into statistical evaluation and average scores were calculated together with shares of each specific score.

Table 2 shows data in details and following explanations provides summed data of three categories: general agreement, indifference, and disagreement.

In relation to the reasons for preferring private accommodation, i.e. accommodation in apartments, the research results presented in Table 2 point out that 76.6% of respondents believe that apartments provide a higher level of comfort and informality, while a mere 4% of respondents do not share this opinion. Apart from greater comfort, a more favourable accommodation price is also important or very important for 67.4% of respondents, while 10.2% of respondents do not agree. When it comes to the points of view where 35.8% of respondents claim that they are not prepared to pay more for a more different, more innovative and possibly higher quality form of apartment accommodation (Table 1), the stated opinion points to the fact that the pricing element still has a key role in the choice of the type of accommodation, positioning apartments in family households and privately-owned residence buildings into the category of low budget tourist accommodation. For 69.3% of respondents, communication and socialising with the hosts is important and very important, given that it also enables contact with the local culture, lifestyle, tradition and customs, while 11.3% of respondents do not agree with the quoted statement, i.e. they do not

consider it as important for them. Looking at the additional services in the accommodation facility, the question of the importance of provision of breakfast is considered, as integrated hotels, as a comparable organisational form, offer it within their service system. 64.2% of respondents consider the offer of breakfast in the accommodation facility as important and very important, while 17.4% of respondents express their disagreement, of which 3.1%, their complete disagreement with the organisation of the quoted service. The reason for this may be the price; namely if an organised breakfast service for guests would be provided, the accommodation prices would become subject to change and increase. In respect of the previous data which points to the importance of the price, the part of the claims which express disagreement is in accordance with the consideration of the pricing criterion.

Table 2. Attitude and preferences of tourists - Integrated hotels (2) – Statements valuation

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12
Grade 5 - N	39	33	34	32	36	40	31	45	13	52	12	15
%	39.8	33.7	34.7	32.7	36.6	40.8	31.6	45.9	13.3	53.1	12.2	15.3
Grade 4 - N	36	33	29	36	27	36	37	33	26	35	32	31
%	36.8	33.7	29.6	36.6	27.6	36.6	37.8	33.7	26.5	35.7	32.7	31.7
Grade 3 - N	19	22	24	19	18	15	26	15	33	10	34	30
%	19.4	22.4	24.5	19.4	18.4	15.3	26.5	15.3	33.7	10.2	34.7	30.6
Grade 2 - N	2	10	7	8	14	7	3	5	18	1	16	15
%	2.0	10.2	7.1	8.2	14.3	7.1	3.1	5.1	18.4	1.0	16.3	15.3
Grade 1 - N	2	0	4	3	3	0	1	0	8	0	4	7
%	2.0	0.0	4.1	3.1	3.1	0.0	1.0	0.0	8.2	0.0	4.1	7.1
Total - N	98	98	98	98	98	98	98	98	98	98	98	98
%	100	100	100	100	100	100	100	100	100	100	100	100
S 1 – I choose private accommodation because it is more spacious and provides comfort. S 2 – I choose private accommodation because of more convenient pricing. S 3 – When I choose private accommodation, I have better connection with my hosts. S 4 – Communication and socialisation with local host is important to me. S 5 – When I choose my accommodation, the breakfast offer is important to me. S 6 – It is important that reception and other services are located in the accommodation building. S 7 – When I stay in private apartments the organisation of different services (i.e. gastronomy tasting) is important to me. S 8 – When I stay in apartments, it is important that I receive all the information about the tourism destination. S 9 – During my stay, I would like to meet other guests and socialise in one common room or area. S10 – When I choose my apartment, innovation and quality are important to me. S11 – The type of accommodation that is organised in integrated hotels is familiar to me S12 – In my opinion, the name “integrated” hotel describes well the services and type of offered accommodation												

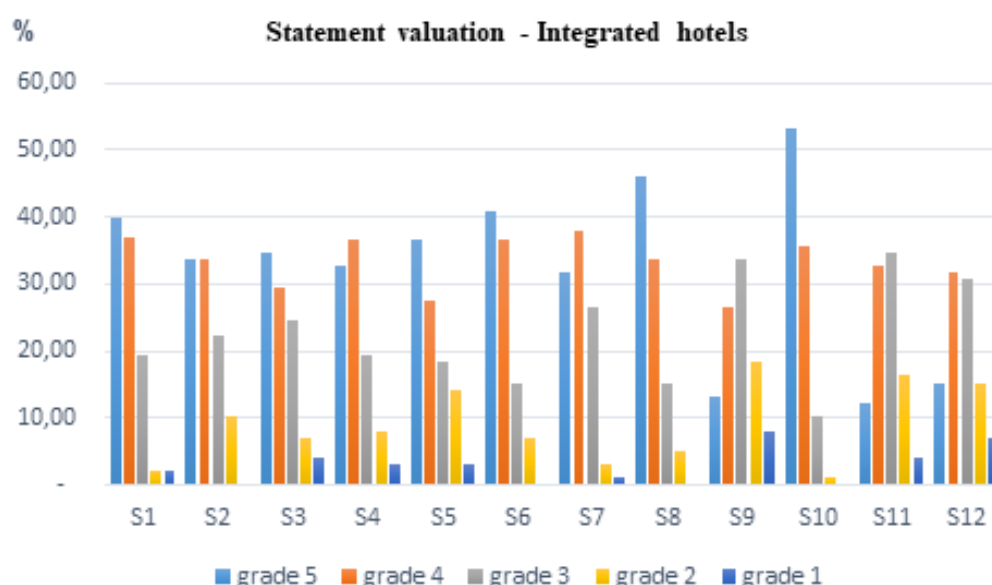
Source: Own Elaboration

The following claim examines the importance of the locations of reception and of other common facilities and the research indicator of 77.4% of agreement with how practical it is that they are situated in the accommodation facility itself, points to the attitude of demand for concentrated facilities provided the price is identical, while 7.1% of respondents do not agree. In accordance with the quoted claim, an adequate level of agreement (69.4%) is expressed, related to the interest in the consumption of additional services, such as gastronomic tasting and special experiences. In consideration of the importance of information provision in the tourist accommodation on services and activities in the destination, 79.6% of respondents confirm the importance of quality provision of information concerning destination products related to entertainment, education and recreation of guests, as well as gaining special experiences and experiences of a local character. On the other hand, the research indicates that guests do not wish to realise these experiences while socialising with other guests.

Socialising and spending leisure time in common areas is expressed as having the lowest level of agreement, 39.8%, and, accordingly, a high level of disagreement: 26.6%. The quality and innovation of accommodation facilities are of key importance for competitiveness and positioning; this is recognised by the largest number of respondents, 88.8% of them, out of which 53.1% completely agree with the stated claim. Continuous investment and innovation of both services and organisational models contribute to the perception of quality; however, their formation should be accompanied by adequate marketing activities for the purposes of realisation of the desired image and product placement. Namely, the research represents the data of a relatively low 44.9% of respondent agreement concerning their awareness of and familiarity with the innovative tourist product of integrated hotels. At the same time, 34.7% of indifferent respondents and 20.4% of those who responded negatively point to the fact that they are not familiar with organised integrated hotels as an accommodation category, although they have been promoted in the market for several years (since 2014). Finally, the respondents were asked to grade the typology and nomenclature, i.e. whether the term “integrated” hotel sufficiently clearly and precisely describes the organised form of offer. The level of agreement of 47,0% and indifference (30.6%) and disagreement (22.4%) indicate that there is a need to revise the terminology to obtain as clear as possible placement in the tourism market and to get closer to tourism consumers.

Aiming to present a better visual overview, the data is presented in Figure 2.

Figure 2. Attitude and preferences of tourists - Integrated hotels (1)



Source: Own Elaboration

Presentation of importance of observed statements rank follows in further analysis presented in Table 3. The rank position represents the average mean of the statements of all respondents, indicatively pointing to the values in the perception of demand and particular aspects of accommodation facilities of the apartment concepts of organisation (private accommodation apartments vs integrated hotel).

Table 3. Rank of importance of statements of apartment accommodation users

STATEMENT – N=98	Grade	Rank
When I choose my apartment, the innovation and quality are important to me.	4.17	1
When I stay in an apartment/residence, it is important that I receive all information about the tourism destination.	4.01	2
I choose private accommodation/tourist apartments because of comfort.	3.90	3
For me, it is important that reception and other hospitality services are located in the accommodation building.	3.87	4
When I stay in private apartments, the organisation of different services and gastronomy tasting is important to me.	3.76	5
I choose private accommodation because of more favourable pricing.	3.72	6
Communication and socialising with local hosts is important to me.	3.69	7
When I choose private accommodation, I have better connection with my local hosts.	3.65	8
When I choose my accommodation, the breakfast offer is important to me.	3.62	9
In my opinion, the name “Integrated hotel” describes well the services and type of offered accommodation.	3.17	10
The type of accommodation that is organised in Integrated hotels is well known and familiar to me.	3.17	11
During my stay, I would like to meet other guests and socialise in one common room or area.	2.99	12

Source: Own Elaboration

The research shows that respondents demonstrate their positive attitude towards the preference for staying in an integrated hotel and that the quality offer is important for an inspirational stay and special experience, which reflects the importance of the statements related to the quality of accommodation, namely innovativeness (rank 1, average grade 4.17 of max. 5) and positive response of consumers (53.7%), together with those who would, on occasions, prefer this type of accommodation (a total of 80%). The standard deviation equals STDEV 0.83, according to the answers of 95 respondents.

The result that guests assess communication and socialising with hosts in private accommodation as important, but not with other guests, is also significant. This points to their preparedness for authentic experiences, from gastronomy and customs, while superficial and short-term socialising with other guests are of very low importance for them and they are in the last place.

The pricing aspect is very important in choosing accommodation structure for specific demand segments. Given that accommodation in apartments is often characterised as a form of more favourable, i.e. less expensive accommodation, the research examines the coupling of the quality and offer innovativeness with the level of prices and evaluates the consumers' preparedness to pay higher prices for a higher level of quality. The testing was carried out using the chi-squared test, through the following variables:

- When I choose my apartment, the innovation and quality are important to me (Table 4.)
- I would be prepared to pay more for a stay in an organised integrated hotel (Table 5)
- I choose private accommodation - apartment because of more convenient pricing (Table 6.)

Table 4. Preference for stay in integrated – dislocated hotels – importance of quality and innovation

	Important to me -%	Indifferent -%	Not important to me -%	<i>Marginal Row Totals</i>
Obtained frequency	88.8	10.2	1	100
Expected frequency	60	20	20	100
<i>Marginal Column Totals</i>	148.8	22.2	21	200 (Grand Total)
Chi-squared test: 37.067			p-value: 1e-8	

Source: Own Elaboration

Table 5. Financial spending attitude - for stays in organised integrated hotels – ready to pay more

	Ready to pay more -%	Indifferent -%	Not ready to pay more -%	<i>Marginal Row Totals</i>
Obtained frequency	33.7	30.5	35.8	100
Expected frequency	60	20	20	100
<i>Marginal Column Totals</i>	93.7	50.5	55.8	200 (Grand Total)
Chi-squared test: 29.067			p-value: 4.9e-7	

Source: Own Elaboration

Table 6. Financial spending attitude - choose apartments because they are budget offer

	Important to me -%	Indifferent -%	Not important to me -%	<i>Marginal Row Totals</i>
Obtained frequency	77.4	10.2	22.4	100
Expected frequency	60	20	20	100
<i>Marginal Column Totals</i>	137.4	60.2	42.4	200 (Grand Total)
Chi-squared test: 10.267			p-value: 0.00589687	

Source: Own Elaboration

The chi-squared test result data proves that, in choosing accommodation, surveyed tourists attach predominant importance to the pricing aspect. The expected frequency which predicted tourists' behaviour in relation to increase in the quality and implementation of innovative contents realised an almost twice lower result (26.3%) and a large number of responses which negate the effect of the importance of a higher quality level on preparedness to pay a higher price; here, the chi-squared test result equals 29.067. Accordingly, the analysis of the importance of the price in choosing the accommodation structure, i.e., the effect of a lower price on the choice, points to an increased result in the realised frequency in relation to the expected one (17.7%) and the accorded value in the evaluation of the budget offer in the sense of perception of the obtained value in relation to the expected one. This is supported by the chi-squared test result of 10.267.

5. CONCLUSION

The conducted research of tourists' attitudes and responses follows up on the observations and knowledge affirmed by researching of integrated hotel and tourist agency owners, as fundamental stakeholders in the realisation of tourist arrivals and stays in the destination. What we learned from the research showed that there is a need for more efficient marketing, as well as for activities aimed at competitiveness and recognisability, which would point

to the problem area of the nomenclature of the accommodation form itself. Based on the conducted research of attitudes towards integrated hotel and tourist agency management, Pavia and Floričić (2017) conclude that the term “integrated hotel” does not have an adequate correlation with foreign practice and recognisability, as opposed to the term of diffused hotel, which is comparable to Italian examples. Marketing has the key role in recognisability and realisation of the expectations of guests of these accommodation facilities. Namely, guests often expect a different type of accommodation. Marketing is of crucial importance for an adequate promotion of this type of accommodation facility, as well as for the realisation of the expectations of guests who often expect a different type of accommodation. The name “Integrated hotel” does not reflect clearly the characteristics of accommodation structures, their organisational forms or accompanying services and a recommendation is presented for a possible modification. In the concept of integrated hotel organisations, they are anticipated as facilities which provide a special added value; however, the results point to the fact that tourists do not appreciate or recognise it, which consequently does not result in justifiability or preparedness to pay higher prices. This does not support the statement that “organisation of classical common areas in integrated hotels contributes to guest satisfaction”, which represents information directed towards investors who establish integrated hotels and who consider the creation of separate common areas for socialising as being a significant investment. On the other hand, for guests, the services of breakfast provision and provision of different destination facilities and activities are important. The comfort provided by their apartment accommodation and destination facilities available in the surrounding areas is significant as they enhance experience level. But first of all, for the purposes of realisation of the criterion of “value for money” and “value for time”, which, in our modern and dynamic lives is increasingly lacking, the importance is recognised of service and quality innovation in accommodation facilities. This, however, does not form a basis for price increases. Tourists do not demonstrate their preparedness to pay higher prices due to the increase in the quality and innovative facilities and services in integrated hotels; on the contrary, a majority of respondents state that a more favourable accommodation price is actually a decisive factor in choosing their accommodation facility. The results confirm the need for further research and classification of apartment forms would point to the trends of user demand in each particular form and present new knowledge for the purposes of affirmation of integrated hotels as innovative accommodation organisational structures.

As over a half of respondents affirm that they would be interested in staying in an integrated hotel, the main paper hypothesis is confirmed: “Tourist demand accepts integrated hotels as a quality organisational form of apartment accommodation”, as well as the ancillary hypothesis: “Tourist demand is not familiar with integrated hotel as innovative accommodation offer concept”. The research results of responses and preferences of private accommodation product consumers match the attitudes of the integrated hotel and tourist agency owners. All the three tourism system stakeholders state that recognisability and new nomenclature should be suggested in a way that clearly and accurately describes the organisation and services that are confirmed as attractive, competitive and consumer oriented. The new promotional strategies should be designed and focused on innovative accommodation product, supporting its market recognisability and competitiveness.

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