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ANALYSIS OF STATISTICAL INDICATORS OF TOURISM IN BUDVA FOR 2013-2014

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***Abstract:** Tourism is an economic activity or industry and the same economic facts and laws can be applied in this as in other industries. Purpose of researching tourism statistics is to supply quality data to create tourist policy, strategy for tourism development and also other needs for domestic and foreign users. This paper follows tourism statistical indicators (arrivals, overnight stays and expenditure) of domestic and foreign tourists in all types of facilities for accommodation in Budva, Montenegro for period of 2013-2014. Tourism is one of the most important industries in Montenegro. Foreign tourism accounts for the largest part of tourist flows, Montenegro is the 67 most visited country in the world and attracted approximately 1.5 million international tourist arrivals in 2014.*

***Key words:** Montenegro, Budva, tourism, statistics, economy.*

1. Introduction

From the international point of view, tourism is a product, a service or, in other words, an invisible commodity that must be exchanged or marketed in the same way as the products of other trades. On the other hand, in many respects, and taking into consideration the above discussion on the characterized tourism market of goods and services, there are several characteristics in the tourism production consumption circuit which point up further singularity when compared to other economic activities. The production of the tourism oriented products means provision of many different kinds of goods and services, provided for the tourists' consumption. They are, for example, provision of transportation services, accommodation, meals, entertainment, and the like. Though the diversity of the products falls within a vast scope of economic activities, they all share one characteristic in common: "none of the services can be stored". This "perishability" of tourism products can be observed from two angles, the production and the consumption point of view. In this paper are shown aggregated statistical data for tourism in Budva with a goal of recognizing which particular tourism elements are emphasized and how can we use them to improve the entire tourism offer in municipality in Budva.

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2. Data and Methods

The data used in paper is retrieved from Statistical Office of Montenegro – MONSTAT and compiled into aggregated tables by months and years for 2013 and 2014. Graphical presentation of data was done based on papers [7,8] using MS Excel software. In papers [1-6] are given different theoretical discussions and experiences for managing trends of tourist destinations. Life cycle, rural development and general models of tourism advancements are discussed in papers [9-22.]

3. Tourist Arrivals and Overnight Stays in Budva

In Table 1 are shown monthly data of tourist arrivals and overnight stays for period of 2013-2014. The number of tourists is divided into foreign and domestic visitors as well as the number of nights spent in all of the accommodation types. Total values of domestic and foreign visitors indicate that the arrivals and overnight stays are in average 10 times higher for foreign visitors.

Table 1: Tourist arrivals and overnight stays

Month	2013					
	Tourist arrivals			Tourist overnight stay		
	Foreign	Domestic	Total	Foreign	Domestic	Total
January	2799	811	3610	8025	1952	9 977
February	2437	718	3155	5876	2037	7913
March	6440	983	7423	14049	1726	15775
April	13831	1536	15367	42883	3685	46568
May	39733	4084	43817	186502	14292	200794
Jun	75673	7969	83642	484149	43907	528056
July	163699	10243	173942	1014077	56277	1070354
August	218921	24631	243552	1546194	167780	1713974
September	115068	4269	119337	740400	22894	763294
October	19761	1751	21512	79417	3534	82951
November	5698	947	6645	14882	1805	16687
December	4871	1568	6439	12570	2711	16687
Total:	668931	59510	728441	4149024	322600	4463053

Month	2014					
	Tourist arrivals			Tourist overnight stay		
	Foreign	Domestic	Total	Foreign	Domestic	Total
January	4149	1474	5623	9206	3165	12371
February	3219	600	3819	7247	1079	8326
March	6440	1172	7612	15215	2118	17333
April	16107	1343	17450	48371	2699	51070
May	42614	2677	45291	181606	7645	189251
Jun	77710	4846	82556	497727	23761	521488
July	170572	10226	180798	1156137	62531	1218668
August	227150	26127	253277	1586778	176732	1763510
September	118488	4774	123262	762275	26657	788932
October	20326	1831	22157	69385	3536	72921
November	5422	903	6325	12609	1859	14468
December	4913	1484	6397	9583	2205	11788
Total:	697110	57457	754567	4356139	313987	4670126

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Graphically represented values of tourist arrivals and overnight stays by months are shown on in Figure 1 for 2013 year and Figure 2 for 2014. For both years most active period is Jun-September with a highest visitor peak in August.

Figure 1: Graphical representation of arrivals and overnight stays for 2013

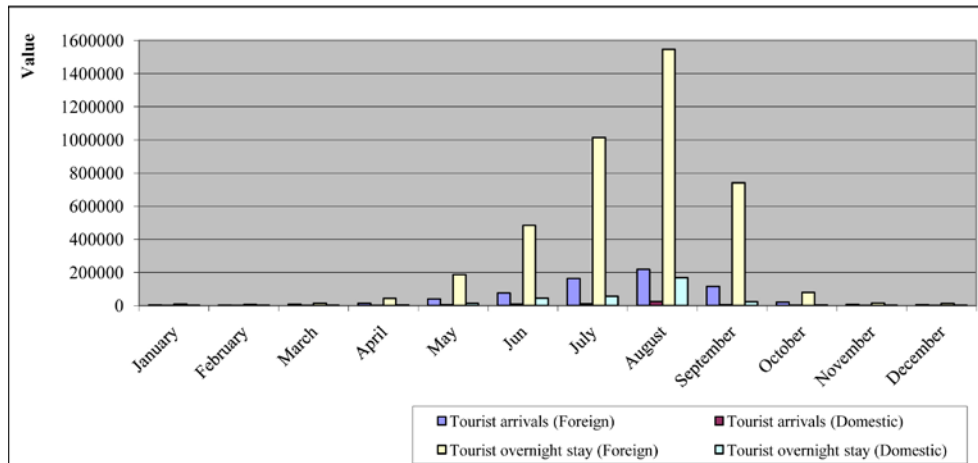
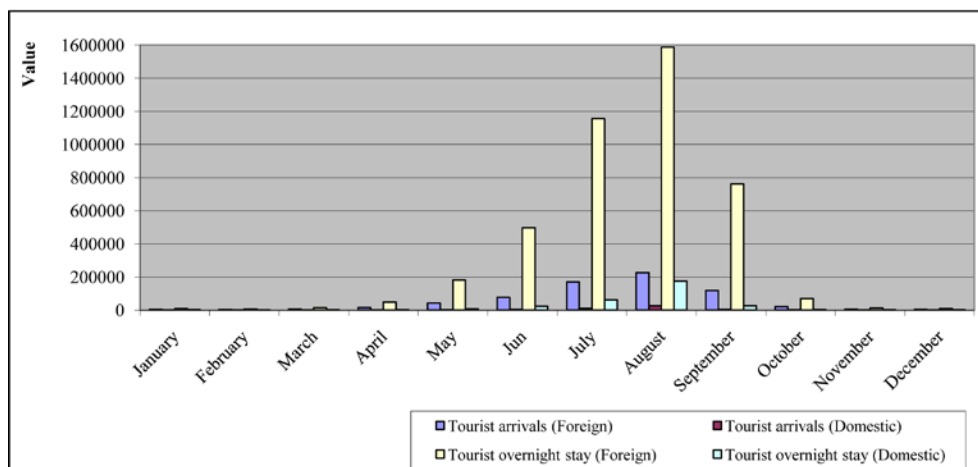


Figure 2: Graphical representation of arrivals and overnight stays for 2014



In table 2 are shown aggregated values of tourist arrivals and overnight stays for full coverage (21 municipalities in Montenegro) and municipality of Budva. For both years can be noticed that the total number of tourists in Budva make approx. 45% of the entire visits. In 2013 the total number of tourists which arrived in Montenegro was 1.492.006 which 728.441 of them arrived in Budva, while in 2014 there was a slight increase of 1.517.376 and 754.567 respectively.

As for overnight stays the number of tourists amounted 9.411.943 in 2013 and 9.553.783 for 2014 for Montenegro which indicates that the average number of nights spent

is approx 6.5 or 7 days visits. Budva had 4.468.913 in 2013 and 4.670.126 in 2014 overnight stays. For both years can be noticed that the total number of tourists in Budva make approx. 45% of the entire visits and overnight stays. Total accommodation capacities in Budva were 163.149 beds in both hotel and private sector. Considering the amount of visitors we can safely draw a conclusion that there is a need for more accommodation units.

Table 2: Aggregated values of tourist arrivals ad overnight stays

2013	Tourist arrivals			Tourist overnight stay		
	Foreign	Domestic	Total	Foreign	Domestic	Total
	1324403	167603	1492006	8414215	997728	9411943
	Budva			Budva		
	Foreign	Domestic	Total	Foreign	Domestic	Total
	668931	59510	728441	4146313	322600	4468913
2014	Foreign	Domestic	Total	Foreign	Domestic	Total
	1350297	167079	1517376	8596656	957127	9553783
	Budva			Budva		
	Foreign	Domestic	Total	Foreign	Domestic	Total
	697110	57457	754567	4356139	313987	4670126
The accommodation capacity						
No. of rooms		No. of business units		Total beds		
67078		333		163149		

Figure 3: Graphical representation of tourism for 2013 and 2014 year

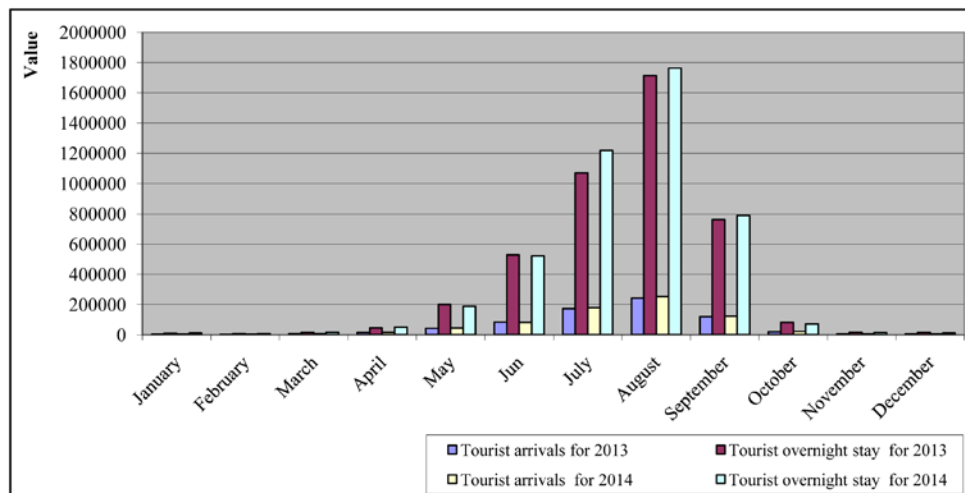
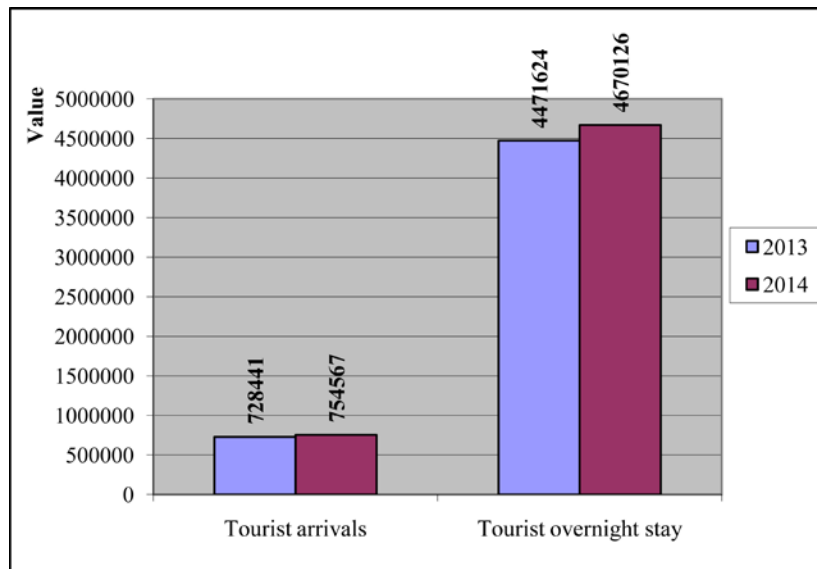


Figure 3 provides a comparative graphical representation of the monthly data for Budva from which we can clearly see that the largest number of tourists arrived in August (243.552) and July (173.942) in 2013, August (253.277) and July (180.798) in 2014 which presents, although a slight increase, an increase in Budva’s popularity. Other periods of the year had significantly lower number of visitors which is understandable considering Budva is a summer time destination. Tourist arrivals has increased in 2014 compared to 2013 by

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26126 visitors (or 3.59%), while tourist overnight stays increased by 198502 (or 4,44%) as presented on Figure 4.

Figure 4: Graphical representation of total tourism for 2013 and 2014 year



4. Conclusion

Tourism is one of the most important industries in Montenegro. Although foreign tourism accounts for the largest part of Montenegro tourist flows, Montenegro is the 67 most visited country in the world and attracted approximately 1.5 million international tourist arrivals in 2014. Significant reduction in transportation costs and time, the simultaneous increase in travel comforts, the advent of new tourist segments and new tourist destinations have introduced profound changes to the tourism sector. These changes are also likely to threaten country's increasing trend in seaside tourism, which is one of the most important segments of the Montenegro tourism market (in the period 2013-2014 seaside destinations attract the highest portion of total internal flows in terms of overnight stays and only follows cultural heritage destinations in terms of total arrivals. Competition among seaside destinations takes place both at the national and international level and tourism firms are increasingly focused on gaining significant competitive advantages over competitors. Rejuvenation strategies are therefore developed in order to gain or retain some market power over domestic or international competitors and ultimately increase revenues. A crucial part of this complex and multifaceted strategy is the signalling of high (tourism) quality, through strong, credible, externally certified quality signals.

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