

A big question for resort management is whether it should strive to become everything for each of these identified segments or whether it should focus more on the benefits sought by only one of these segments. In fact, segmentation efforts are largely useless if we do not employ them as a basis for targeted marketing. Equally important for resort management to address are questions such as whether a particular market segment is sizeable and lucrative enough to target; how far in time the demand from this segment would sustain; how inimitable the products sought by this segment are; and how much new investment would be required. Another key issue for existing resorts that decide to focus on the well-defined needs of particular market segments is how to use the resources and facilities they already possess: some of these resources and facilities might have benefited from significant investments, and resort owners—stockholders are unlikely to accept the abandonment of such resources and facilities because the selected customer segment does not want them (Palmer & Mathel, 2010). Yet it has been observed that segmentation-based marketing, properly devised, can lead to better conservation of natural and other resources around the resort (Warnken et al., 2003).

## 6 Concluding remarks

Generally speaking, the leisure-scape ambience and the combined recreational activity spectrum are some of the major determinants of visitor satisfaction and continued patronization of resorts (Mannell & Iso-Ahola, 1987; Borrie & Roggenbuck, 2001). Yet, in order to build a large pool of loyal clientele, resort management must pay more attention to the specific motives and quality expectations of particular customer groups (Petrick, 2004). To achieve this, resorts need to group their customers on the basis of attributes that can help predict customer attitude and behaviour. Thus, segmentation becomes an important tool in the hands of the resort marketer.

The segments identified in the present research are not universal. However, because the segments identified are the result of a clustering process based on empirical data rather than a set of predetermined, *a priori* criteria, they have more meaning for local action. The demographic basis of the segmentation achieved as part of our research makes it easy for practicing managers to identify customer groups without processing complex and largely intangible psychographics.

# Tržna segmentacija turistov na podlagi demografske analize obiskovalcev: študija

## Povzetek

V prispevku so predstavljene ugotovitve študije, opravljene v kraju Goa v Indiji, z namenom segmentiranja obiskovalcev letovišča na podlagi demografske razčlenbe. Opredeljeni so štirje razpoznavni segmenti: redni obiskovalci, ki prihajajo z namenom sprostitve; t. i. "degustatorji", mladoporočenci in vedoželjni novinci. Ti segmenti nudijo tudi jasen in bistven vpogled v vprašanje turistične motivacije. Prispevek opredeli razlike med naštetimi segmenti in poda priporočila glede marketinških tehnik, ki so letovišču na voljo.

Ključne besede: letovišča, turizem, motivacija, segmentacija, marketing, Indija

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