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PROPOSED CONCEPT OF SEGMENTATION OF TRADITIONAL JAPANESE EMISSIVE MARKET FOR MANAGING TOURIST PROMOTION OF MEDITERRANEAN COUNTRIES

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Abstract

The concept of segmentation strategy of targeted emissive market is a usable starting point for efficient managing of promotion of receptive tourist destination. Growth in number of competing Mediterranean countries receptive tourist offers, conditions the need for the segmentation of specific emissive markets within the scope of the adjustment in the promotion itself. If this condition is not met, the presence of certain tourist segments may fail to meet the expectations. Segmentation becomes a strategic marketing tool of specialized tourist promotion of the receptive country itself when dealing with the emissive market characterized by the high non-accommodation, self-catering vacation rentals consumption. Promotion in tourism should send clear messages to the sought after, tourist segments regarding what is and how it is being offered. Undifferentiated marketing meant only for specific emissive market, weakens the tourist offers competitiveness and attractiveness. The strategic segments comprised in the process of segmentation, are selected in accordance with both the ability to meet the interests and trends in guests behaviour with available tourist resources of the receptive country. Tourist promotion thus takes over the role of the marketing tool in combining of the supply and demand, always in accordance with the goal strategic segment's standards of the targeted emissive market. For the purpose of this paper the research of Japanese emissive market has been conducted. All tourist segments that can help Mediterranean countries, such as the Republic of Croatia to achieve the growth in tourist consumption and prolong the tourist season, are presented. Research and in-depth analysis showed certain errors in the tourist promotion due to the neglect of the cultural specific quality and historic genesis of the targeted market. The fundamental research question is: there are enough segments on the Japanese emissive market for the efficient promotion of tourist resources of a typical Mediterranean country. All recommendable segments that can be classified as strategic are presented in this paper.

Keywords: promotion, segmentation, emissive market, adjustment

JEL classification: M31, L83

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1. INTRODUCTION

Managing the tourist promotion of specific emissive markets like Japan represents a great research challenge (Hall *et al.*, 2012). It also results in efficient anti-recession performance of national tourist policy of small countries in transition (Avraham and Ketter, 2008). The knowledge of national tourist resources, their selection, together with the adaptability of the tourist offer to strategic targeted guests, is a prerequisite. This approach makes an intangible offer a tangible one, to the targeted tourist segments of selected emissive markets. Lower potential of efficiency of undifferentiated marketing practice in promotion, is very often confirmed on specific cultural emissive tourist markets (Dwyer *et al.*, 2007, p. 27), such as Japan (Gilbert and Terrata, 2001, p. 70). More often than not, the serious segmentation of tourist offers for those markets, fails to be performed (Baxter and Kerr, 2010). Each emissive tourist market is characterized by specific historic and cultural genesis vital for the perception of what and to which segments something is being offered (Šerić, 2014, p. 8). Japanese emissive market is suitable for extending the tourist season of Mediterranean countries, mainly because Japanese tourists travel in periods of autumn or early spring. Conservative and specific Japanese market consists of diverse and specific segments, which means that generalization in the promotion of the tourist offer is not highly recommendable (Pike, 2008). The abundance of cultural, historical, landscape, gastronomical and other resources of Mediterranean countries is a suitable foundation for creating a specialized tourist offer for the Japanese emissive market. The detailed segmentation is necessary, focusing on those tourist segments willing to visit the country judging solely from the available tourist resources (Fennell and Weaver, 2005, p. 373). Despite the fact that the Japanese emissive market is rather attractive (Japanese people in comparison to other nationalities with lower liquidity from theirs, are less demanding) results in business trade are rather oscillating on the Mediterranean national receptive markets (Ladki and El Meouchi, 2013, p. 36). Due to the continuous growth in Japanese tourist demand for the destinations on the Mediterranean (Ma, 2011, p. 11), marketing research concerned with the particularities of that emissive market is crucial, since it is the Japanese tourists who are making a significant impact in tourism of Europe (Hall *et al.*, 2012). This especially goes for small tourist countries (Butler, 2000, p. 109) such as Croatia, since it proved that most of the money in its profit comes from tourism (Šerić, 2014, p. 8).

Research Objectives

The aim of this research is to segment Japanese emissive market and to suggest segments which are appropriate for the promotion of receptive Mediterranean tourist countries in order to prolong the tourist season. The research has been conducted by the case method, analysis and selection of recommended tourist segments of Japanese emissive market for which it is advisable to adjust the promotion of the Mediterranean tourist countries. Synthesis method has been used on the collected data. Segments of Japanese emissive market have been suggested by the deductive method. The analysis method has been performed in combination with personal diary method and in cooperation with the Bluesun hotels in Croatia in order to get to know certain impressions of that population. Small groups of tourists from Japan often stay in those hotels while they visit Croatia. The fundamental research question is: On Japanese emissive market there are more than enough segments for the efficient promotion of Mediterranean countries' tourist resources.

The limitations of this research are related to the relatively small proportion of Japanese tourists in Croatia. Personal diary method is used in order to get more details about behavior, impressions and reactions to the environment during their stay in the Mediterranean countries.

2. RESEARCH: THE POTENTIAL OF JAPANESE EMISSIVE MARKET FOR THE MEDITERRANEAN TOURIST COUNTRIES

Japanese emissive market results are interesting for the research for more than just one reason. We are dealing with the tourist clientele used to traveling by airplane to reach the desired destination (Cheong Jang *et al.*, 2002, p. 367). We are also dealing with the clientele with specific quality of cultural and historic genesis that presupposes coordination of tourist promotion with certain standards, based on which Japanese select a receptive country to visit. It is possible to achieve the repetitive visits from these special but welcome guests, if special needs and expectations are taken into consideration (Ma, 2011, p. 11). It is necessary to promote through all components of potpourri each and every cultural particularity which may seem interesting to Japanese tourists. In doing so, crucial statements from the SWOT analysis (Table 1), obtained from the authors' research, shall therefore be analyzed. A personal diary method and an in-depth interview method (the experts on the Japanese tourist market) were used for this study. The deliberate sample of Japanese tourists who stayed in the Bluesun hotels in Croatia was used in this research. The personal diary method is practical for researchers, because they can obtain a direct feedback on the impressions of the tourists related to the components of the tourist offer (Markwell and Basche, 1998, p. 228). The focus was on the impressions of Japanese tourists by analyzing the data collected from personal diaries (Finn *et al.*, 2000, p. 79). Japanese tourists who had personal i-pads were included in the sample for the pretest research. The personal diary method was carried out through a special blog on the website of the hotel where Japanese tourists stayed (Banyai and Glover, 2011). The personal diary is an anonymous research tool, and the form is shaped according to the research problem. The collected data from personal diaries were analyzed together with the data from in-depth interviews. In this particular case Table 1 is designed.

Table no. 1 – SWOT analysis of the Republic of Croatia receptive market for Japanese tourists

STRENGTHS	WEAKNESSES
UNESCO Site Heritage	Insufficient familiarity with the Japanese emissive market and culture from our tourist representatives and qualified workers, poor knowledge and usage of the Japanese language
Cultural and historic heritage of the Republic of Croatia	Insufficient marketing knowledge and the lack of experience of leading personnel in the field of tourism in the Republic of Croatia, when dealing with specific emissive markets such as Japan
Friendliness and hospitality of locals	Japan does not perceive Croatia as a tourist trademark
Autochthonous gastronomic offer	Lack of any concrete marketing plan for doing business on the Japanese emissive market
Japanese government advises their citizens to travel abroad	Japanese fail to recognize some of the Croatian national souvenirs
Secrecy of the Republic of Croatia on the Japanese emissive market	Undifferentiated marketing approach coming from most tourists subjects in Croatia, even on the national level

STRENGTHS	WEAKNESSES
Tourist attractions and program are in accordance with the price for Japanese criteria	Modest and insufficient contacts with Japanese emissive market relevant partners on all levels of communication
OPPORTUNITIES	THREATS
Publicity - interest from journalists to write about the particular offers of the Republic of Croatia	Unpredictability of trends in tourism of Japanese emissive market- limited possibility of adjustment
Visiting certain destinations of the Republic of Croatia is incorporated in some European Union programs offered on the Japanese emissive market	Natural and other catastrophes that shook Japan over the past few years, having repercussions on seasonal decrease of Japanese tourists migrations
Growth in interest from Japanese tourists in visiting Europe	Loss in tourism trading if Japanese tourists are lost due to the particularities of an adjusted offer
Continuous process of Japanese population becoming an old nation	Categorization of tourist offer of the Republic of Croatia considered improper due to the safety reasons, eastern ways of doing business and communication

Source: Author research obtained from in-depth interviews and personal diaries with group tourist guides from Japan and agencies' representatives (2012-2013)

Fundamental and strong spots in the case of Japan, when performing promotional potpourri are natural and cultural heritage alongside national gastronomic offer. Tourist workers should be informed and educated on particular ways of dealing with Japanese tourists, even though it is not possible to act proactively on all aforementioned threats, it is important to take them into consideration, and perform accordingly to avoiding them. Since Croatia has become a member of the European Union it is advisable to direct the promotion of tourist offer towards the strengthening of national identity with the goal of differentiating its tourist image from other Mediterranean countries (Ma, 2011, p. 11). This can be achieved by enhancing the quality of polite communication with tourists (Özer and Köse, 2013, p. 10). Japanese are welcome tourists and great spenders (Ma, 2011, p. 11). Differences can be perceived among the segments - clusters of tourists. Therefore it is advisable to perform a detailed segmentation of the target emissive market (Cheong Jang *et al.*, 2002, p. 367).

Data Analysis

General segmentation of Japanese emissive market points out three important clusters which are recognized in the research of Japanese tourists while they are staying in Croatia; *seekers after novelty in tourist offer and nature, vacation seekers, and the representatives of the active vacation*. The tourists in the first cluster are the ones who spend the most, and the Republic of Croatia can offer them a lot, due to Croatian diversity on a geographically small territory. Hence it is clear that the activities in promotional potpourri should aim at this target population of Japanese tourists, not necessarily neglecting the remaining two clusters. In the last couple of years there has been evident growth in interest from Japanese tourists in visiting the Republic of Croatia through contacts with tourist representatives. Growth in interest for visiting Croatia is evident in Table 3, in the number of visits of Japanese tourists. It is now clear from the comparison drawn from the table that Japanese tourists stay in Croatia 3-4 days on average. It can be inferred from the above mentioned that the wide range of tourist attractions failed to be presented on the Japanese emissive market. It has been confirmed from the close contact with Japanese tourist agencies representatives (Bluesun hotels, 2013) that Japanese tourists come here as a part of the program that also

comprises visiting and getting to know the nearby countries. Japanese tourist agents explore the potentials of the Croatian tourist offer based on their personal experience and guests comments. Tourists are not familiar with the tourist attractions (Aziz *et al.*, 2012), since the national tourist promotion of the Republic of Croatia is not appropriately differentiated in the context of the dominant interests and trends of Japanese people when choosing a certain destination. In the Table 2, periods of decrease in number of tourist arrivals is marked in red, which clearly shows that the majority of Japanese tourists after visiting the Republic of Croatia for the first time, still do not show interest in coming back again, to explore other destinations. This indicates the need to improve the promotion of resources and facilities that Japanese tourists prefer.

Table no. 2 – Number of Japanese tourists visiting the Republic of Croatia 2005-2012

ARRIVALS OF JAPANESE TOURISTS IN CROATIA MONTHLY								
	2005	2006	2007	2008	2009	2010	2011	2012
January	456	1.040	1.028	2.165	4.199	2.157	2.164	3.326
February	331	817	595	2.559	3.964	2.685	3.081	3.625
March	1.370	3.120	3.221	7.141	5.940	7.177	4.560	8.891
April	3.417	7.039	8.323	13.683	13.792	10.855	9.175	14.201
May	4.206	9.683	10.960	18.360	21.768	19.760	14.297	20.461
June	3.612	6.527	9.483	23.534	20.139	24.898	19.436	21.752
July	2.462	5.072	6.651	11.859	12.786	12.579	12.539	15.107
August	2.781	6.391	9.589	16.170	19.884	18.496	16.415	18.140
September	3.149	7.285	12.007	17.058	18.938	14.944	16.804	15.451
October	6.196	11.695	13.695	18.899	27.537	20.913	21.469	20.113
November	3.470	4.328	7.794	7.943	10.357	8.833	9.051	11.539
December	1.298	1.754	3.058	4.333	3.869	3.822	2.639	2.482

Source: authors` research, *Croatian National Tourist Board (2013)*

Table no. 3 – Number of Japanese tourists staying in hotels in the Republic of Croatia 2005-2012 (monthly)

OVERNIGHTS OF JAPANESE TOURISTS IN HOTELS OF CROATIA MONTHLY								
	2005	2006	2007	2008	2009	2010	2011	2012
January	885	1.696	1.462	2.834	4.861	2.790	2.682	4.250
February	583	1.531	959	3.164	4.723	3.299	3.971	4.678
March	2.424	4.396	4.238	8.991	7.305	9.293	6.202	11.435
April	4.895	9.912	11.719	17.818	18.315	14.729	13.046	19.524
May	6.425	14.319	17.412	25.692	28.485	26.627	20.444	27.892
June	6.159	10.526	14.239	34.856	29.219	35.034	27.151	31.657
July	4.690	8.682	11.379	18.164	19.125	19.055	18.468	23.004
August	6.152	11.487	16.967	24.536	29.310	28.533	26.691	30.874
September	5.067	10.803	19.923	24.837	26.089	21.507	24.171	23.151
October	9.602	17.258	19.402	25.146	35.919	27.398	28.376	26.997
November	4.965	6.247	9.619	10.000	12.900	11.169	10.909	13.576
December	1.874	2.553	3.810	5.261	4.751	4.988	3.629	3.461

Source: authors` research, *Croatian National Tourist Board (2013)*

The continuity in growth was missing in the period from 2010 to 2011 due to the global recession (http://www.germany.travel/media/en/Japan_kurz.pdf). What is interesting is the fact that Japanese tourists come during the entire year, what is the specificity of that emissive tourist market (<http://japanexplained.wordpress.com>). From the Table 3 it is clear that the significant number of Japanese tourists arrive in months of November and February.

The latest data shows that in the first six months of the 2013 there was a record number of Japanese tourists arriving. Compared to the last year it is a 40% increase. It is interesting to mention that in the same period of that year Japanese visiting China were significantly fewer (even up to 85% in comparison to the previous year). The appreciation of Japanese national currency yen also has its role in the Japanese growing interest for visiting Europe and also the Republic of Croatia (*The Tokyo Times*, 2013). However, to gain their loyalty and the increase in number of visits, it is necessary to improve the targeted promotion of Japanese emissive market.

Table no. 4 – Average expenditure of predominant emissive tourist Japanese clusters

AVERAGE SPENDITURE (in 10,000 yens)	CLUSTER 1	CLUSTER 2	CLUSTER 3
per person	49,2	37,8	34,9
per person / per night	7,80	6	5,8

Source: The Tokyo Times, 2013 (August)

In communicating with the representatives of Japanese tourist agencies there are certain reasons based on which their agents are expecting the continuous growth in interest from Japanese tourists in Europe (*Bluesun hotels*, 2013):

- Stabilization and continuity of growth of Japanese market field;
- Japanese government encouraging travelling abroad;
- Increase in number of transportation capacities and air companies;
- Increase in number of Japanese businessmen travelling.

Alongside aforementioned it is worth mentioning some more particularities of the emissive market of Japan that should be implemented in promotional tools (*The Tokyo Times*, 2013):

- Japanese are curious- due to Japan being isolated and rather closed during the last 250 years after 1868. International travels were prohibited to the Japanese in the period from the Second World War to the 1964;
 - Japanese travel in groups- lack of confidence in long distance destinations, foreign customs and habits;
 - Japan, in comparison to other countries, is safe and homogenous country. That is the reason why they choose to visit countries with the low criminal rate (inquiring into this before departing);
 - Japanese are pacifists- in every situation they prefer harmony to conflict, and rarely choose to visit the countries with aggressive inhabitants.

3. RESULTS OF RESEARCH: SUGGESTIONS ON SEGMENT STRATEGIES OF EMISSIVE JAPANESE MARKET FOR THE TARGET TOURIST PROMOTION

In putting into practice the potpourri for the Japanese emissive market, based on the results inferred from the research, it is crucial to perform the segmentation on a larger number of segments with shared, similar interests. Segmentation should be performed in terms of available tourist resources of the Republic of Croatia and Japanese trends in tourism (Ma, 2011, p. 11). Research analysed in this paper, showed the need for the segmentation of Japanese emissive market for the receptive tourist countries on the Mediterranean. Segmentation should be carried out, not only on the three clusters, mentioned before but on the additional seven relevant tourist clusters:

1. Family tourism (kazoku ryoko)

Family trips include parents and most frequently one child under the age of 12, but recently there has been a trend of family trips including more generations – parents, grandparents and children travelling together. This segment would still choose a destination based on the distance and accessibility rather than the tourist program itself (choosing between Rome and Trogir, they will go for a destination that has a direct flight to and that can be reached faster).

2. School excursions (shugaku ryoko)

This segment (both students and their parents) still prefers travelling inside Japan, and when choosing a destination, they look into cultural and natural attractions and particularities. There has been evident growth in interest for travelling abroad, resulting in their choice of non – branded destinations (in attracting tourists it is necessary to promote accompanying tourist attractions in the cultural segment, but also pointing out all the landscape particularities of a specific destination).

3. Undergraduate excursions (sotsugyo ryoko)

This segment represents Japanese students in the final year of studies. Even though they still prefer the USA, and the countries of Asia, the interest in Europe is growing. They travel mostly in March, which would significantly prolong the tourist season in Croatia.

4. Weddings overseas

This category of Japanese tourists can be viewed separately, as a unique segment per se, since the data from the *Watanabe* tourist agency shows that in the last few years more than 40.000 Japanese couples organized their weddings abroad. These travels are mostly organized in smaller groups of twenty people, or in larger ones. The most interesting destinations for them still remain Hawaii, Guam and Australia, but there is a great, growing interest in Dubrovnik. The luxurious, wedding specialised magazine *25 ans*, published in 70.000 copies, dedicated 16 pages to Dubrovnik. Their journalists stayed in Dubrovnik in the organization of Croatia Tourist Board, Dubrovnik Tourist Board and the Tourist Board of Dubrovacko-Neretvanska County. There has been growth of 40% in this segment compared to the last year.

This trend is a consequence of lower costs of a ceremony compared to a traditional wedding in Japan; the organization is simpler, more intimate for the family and their guests. This is currently the fastest growing segment of Japanese tourists.

5. Newlyweds on a honeymoon

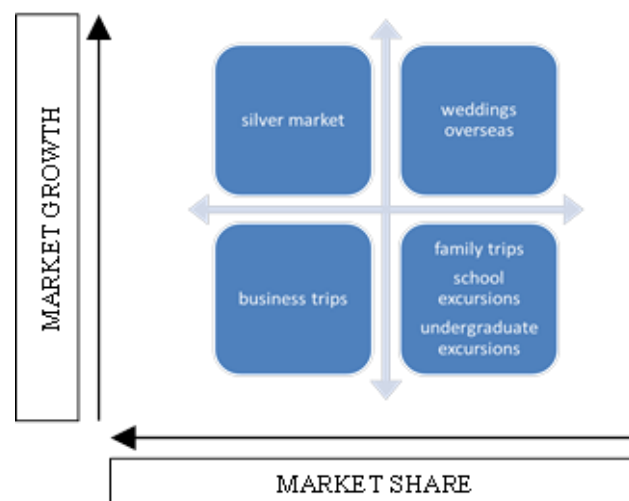
Japan is a traditional country with 750.000 new marriages a year. The data shows that 60%-80% of newlyweds choose to have their honeymoon somewhere abroad. This segment is rather appealing, since they spend a lot, go for the best accommodation, restaurants, and special excursions, go on a shopping spree, etc. The Republic of Croatia is of special interest for this segment as well (as for the one above mentioned).

6. Business trips (shokuba ryoko)

It is a common practice in Japan for colleagues to travel abroad in smaller or larger groups (depending on the size of a company). These trips last from a few days to an entire week, during the months in autumn or in June. Statistics show that 74% of companies in Japan salute and support these trips, and around 7-10% of Japanese actually travel with colleagues from work (Japan Explained FASAQ, 2013). Currently we are dealing with shorter trips, of 3-4 days, and the destinations chosen are mostly the distant ones.

7. Silver market

This segment includes elderly tourists, above the age of 60. Japan is an old nation, with more than 25% of population being elders. They travel mostly with spouses, or a close family member. There is an evident interest for Europe, even though their preferred destinations remain the USA, South Korea, China, Taiwan and Hong Kong. These segments, in comparison to others, stay abroad longer, and are in the focus of Japanese travel agencies. Retired Japanese have considerable savings, and can travel throughout the year. This trend is high due to the tax of 25% on the legacy in Japan. More of these tourists are coming to the Republic of Croatia. From the segmentation performed, in sequence the BCG matrix, Figure 1 is given for tourist segments from the aspect of the receptive tourist market of Croatia:



Source: authors` based on the research conducted in August 2013

Figure no. 1 – BCG matrix of tourist segments of Japanese market for the Republic of Croatia

Having seen the segmentation of Japanese emissive market, it is important to take into consideration the trends and habits of clusters on the Japanese emissive market.

Cluster 1 - novelty in the tourist offer and nature seekers

This cluster comprises the tourists interested in culture, new destinations, purchase, different lifestyles and environmental awareness. The average tourist in this cluster is being maintained (housewife or a child), or employed in the industrial sector. They travel mostly during the summer or autumn.

Cluster 2 - vacation seekers

This cluster comprises those holding on higher positions, mostly singles, in their late twenties or early thirties. They travel to escape from the stressful reality, go for larger cities with more attractions to offer.

Cluster 3 - active vacation (and family vacation)

Those falling in this category choose programs with lots of activities, filled with hiking, cycling, climbing - going on expeditions, etc. We are dealing with relatively younger population, going for destinations that provide diverse recreation and sports activities.

In the structure of Japanese guests visiting Croatia, women over 50 are predominant, rarely travelling with husbands and children. The size of the group depends on the total cost of the travel arrangement, but in general groups of 30 have cheaper and of 20 more expensive travel arrangements. They show special appreciation for the UNESCO heritage sites, when in the Republic of Croatia, they visit the following destinations: Dubrovnik, Split, Trogir, Plitvice Lakes and Zagreb. In the vicinity they chose to visit Kotor, Mostar, Ljubljana, Bled and Vienna ([Japan Tourism Marketing Co., 2013](#)). Consequently, Japanese tourists who visit a certain country once do not usually come back ([The Tokyo Times, 2013](#)). It is a real enterprise to try to attract them to come back. The duration of the trip depends on the cost of the travel arrangement. The pricey ones can take even 15 days. Japanese tourists appreciate politeness and courtesy in communication, and punctuality of great importance for them as well in terms of following the set timetable and program components.

Japanese tourists often ask for a bathroom with a tub, separate beds (that doesn't mean that the spouses don't share the same bed, but for certain reasons they keep the folded clothes on the bed instead of keeping them in the wardrobe). Some other particularities have been noticed as well, they don't want covers, blankets and comforters to be in blue. Speaking of meals they prefer their courses to be in smaller portions and in few sequences. They are aware of the inappropriateness of smoking, and they don't like to see tourist guides smoking when in their company. Even more, they find it rude and disrespectful. They can recognize some Croatian souvenirs, like the Croatia Program, Croatian chocolates, truffle products, dry figs, and they appreciate fig marmalade very much. It is important that those in close contact with Japanese are familiar with and educated in their culture and habits. They will always prefer a local tourist guide fluent in Japanese, regardless of the additional cost. Japanese come from a safe country and it is important to make sure this aspect is implemented in the promotion arrangements.

4. CONCLUSIONS

Segmentation in the managing of the national tourist offer for specific emissive markets is an imperative in order for the available tourist resources to be adjusted to the targeted tourists. Segmentation results in the realization of the following goals:

- Growth in the tourism trading with the prolonged season
- Increase in spending from tourists from those markets
- Adjustment in image of tourist arrangements to target segments
- Encouraging the development of the quality of the tourist offer (attractions and experience)
 - Creating a recognizable national tourist label.

Promotion in tourism should send clear messages about what is and how it is being offered. It is important to adjust the offer to the target segments, in order to have an efficient potpourri. Undifferentiated marketing in tourist promotion concentrated exclusively on a specific emissive market weakens the competitiveness of national tourist offer. Strategic tourist segments are selected based on their interests (and trends in tourist behaviour), combined with the available tourist resources of the receptive country. Tourist promotion thus works in the interest of better promotion of what is being offered and presented in accordance with the strategic standards of the segments of the emissive market being addressed. Due to the discrepancy and generalization of tourist offer, in Croatia we are experiencing the absence of synergy in the promotion of national tourist offer. It results in great dissatisfaction with the structure of guests, and inactivity when trying to attract more affluent tourist segments. Internet marketing enables tactical operating in managing the promotion for the selected tourist segments on the target emissive market. Promotion for strategic segments on Japanese emissive market should put emphasis on the following:

- Landscape preservation with groomed pathways, promenades, beaches and accompanying tourist infrastructure
- Accessibility of cultural, archaeological and other attractions of a destination can prove interesting to target tourist segments
- Professional competence of tourist qualified workers
- Coordination of all subjects taking part in the tourist offer of a given destination
- Continuity in tourism planning, monitoring and controlling
- Other facts and attractions that are generally important for the tourist on Japanese emissive market in their decision making.

Together with everything stated so far, it is advisable to further integrate in promotional assortment the following:

- Cooperation with the leading emissive Japanese tourist agencies
- Implementation and adjustment of promotional material with the Japanese culture, habits and standards.

Preliminary research conducted in the paper was performed on two levels in Japanese tourist structure - based on the data collected from a few Mediterranean countries, and on the data related to the number of Japanese tourists coming to the Republic of Croatia from 2005 – 2012. The primary research obtained from the sample of Japanese group tourist guides and their tourist agencies representatives showed discrepancy in the expected and given service to the Japanese guests. The reason can be traced in the undifferentiated marketing approach in promoting tourism on different markets, neglecting specific cultural and historic genesis of Japan. The practice of tourist promotion of Mediterranean countries at the Japanese emissive market is based on generalization of approach to the three basic, large segments of Japanese tourists. This approach does not result in the creation of loyalty to Mediterranean countries. This is confirmed by the experiences of Croatia. Trends also

show slowed growth in the share of Japanese tourists in comparison with growth of the share of tourists from other Far East countries. Research findings indicate that Mediterranean countries should implement a more detailed segmentation of Japanese emissive market in order to attract more Japanese tourists. Promotion of resources and facilities should be adjusted to selected market segments. This paper presents seven essential segments of Japanese tourists. Personalization of the tourist promotion of Mediterranean countries or Mediterranean destinations is suggested for these market segments. Research findings confirm the potential of the developed and complex Japanese emissive market. The specificity and the number of proposed target segments suggest the need for a differentiated approach in the management of tourist promotion. Generalized approach, so far the practice of Croatian tourism, rarely results in the formation of loyalty to the Mediterranean destinations. Japan is an insufficiently known and complex tourist market, which is why new knowledge presents a usable foundation for new research. It would be too complex to generalize the management of the tourist promotion of each Mediterranean country, but the presentation of seven target segments of Japanese tourists can be a usable starting point for such mission.

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