

## Tourism Development Analysis According to Offer Improvements: Case of Crikvenica

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**Abstract :** Crikvenica is one of the favourite tourist destinations at the Adriatic Sea in Croatia which attracts guests with its natural beauties and is one of the top destinations with the highest number of overnights stays. The main purpose of this research is to determine which elements of tourist offer should be improved to achieve sustainable development of the town of Crikvenica. Namely, the survey results from a random sample have shown that the most common reason of the visits is relaxation and vacation, and that more attention should be given to the following categories: restaurants and the working hours of stores and banks. We have also examined whether or not there is a correlation between an average daily expenditure and the overnight stay. The paper ends with the conclusion and the recommendations on how to improve the tourist offer of Crikvenica in order to increase guest satisfaction and to keep its reputation at a high level.

**Keywords :** tourism development, survey, Crikvenica, management sciences

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