



# WOOD PRODUCTS USAGE IN RURAL TOURISM BUILDINGS

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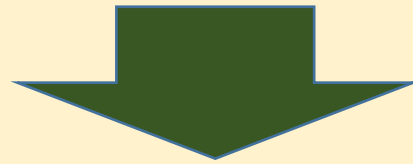
THE PATH FORWARD FOR WOOD PRODUCTS: A GLOBAL PERSPECTIVE

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# 1.INTRODUCTION

Rural tourism includes set of all tourism services and activities that take place within rural areas, which is not necessarily a supplementary activity.

**Wood industry presents one of the most important sectors of Croatian economy, while rural tourism sector present one of the important parts of Croatian economy where a great degree of involvement of wood products usage is possible.**



This sector present opportunities for wood products and furniture producers in the context of designing and furnishing. The aim of the study was to identify possibilities of wood products usage in rural tourism buildings

## 2. MATERIALS AND METHODS

- **The sample frame** for this research were **317 business subject of rural tourism in Croatia**

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taken from the first national catalogue of rural tourism subjects ('Rural Tourism of Croatia') from 2015.

- All business subjects were located in Croatia.

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1.) An email survey was the method used for surveying respondents for this study.

2.) Based on research objectives questionnaire was developed.

3.) The questionnaire consisted of 17 questions: (general information, information about wood products usage in rural tourism buildings and elements of decision process in buying wood products

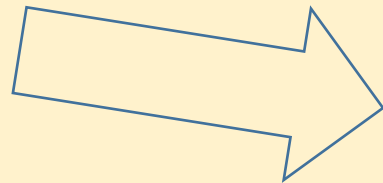
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The survey was conducted during the spring 2016. The total number of usable surveys received was 47 with **adjusted response rate of 15%**.

# 3. RESULTS AND DISCUSSION

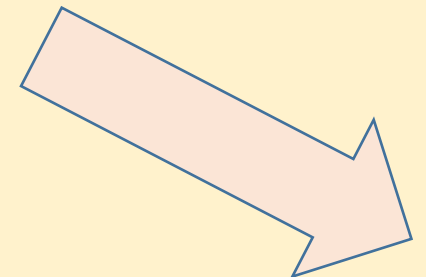
## Respondents profile

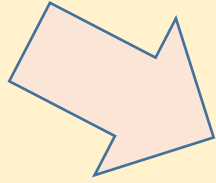
Given that domain of this research was tourism in rural areas - - - - it was expected that a majority of respondents would come from rural areas of Croatia - - - - - **53% of 47 respondent rural tourism objects were located in area with less than 1000 inhabitants.**

**The oldest** respondent rural tourism building **was established in 1983**, while **the youngest** was established in 2014

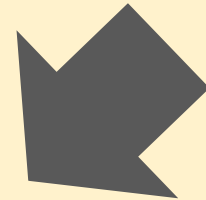


that the average age of years in business was 10

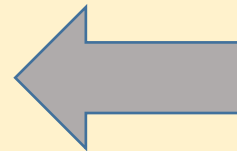




**It is possible that this presents a year in which business was officially opened/established and when owners of the buildings decided to start working in rural tourism business, but the buildings (houses,...) were built before in the past**



**The oldest building is from the year 1836., while the newest was built in 2012.**



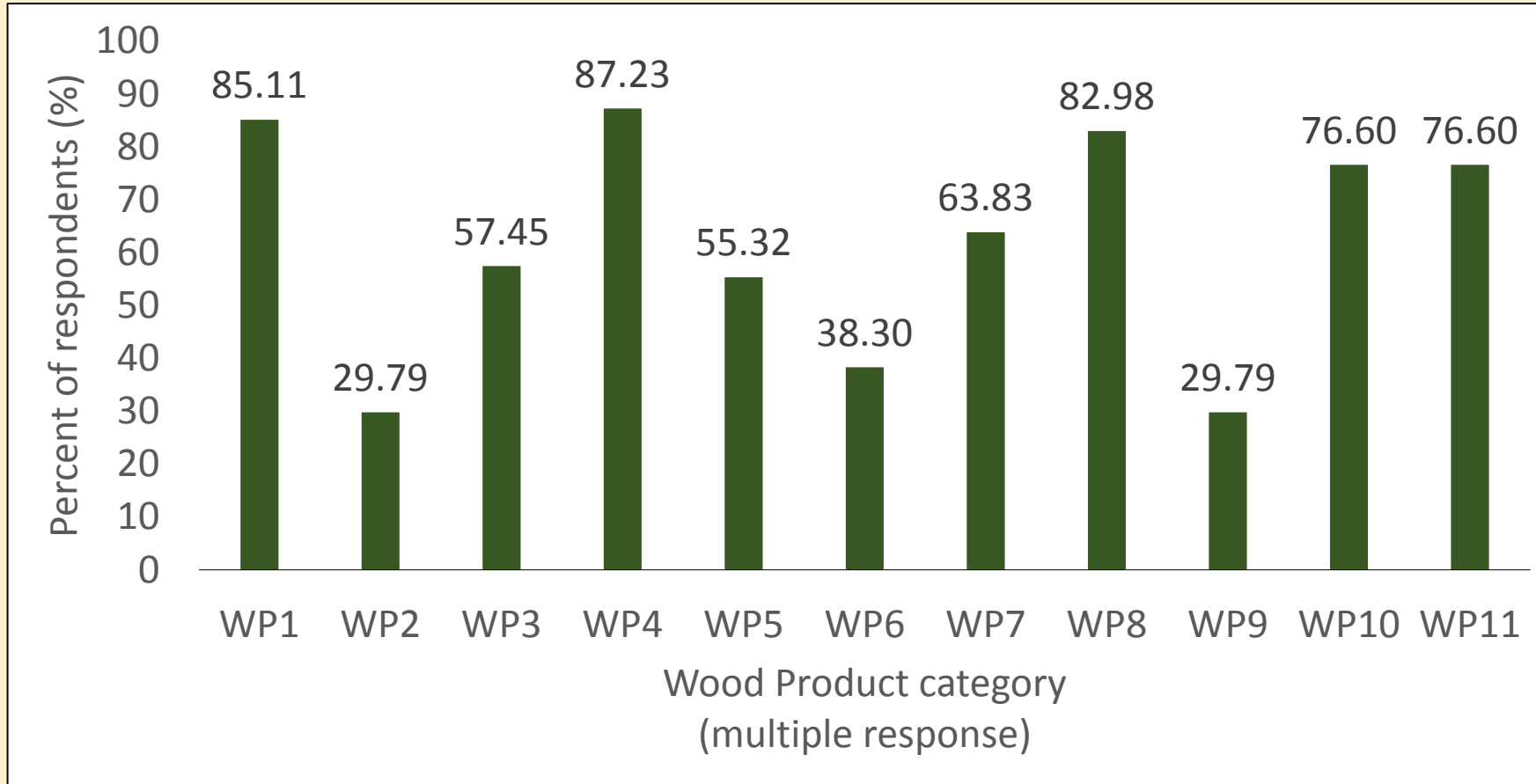
**The average age of rural tourism building was 62.4 years.**

**The total number of people employed in 47 respondent rural tourism businesses was 164 persons - - - minimum was 1, maximum was 23 persons**

*Table 1. Employees gender, education, and age structure in the rural tourism buildings*

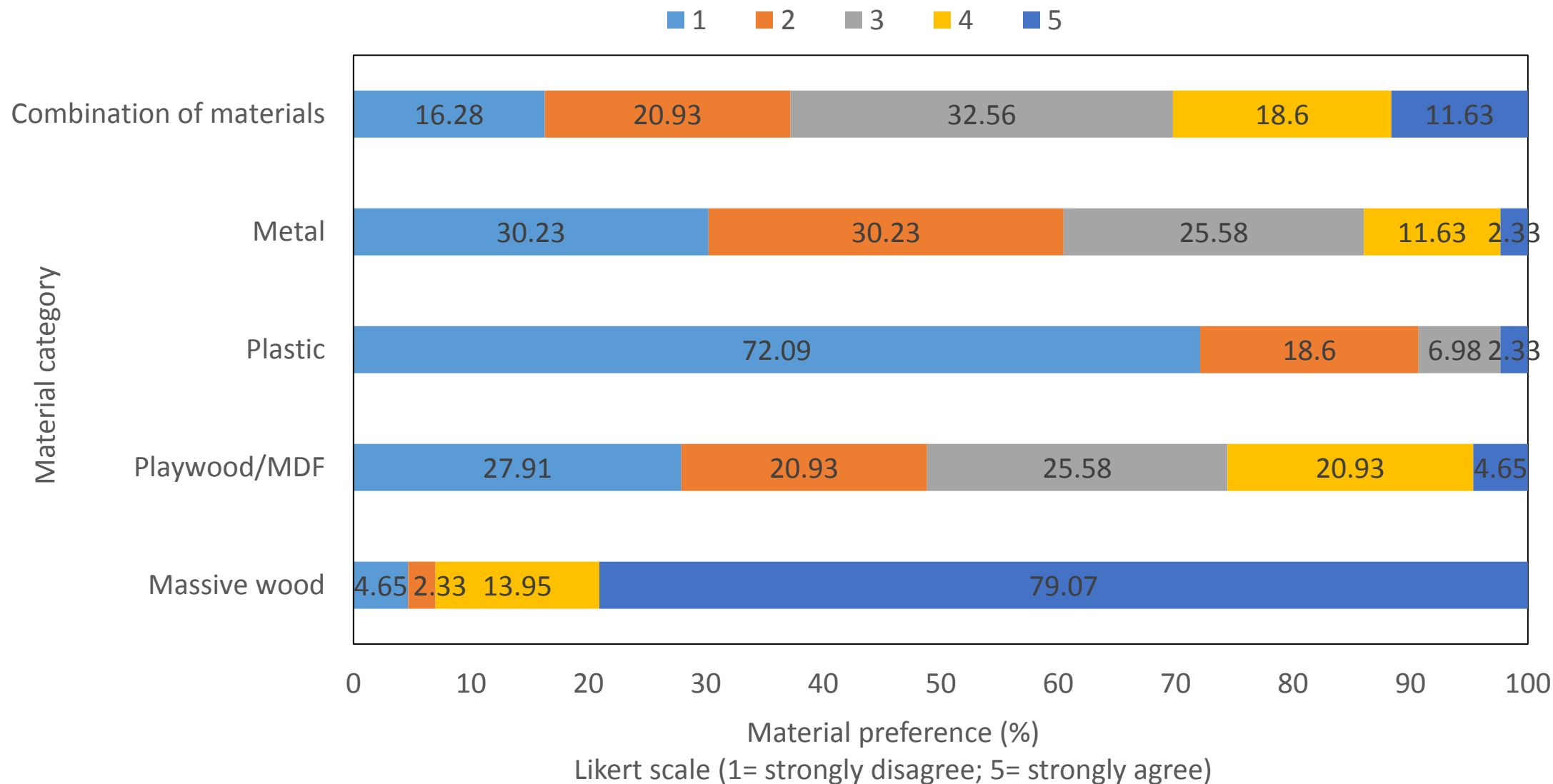
Gender (%)		Education level (%)		Age groups (%)	
<b>Male</b>	51	No education	10.9	18 – 30 years old	18.8
		High school	61.6	31 – 40 years old	24.4
<b>Female</b>	49	College graduate	14.6	41 – 50 years old	30.9
		Graduate degree	12.3	51 – 60 years old	21.8
		M.s./Ph.D.	0.6	Older than 60	6.1

## 2. Wood products usage in rural tourism buildings



*Figure 1. Wood product category in rural tourism buildings (n=47)*

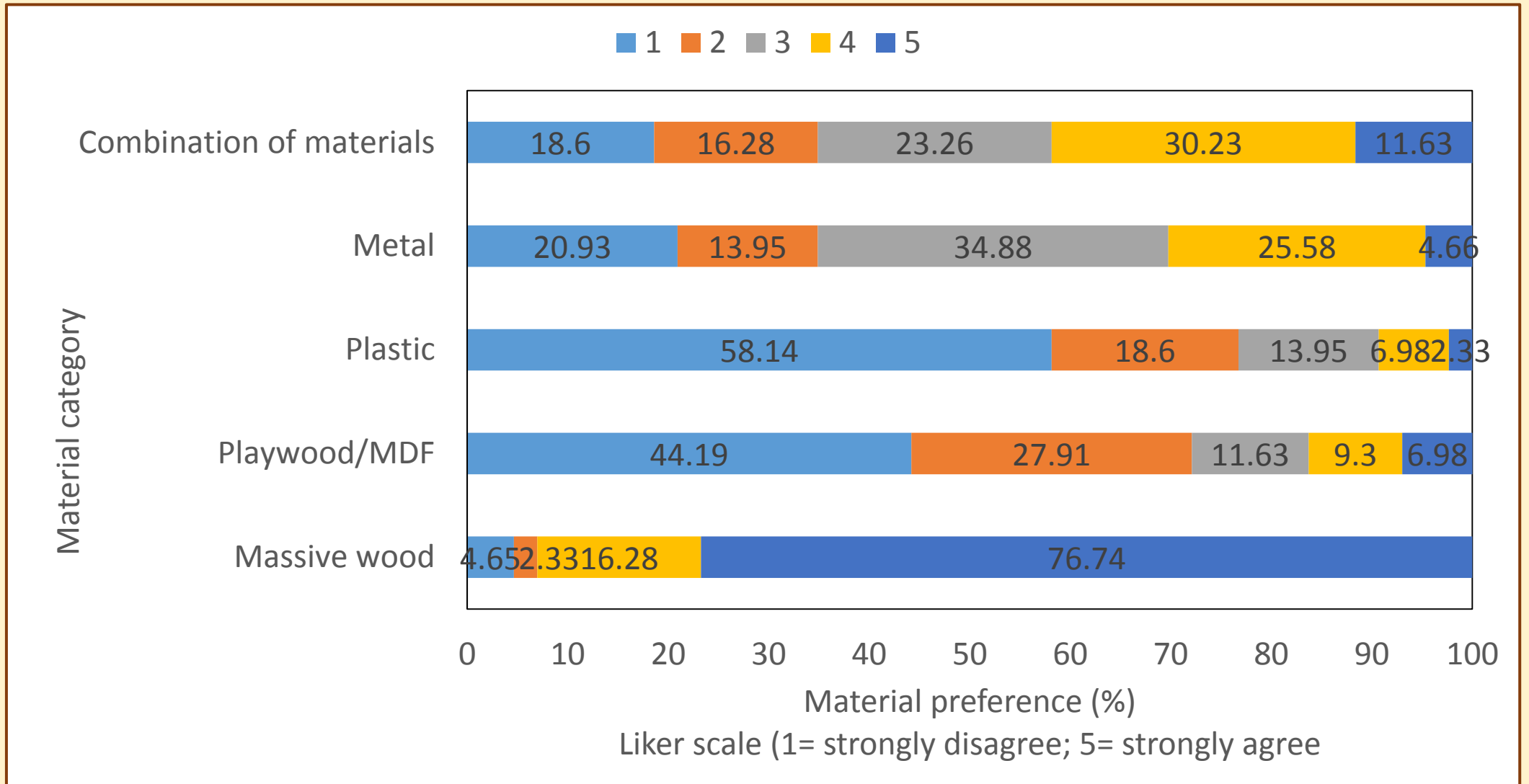
*Legend: WP1 – exterior joinery (windows, doors, ...); WP2 – wooden facades (fronts of the buildings); WP3 – venetian blinds; WP4 – interior joinery; WP5 – floor coverings (parquet, rustic flooring, decking); WP6 – wall coverings; WP7 – kitchen and dining room furniture; WP8 – sitting furniture (bench, chair); WP9 – upholster furniture (armchair; sofa); WP10 – beds; WP11 – closets (cupboards, wardrobes; bookcases).*



**Figure 2. Material category preference of INTERIOR equipment in rural tourism buildings (n=43)**



**Figure 3. Material category preference of EXTERIOR equipment in rural tourism buildings (n=43)**



### 3.3. Elements of decision process in buying wood products

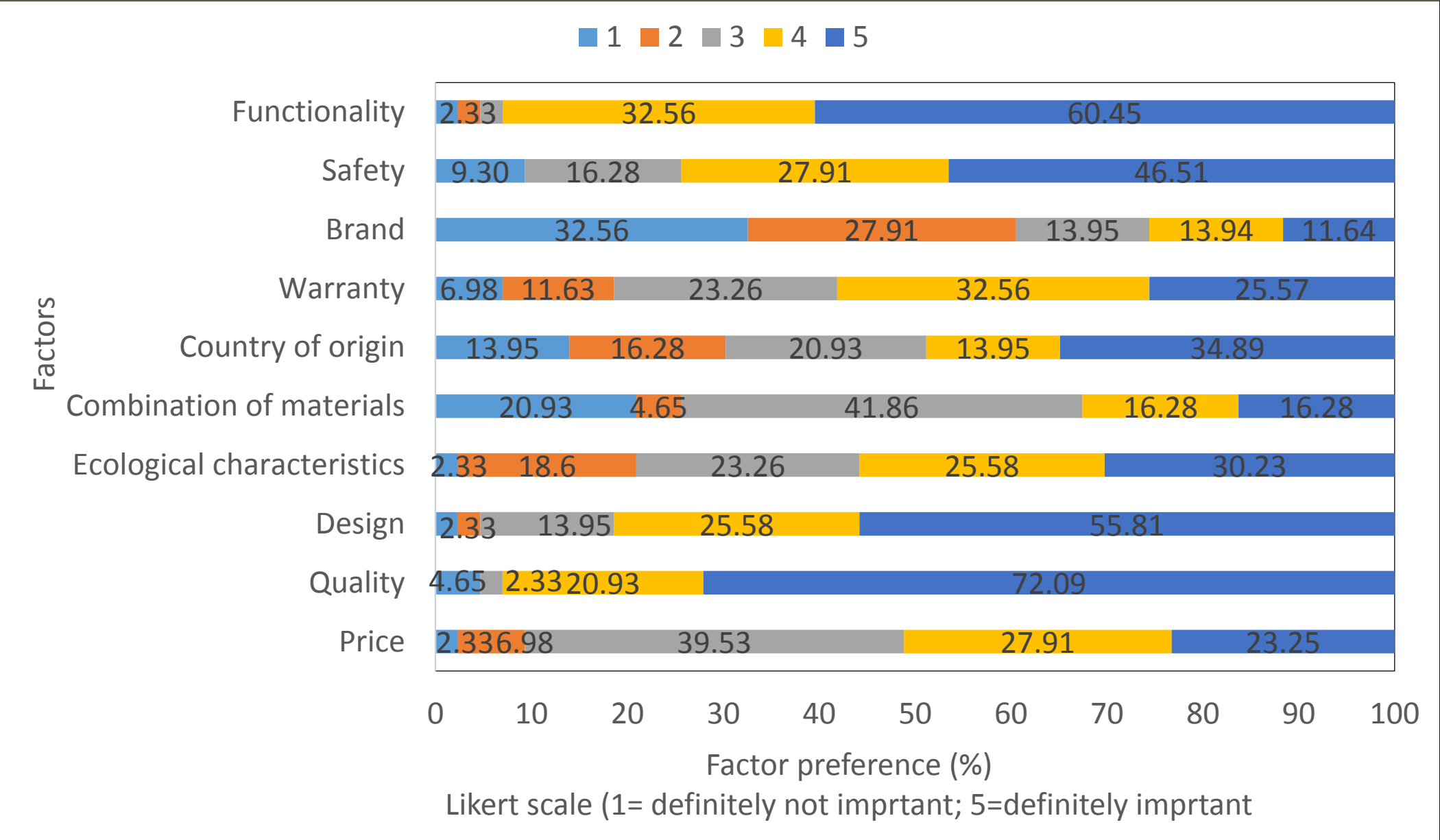


Figure 4. Factors in decision making process (n=43)

In furnishing and/or renovation of their rural tourism buildings majority of the 37 respondents (70.27%) favor Croatian wood furniture and products.

In addition, the respondents noted that they would equally buy Croatian furniture in the furniture store or directly from Croatian furniture manufacturer.

On the other hand, 26.19% of the respondents prefer foreign wooden furniture and products.

# SUMMARY

- 1.) When deciding about type of material in equipping interior of owners/stewards of rural tourism buildings prefer 'real' massive wood, followed by combination of materials, while the most unfavourable material were plastic and metal.
- 2.) In equipping outdoor space the respondents would mostly use also, massive wood and combination of materials.
- 3.) Quality of wood products was found to be the most important factor in decision making process of buying furniture and wood products, followed by product functionality, product design, safety, country of origin, environmental characteristics, warranty, price, material combination and as the most insignificant factor was brand.

In making decision about foreign of Croatian furniture majority of owners/stewards prefer Croatian wood products and furniture what was a logical choice, given that respondents were traditional Croatian rural tourism object in which all activates are based on Croatian tradition and inheritance.

In Croatia rural tourism present a very important segment for wood furniture and wood product manufacturers.

Owner and/or stewards of this places were noted as potential buyers and users of wooden products, so for wood furniture company managers was very important to get insights into situation, needs and possibilities of this rural tourism buildings.

**THANK  
YOU!**

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