UNIVERSITY OF LJUBLJANA

FACULTY OF ECONOMICS

JOINT MASTER'S THESIS

ANALYSIS OF TOURIST SATISFACTION:
THE CASE OF DESTINATION ROGLA – POHORJE

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Ljubljana, July 2015

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AUTHORSHIP STATEMENT

We, the undersigned, **Jerneja Lešnik** and **Christos Pantelidis**, students at the University of Ljubljana, Faculty of Economics, (hereinafter: FELU), declare that we are the authors of the Master's thesis entitled **Analysis of Tourist Satisfaction: The case of Destination Rogla – Pohorje** (Analiza merjenja zadovoljstva turistov: Primer destinacije Rogla – Pohorje), written under the supervision of **Prof. Dr. Irena Ograjenšek**.

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INTRODUCTION

Tourism, along with the rest of the service sector, has undergone major changes over the last 50 years. From the standardised mass production of package holidays at classic "3S destinations" in the 1970s and 1980s, tourism supply has fragmented into a variety of niches over the last 20 years, offering more individualised products that are focused on the quality of the tourist experience (Holloway & Taylor, 2006; Leiper, 2004; Richards, 2011). Page and Connel (2006) and Ritchie and Crouch (2011) explain that tourist packages nowadays are not focused on a single provider at the destination (e.g., accommodation facility), but have expanded in scope, bundling various activities and attributes the region has to offer, such as accommodation, sports activities, events, local transport and cafés. Dmitrović et al. (2009, p. 117) term these different attributes as the "pool of destination attributes" (accommodation, restaurants, sport activities, cultural activities, etc.). Therefore, according to Buhalis (2000) and Klimek (2013), tourists experience the destination as a whole. The destination is not considered to be merely a "touristic place", but becomes a "tourist product" that, as stated by Cooper, Fletcher, Gilbert and Wanhill (1993, p. 102) "brings together all aspects of tourism – demand, transportation, supply and marketing". Consequently, each and every service provider involved influences the tourist's overall satisfaction with the destination (Bieger, 2000; Michel, 2004; Müller, 2006).

In line with this change of perspective, the concept of (tourist) satisfaction has become the centre of (tourism) marketing theorists. Back in the 1980s, Pizam, Neumann and Reichel (1978, p. 315) suggested the following definition of tourist satisfaction: "Tourist satisfaction is the result of the interaction between a tourist's experience at the destination area and the expectations he had about the destination". Over the years, many authors developed variations of this definition, mainly presenting different attributes associated with tourist satisfaction at the destination. Nevertheless, the concept can have as many interpretations as there are individual participants in the destination's co-service process (staff, customer, providers), where each can have their own subjective interpretation of the concept of satisfaction (Postma & Jenkins, 1997).

Theorists have cited many benefits of measuring satisfaction at the destination, among them positive word-of-mouth endorsements and repeat visits, which ultimately affect the financial performance of suppliers associated with the tourism industry (Chakrapani, 1998; Hallowell, 1996; Kozak & Remmington, 2000; Lam & So, 2013; Swarbrooke & Horner, 2001; UNWTO, 2007; Žabkar, Makovec Brenčič & Dmitrović, 2010). Furthermore, "the assessment of the different attributes or characteristics of the destination tourist product is considered essential to measure destination's competitiveness" (Gallegati, 2012, p. 254). Moreover, according to the United Nations World Tourism Organization (hereinafter: UNWTO) (UNWTO, 2004; UNWTO 2005) and the Slovenian Tourism Development

Strategy 2012–2016 (Ministry of Economic Development and Technology, 2012), on-going assessment of tourist satisfaction can significantly contribute to the sustainable management of a tourist destination. In order to benefit from findings regarding tourist satisfaction, however, destination management must ultimately take certain measures in response to them.

Several models have been developed to measure overall tourist satisfaction, among them the Makovec Brenčič model (Makovec Brenčič et al., 2007), hereinafter referred to as the Makovec Brenčič model. Key elements of the Makovec Brenčič model (Makovec Brenčič et al., 2007, p. 9) are as follows: "overall image (what tourists think of a specific hotel or destination); prices (are they, in terms of tourist, suitable or unsuitable); quality (how well it "works" and what is available in the tourist offer); value (what tourists "receive" for the price and what that means to them); satisfaction (a comprehensive assessment of the experience of staying in a particular destination or hotel); and loyalty (whether tourists intend to return)". Questions addressing these key elements were incorporated into a questionnaire that was developed by the same authors with the aim of creating a useful methodology for measuring tourist satisfaction.

Our research is the implementation of the Makovec Brenčič conceptual model and methodology for continuous monitoring of tourist satisfaction at the destination Rogla – Pohorje respectively.

The Master's thesis aims to provide the answer to the following main research question:

How has the overall tourist satisfaction at the destination Rogla – Pohorje changed in the last seven years according to the Makovec Brenčič model?

We search to provide the relevant answer in three steps. Firstly, the results of our research are compared with the results of the research that was carried out at the same destination by Žabkar, Dmitrović, Knežević Cvelbar, Makovec Brenčič and Ograjenšek in 2007. Secondly, different factors of tourists' overall satisfaction that are included in the Makovec Brenčič model will be explored and compared among different groups of tourists. A sample of tourists will be formed into groups based on age, gender, country of origin and economic status. Moreover, it will be analysed how tourist loyalty changed over the period of time. Thirdly, based on our findings, a set of recommendations will be presented to help the management to increase its marketing structure clarity and consequentially to increase the competitiveness of Rogla – Pohorje as a tourist destination at the national level.

The theoretical part of the Master's thesis is described in the first and second chapter. The first chapter focuses on presentation of the premises of customer and tourist satisfaction. Two basic paradigms of customer satisfaction and their operationalisations are presented. Moreover, the antecedents as well as the benefits of customer and tourist satisfaction are

described. In the framework of this chapter, the Makovec Brenčič model is presented as a representative model for measuring tourist satisfaction at destinations in Slovenia.

The concept of destination management with reference to tourist satisfaction is described in the second chapter. This chapter discusses possible ways of implementing a continuous measuring of customer satisfaction at the destination level. Tasks of destination management organisation are performed in accordance with the strategy of tourist destination.

The empirical part of the Master's thesis is described from the third chapter onwards, as well as the case study destination of Rogla – Pohorje. The first study of the Rogla – Pohorje destination was carried out in 2007 (Žabkar et al., 2007). At that time, the same research of several main tourist destinations in Slovenia was also conducted: Ljubljana, Portorož, Zreče and Rogla. In 2014, however, only the destination Rogla – Pohorje (formerly Zreče and Rogla destination) was chosen for conducting the replication study.

In the fourth chapter, the research methodology is presented. Research goals and the measurement instrument are described. Moreover, population, sample statistics and analytical methods applied in survey data analysis are presented.

In the fifth chapter, the research results and tourist classifications are presented. In this chapter, research results from a temporal perspective, i.e., results from 2014 compared to those from 2007, are presented. Furthermore, results are discussed from the viewpoint of the mainstream literature and, finally, their practical implications are presented.

1 CUSTOMER AND TOURIST SATISFACTION

1.1 The Concept of Customer Satisfaction

1.1.1 Brief Historical Background

The roots of the concept date back to the beginnings of the production process. The concept itself is at least two-fold. The idea of customer satisfaction from the customer's point of view describes the consumer's level of enjoyment or disappointment that depends on his expectations regarding the product (Kotler, 1994). From the industry's point of view, it emphasises delivering satisfaction to consumers and obtaining profits in return (Kücükosmanoglu & Sensoy, 2010; Yi, 1993).

The concept of customer satisfaction has been developing and changing throughout the history of production (Hill, Roche & Allen, 2007; Inglis, 2000; Reis, Pena & Lopes, 2003). According to Reis et al. (2003), in the times of production by craftsmen, the individual

customer was more easily satisfied. One of the reasons was that the product was tailor-made. Later, in the times of industrialisation, the concept was no longer a focal point. The logic of price competition was predominating and quality of the products and services was left behind. According to Vavra (1997) and Reis et al. (2003), in the 70s and 80s, changes of perspective from producer (and supply) towards consumer (demand) were necessary to avoid the collapse of the market. One of the main reasons was that imported Japanese products started to endanger the American and European economy. The Japanese were able to produce high quality products on a mass scale with lower costs for available prices. American and European companies were unable to implement this combination. To avoid the aforementioned market collapse, changes in perspective for the threatened production were therefore vital. As a result, the focus on point of marketing orientation became again the customer. Customer orientation became an important variable to retain organisations' market competitiveness (Kaiser, 2005). In this sense, Scharnbacher and Kiefer (1998, p. 4) refer to the "consumerism movement" in the United States.

At the same time period (in the 80s), services and their marketing started to become more strategically oriented. As stated by Vargo and Lusch (2004, p. 1), ever since then "marketing has shifted much of its dominant logic away from the exchange of tangible goods (manufactured things) toward the exchange of intangibles, specialized skills and knowledge, and processes (doing things for and with)" which they called "Service – Dominant Logic" (Vargo & Lusch, 2004, p. 1). In the centre of the theory they set intangibility of services and the exchange of services and relationships with customers. The selling process becomes more complex, highlighting the customer – supplier relationship through interaction and dialogue (Shaw, Bailey & Williams 2011). This interpersonal level places customer satisfaction at the centre of the modern service sector.

The concept of customer satisfaction has since then been extensively researched and has become a key concept of modern marketing (Homburg & Stock, 2006). In the last two decades, over 15,000 studies have been published (Peterson & Wilson, 1992). Since there are numerous theories about customer satisfaction (Homburg & Stock, 2006), it is difficult to define a commonly-accepted theory of customer satisfaction (Scharnbacher & Kiefer, 1998); therefore, basic definitions and theories will be presented with the purpose of clarifying the phenomenon.

1.1.2 Definitions of Customer Satisfaction

1.1.2.1 Short Introduction to Definitions

As discussed above, in the last decades, marketing theory and practice have made numerous attempts towards a better and more thorough understanding of customer dis/satisfaction. Researchers have been investigating the process in which customers form

judgments about their purchase satisfaction, antecedents and consequences of satisfaction in different industries, and how to gather information on the measurement of satisfaction.

Yi (1989) distinguishes theories on customer satisfaction according to two important perceptions of customer satisfaction – either theorists perceive customer satisfaction as an outcome or as a process. If they perceive customer satisfaction as an outcome, the satisfaction is a result of previous customer experience. According to this, Oliver (1981, p. 27) defines customer satisfaction as a "psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". If researchers perceive customer satisfaction as a process (Oliver, 2010, p. 7), they refer to the entire consumption experience or "Complete Consumption Experience" that links all aspects of the concept such as pre-, interim and final stages of the consumption process and considers them in relation to consumers' expectations. The definition of Oliver (2010, p. 6) is presented again defining customer satisfaction as an outcome: "The customer satisfaction is the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption".

Since satisfaction is a relative concept, theorists suggest that satisfaction is always assessed in relation to certain standards (Ölander, 1977; Yüksel & Yüksel, 2001; Yüksel, 2003). Oliver (1997) suggests that consumer satisfaction assessment should be based on certain past experience (this experience is used as a standard) and that it is related to the needs and expectations of consumers about the product or service (expectations are again used as a standard). Oliver's suggestion is the most widely used model for explanation and formation of the concept of customer satisfaction (Fischer & Pechlaner, 2006) and is known as the Confirmation Disconfirmation or Expectancy Disconfirmation Paradigm (hereinafter: EDP) (Oliver, 1981).

1.1.2.2 Expectancy Disconfirmation Paradigm (EDP)

The paradigm explains customer satisfaction as a result of the difference between the expected and the actual outcome of the purchase, as perceived by the customer (Homburg & Stock 2006; Pizam & Ellis, 1999; Yi, 1989; Yüksel & Remmington, 1998; Yüksel & Yüksel, 2008). Kornmeier and Schneider (2006, p. 20) consider the result as a "psychological comparison of a person between perceived and actual performance". This means (Pizam & Ellis, 1999, p. 328) that "customers purchase goods and services with pre-purchase expectations about anticipated performance".

The paradigm states that it leads to customer satisfaction when suppliers have met or exceeded customers' expectations about the product or service. When a supplier has not met or exceeded customers' expectations, this results in a disparity between actual and expected outcomes which leads to customers' dissatisfaction (Bolton & Drew, 1991; Hill,

1996; Kornmeier & Schneider, 2006). Oliver (2010, p. 8) therefore explains satisfaction as "the consumer's fulfilment response" and posits that satisfaction "is a judgment that a product/service feature, or the product/service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment".

Table 1 presents all possible outcomes of the purchase process according to the EDP. When pre-purchase expectations and post-purchase performance outcomes match, the result is customer satisfaction.

Table 1. Customer Satisfaction Outcomes According to the
Expectancy Disconfirmation Paradigm

Purchase Process	Outcome Matches	Outcome Differs	Outcome Better than Expected	Outcome Less than Expected
Pre-Purchase Expectations	Confirmation	Disconfirmation	Positive disconfirmation	Negative disconfirmation
Performance				
Outcome	Satisfaction	Dissatisfaction	Satisfaction	Dissatisfaction

Source: cf. R. Oliver,
A cognitive model of the antecedents and consequences of satisfaction decisions, 1980, p. 461.

According to Yüksel and Remmington (1998, p. 62), there are several flaws in the EDP "given the basic assumption that a customer must have pre-purchase expectations to be able to experience disconfirmation of expectations". Yüksel and Yüksel (2001) assume that the formation of firm and realistic expectations occurs prior to the purchase, however in the tourism sector this assumption may be incorrect.

Moreover, they posit that the "importance attached to pre-holiday expectations may change during the holiday and a new set of expectations may be formed as a result of experiences during the holiday" (Yüksel & Yüksel, 2001, p. 3). Performance of the service/product may therefore be a better predictor of customers' evaluation than expectation (Cronin & Taylor, 1992). For this reason, experienced customers/tourists make better choices when purchasing. They have more realistic expectations and they are more satisfied with their choices (Westerbrook & Newmann, 1978; Yüksel & Remmington, 1998).

1.1.2.3 Importance Performance Paradigm (IPP)

The Importance Performance Paradigm (hereinafter: IPP) was presented in 1977 by Martilla and James. According to the authors (Martilla & James, 1977, p. 77), customer satisfaction is "a function of expectations related to certain important attributes and judgments on attribute performance". The Importance Performance Analysis measures the

gap between the Importance of the item (in accordance with beliefs, characteristics, etc.) and how satisfied customers are with its Performance. The gap analysis is usually presented in a two-dimensional grid. The grid is divided in four areas with low-low and low-high between importance and satisfaction (Dutka, 1995).

The grid helps organisations and others who use this method to identify which attributes are less important to the consumer (low priority) and therefore need less attention and which attributes are highly important (current organisation strengths). The other fields describe which attributes need attention (area where priorities should be focused) because they are declared as important, but rated with low satisfaction. The last field (unnecessary strengths-possible overkill) represents attributes that are declared as less important but are over performed (Dutka, 1995).

Oliver (2010, p. 32) interprets the grid as follows:

- "High importance, high performance: Attributes are assumed to be key features and management should continue the current level of emphasis devoted to delivering these features;
- High importance, low performance: Attributes are assumed to have critical performance shortfalls and the management should mobilize efforts to attack these problem areas;
- Low importance, low performance: Attributes are low-priority areas that are apparently not a problem;
- Low importance, high performance: Attributes are identified as areas of strategic overkill and management is advised to reallocate resources to other areas in need of improvement".

Table 2 presents the Importance Performance grid and all possible performances of attributes. If both the Importance and the Performance of a given attribute are high, the attribute represents current destination strength.

Table 2. The Importance Performance Grid

Performance

		Low	High
Importance	**High**	Attributes that need attention – area where priorities should be focused	Current destination strengths
	Low	Low priority	Unnecessary strengths – possible overkill

| | **Low** | **High** |

Source: A. Dutka, *AMA Handbook for Customer Satisfaction:*
A Complete Guide to Research, Planning and Implementation, 1995, p. 135.

Performance is applied in the x-axis and Importance of the attribute is plotted in the y-axis. Moreover, the scale on the axes ranges from 1 (not at all important/not at all satisfied) to 5 (very important/very satisfied). The positions of the perpendicular lines on the horizontal and vertical axes can vary. Martilla and James (1977) suggest using the middle position on the scale for a good division. For instance, Dutka (1995) divides the axis by three between low and high which is the middle point according to Oliver (2010). If there is an absence of 'low Importance and Performance' ratings, he suggests moving the axis over one position on the scale. In addition, the median is "theoretically preferable as mean because a true interval may not exist" (Martilla & James, 1977, p. 79). If the mean and median are very close, the mean should be used (Martilla & James, 1977). Oliver (2010) suggests that researchers should use median or mean values. An overview of several Importance Performance Analyses shows that the majority of authors use the grand mean (Pearce, 2012), which is essentially the mean of several means.

Several theorists (Tyrrell & Okrant, 2004; Yüksel & Yüksel, 2001) refer to the benefits of IPP. One of the benefits is that it is a low-cost analysis and at the same time the information is well-organised and provides appealing strategies for a business in order to set priorities for potential changes.

Antecedents of customer satisfaction are another important element that can contribute to a more thorough understanding of the concept of customer satisfaction. The following section presents and explains the antecedents of customer satisfaction in detail.

1.1.3 Antecedents of Customer Satisfaction

The driving factors of customer satisfaction have been a focus of marketing theory in recent years. If the supply side could provide information regarding which satisfaction attributes are relevant for overall consumer satisfaction, less time for the development of a new product would be needed, and customers would be more satisfied, as they would get exactly what they were looking for and at the same time they would be willing to pay a fair price for it (Reis et al., 2003).

The antecedents provide us with important information on customer satisfaction and are very often included in research on the implementation of the concept. If the management is familiar with which antecedents of customer satisfaction are decisive for the satisfaction of their customers, they are able to measure it and consequentially, they can influence the overall satisfaction of their clients (Hayes, 1998).

In relation to this, Hill (1996, p. 18) states that "customer satisfaction is a measure of how an organization's total product performs in relation to a set of customers' expectations". In this case, customers would be satisfied because the total product has performed in accordance to their expectations.

For the purpose of clarification of the concept of customer satisfaction, identification of the factors that are influencing it, and consequentially deriving from it, will be presented. Many different theorists have proposed several antecedents of customer satisfaction. Table 3 presents different antecedents of customer satisfaction studied by several theorists.

Table 3. The Antecedents of Customer Satisfaction Proposed by Different Theorists

Reference	Antecedents Studied
Churchill & Surprenant (1982, p. 495)	Expectations, Performance, Disconfirmation and Satisfaction
Fornell, Johnson, Anderson, Cha & Bryant (1996, p. 8)	Perceived quality, Perceived value and Customer expectations
Anderson (1996, p. 265)	Perceived quality, Price, Expectation, Disconfirmation
Cronin & Taylor (1992, p. 64); Parasuraman, Zeithaml & Berry (1985, p. 47)	Perceived quality is an antecedent of Customer satisfaction

Source: S. Gandhi & S. K. Lakhwinder, *Customer satisfaction, its antecedents and linkage between employee satisfaction and customer satisfaction,* 2011, p. 130*;* J. Cronin & S. Taylor, *Measuring Service Quality: A Reexamination and Extension,* 1992, p. 64*;* A. Parasuraman, V. A. Zeithaml & L. L. Berry, *A Conceptual Model of Service Quality and Its Implications for Future Research,* 1985, p. 47.

Other attributes that need special clarification, when speaking about the concept of customer satisfaction, are benefits that arise from customer satisfaction and present consequences on different areas in organisational behaviour and planning.

1.1.4 Benefits of Customer Satisfaction

Theorists mention several benefits of customer satisfaction. Among them are, for example, lower costs of the promotion of organisations (Hill, 1996; Lam & So, 2013; Meister & Meister, 1998; Oliver, 2010). This leads to a greater market share (Edvardsson, Johnson, Gustafsson & Strandvik, 2000; Fornell & Anderson, 1994; Fornell & Wernerfelt, 1987; Rust & Zahornik, 1993), which leads to greater profitability (Helgesen, 2006; Vavra, 2002).

For a mature market, the attraction of new customers may cost five times more than retaining the current ones (Kotler, Armstrong, Saunders & Wong, 1999). Customer satisfaction therefore brings many long-term advantages (Vavra, 2002) and can make a substantial contribution to the economic success of a firm (Bruhn, 2006; Makovec Brenčič et al., 2007). Lovelock and Wright (1999, p. 100) state that "long-term customers are more forgiving in situations, when something goes wrong, because an occasional bad experience will be offset by previous positive ones, and satisfied customers are less susceptible to competitor's offerings." Moreover, they state that since there is a direct link between customer satisfaction, customer retention, market share and profits, the importance of the construct is no surprise.

Figure 1 presents the benefits of customer satisfaction for a firm according to Lovelock and Wright (1999, p. 100).

Figure 1. Benefits of Customer Satisfaction for a Firm
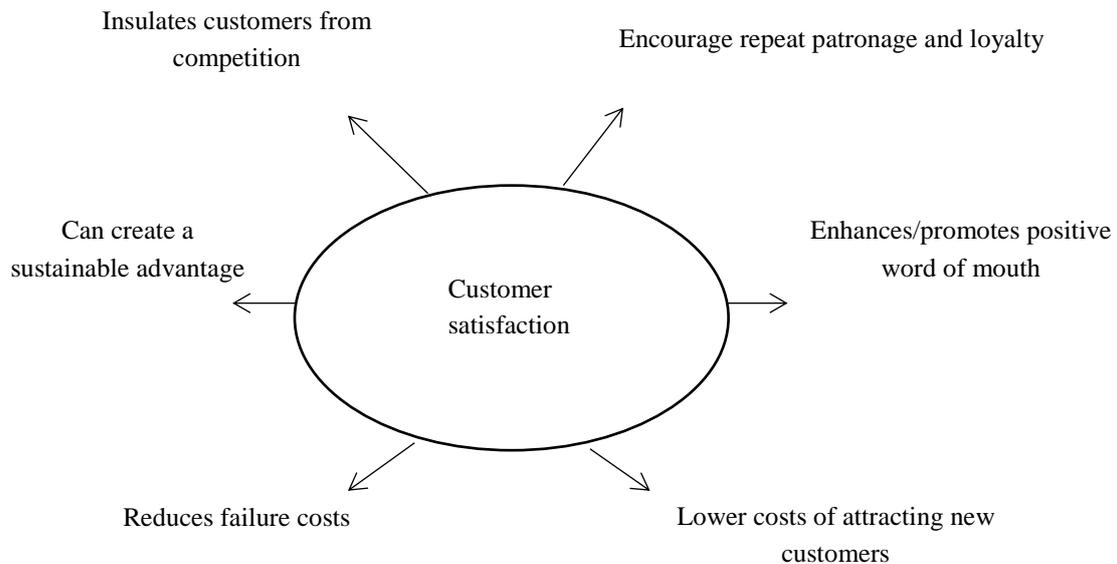
Schlesinger and Heskett (1991) and Vavra (2002) explain the benefits of customer satisfaction with the presentation of the "Cycle of Success". The cycle presents mutual benefits for employees and customers of the organisation. The investment of the employer in the training and empowerment of employees will improve their satisfaction and competence/skills. More satisfied employees will deliver superior service, which will result in increased customer satisfaction and thus complete the "Cycle of Success". Figure 2 presents the "Cycle of Success" as presented by Schlesinger and Heskett (1991).

Figure 2. The Cycle of Success
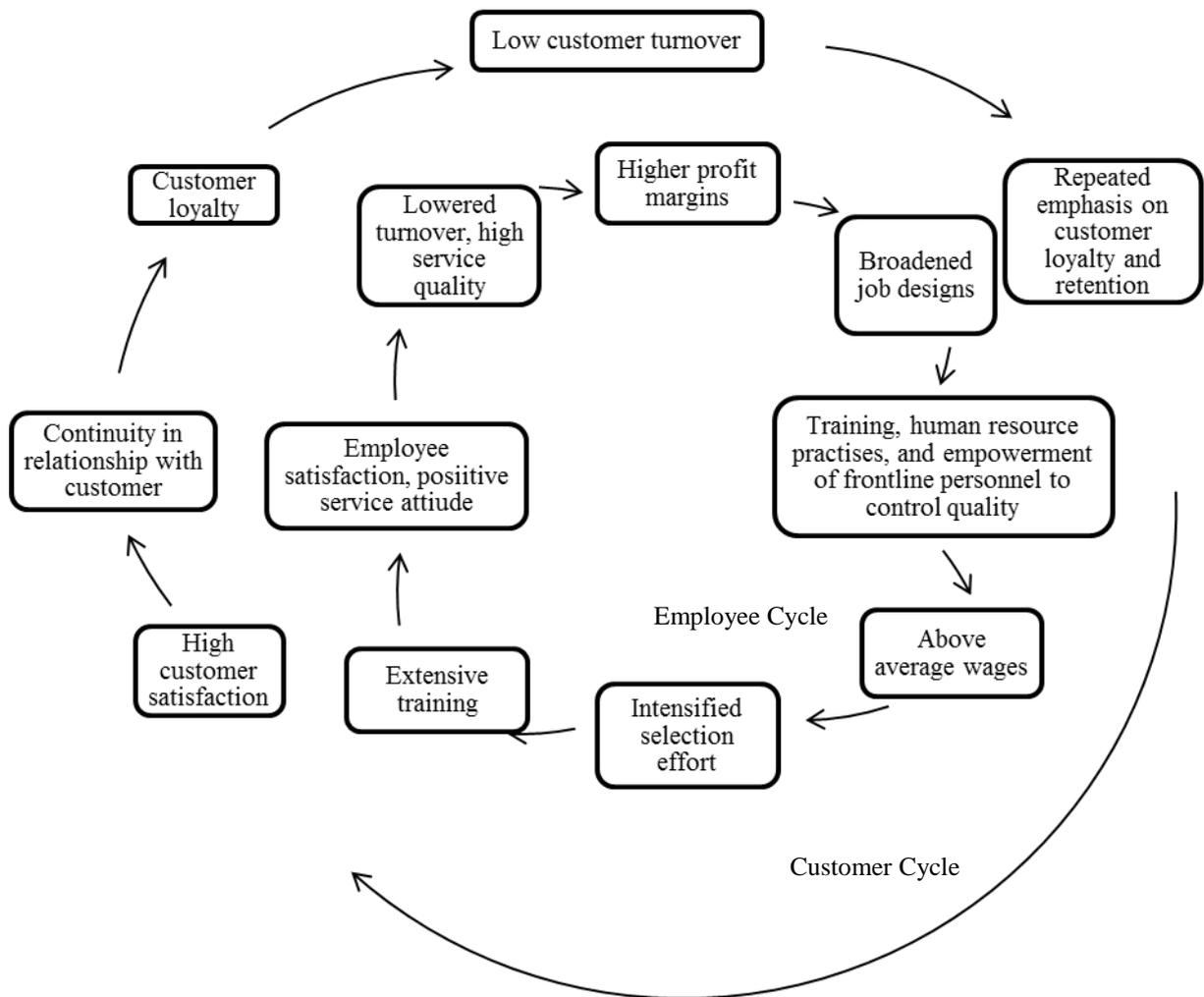
Source: L. Schlesinger & J. Heskett, *Breaking the cycle of failure in service*, 1991, p. 19.

As presented in the "Cycle of Success", highly satisfied customers are more likely to become highly loyal customers. The theory that sums up the ideas regarding the results and benefits of customer satisfaction which reflects in the profitability and growth of the business is best known as the "service-profit chain". The theory was presented by Heskett, Jones, Loveman, Sasser and Schlesinger (1994) and it explains the direct link between customer satisfaction, loyalty, profitability and business growth. According to Heskett et al. (1994, p. 166), value is created with the following pattern: profit and growth are stimulated primarily by customer loyalty. "Loyalty is a direct result of customer satisfaction. Satisfaction is largely influenced by the value of services provided to customers. Satisfied and educated employees deliver high quality services". High quality services are the guarantee for a satisfied customer. Satisfied customers result in high revenues. The authors distinguish several zones of satisfaction. Customers that are not very satisfied and will most likely spread negative word of mouth for the provider are located in the "Zone of defection". The "Zone of indifference" is the position for customers that are

satisfied, but would switch service providers if they found a better alternative. Finally, the "Zone of affection" is located high on satisfaction levels and represents customers that are very satisfied with the service and will praise the organisation in public. This segment of customers is described as "apostles". Figure 3 graphically presents the relationship between customer satisfaction and loyalty.

Figure 3. Customer Satisfaction and Loyalty Relationship
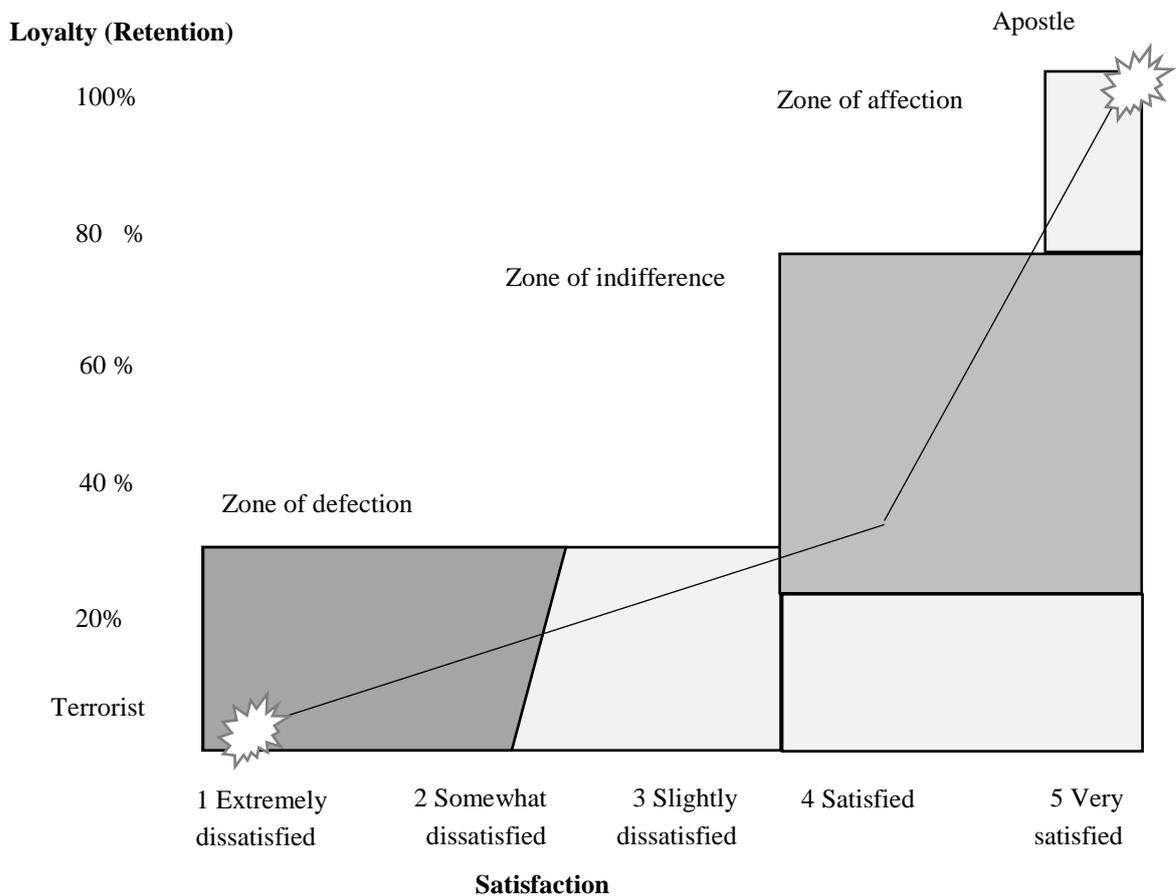
Source: J. L. Heskett, T. Jones, G. W. Loveman, W. E. Sasser & L. A. Schlesinger, *Putting the Service-Profit Chain to Work*, 1994, p. 167.

According to Makovec Brenčič et al. (2007, p. 4), customer satisfaction can (or should be) included in the business model within two different strategies. The first strategy is a "strategy of specialisation" that focuses on segmentation and assuring high quality, which leads to customer satisfaction, loyalty and higher prices. The second strategy is a more "mass and undifferentiated strategy", whereby the organisation focuses on the majority of price-sensitive customers. As we can conclude from the literature, "customer satisfaction becomes part of business models and is closely connected to further business decisions that results in profit" (Makovec Brenčič et al., 2007, p. 4).

Within the next chapter, the theoretical backgrounds and models for measuring customer satisfaction will be described. Particularly two models will be presented – SERVQUAL and the American Customer Satisfaction Index.

1.1.5 Measurement of Customer Satisfaction

Pizam and Ellis (1999, p. 333) and Makovec Brenčič et al. (2007, p. 4) state that the measurement of customer satisfaction has two roles – "providing information (on customers' needs, dis/pleasures and what has to be done differently) and enabling communication with customers". In addition, by conducting the measurement, the organisation shows simultaneous interest in communication with its customers.

The same authors refer to Neumann (1995, p. 22–27), who suggests the following five objectives for measuring customer satisfaction: 1) to get closer to the customers (to find out their decision-making process, find out the importance of attributes and how well they are being delivered); 2) to measure continuous improvement of services; 3) to achieve customer-driven improvement; 4) to measure competitive strengths and weaknesses (determine customer perceptions of competitive choices); 5) to link customer satisfaction measurement data with internal systems. Furthermore, the most common and, for the purpose of this research, the two most relevant instruments for measuring customer satisfaction, will be presented.

Firstly, it is important to clarify the difference between the two constructs, i.e., service quality and customer satisfaction. There is an ongoing debate regarding constructs with respect to whether they should be perceived as different or similar, if not equal (Iacobucci, Ostrom & Grayson, 1995).

The SERVQUAL model was presented in 1985 by Parasuraman et al. and is "the conceptual model of service quality" (1985, p. 41). Parasuraman, Zeithaml and Berry (1988, p. 16) perceive customer satisfaction as a phenomenon "related to specific transaction, meanwhile service quality is perceived as a global judgment". This "excellent service quality is a crucial means to accomplish customer satisfaction", which is also in line with Kasper, van Helsdingen and de Vries (1999, p. 10). On the other hand, Cronin and Taylor (1992) and Oliver (1993) present models, in which they related both constructs and perceived service quality as a comparison between ideals and perceptions of performance regarding quality dimensions. Service quality is demonstrated as an antecedent of satisfaction. Moreover, the SERVQUAL model that was designed for the purpose of measuring service quality will be presented.

1.1.5.1 The SERVQUAL Model

Parasuraman et al. (1985) proposed "the conceptual model of service quality" called SERVQUAL. The SERVQUAL model is also used as the basic model for understanding and measuring customer satisfaction because of the close link between service quality and customer satisfaction. For further understanding of the instrument, it is essential to present it.

The SERVQUAL model (Parasuraman et al., 1985, p. 42) perceives services as having three characteristics – intangibility ("service cannot be measured, counted and have other tangible attributes"); heterogeneity ("performance varies from producer to producer, from day to day") and inseparability ("quality occurs during service delivery, usually in an interaction between client and contact person").

According to this model, service quality equals perceptions minus expectations of the service (Cronin & Taylor, 1994, p. 126) as shown in equation (1).

$$Service\ Quality = Perception - Expectation \qquad (1)$$

The model is therefore very closely related to Oliver's Expectancy Disconfirmation Paradigm that was presented earlier in the Master's thesis.

Parasuraman et al. (1985, p. 47) reveal ten dimensions of service quality. They list the following determinants of service quality that are at the same time criteria of service quality: reliability (consistency of performance service quality); responsiveness (willingness of employees to provide service); competence (possession of the required skills and knowledge to perform the service); access (approachability and ease of contact); courtesy (politeness, respect, consideration and friendliness of contact person); communication (keeping customers informed in a language they can understand and listen to); credibility (trustworthiness, honesty, having the customer's best interest at heart); security (freedom from danger, risk and doubt); understanding/knowing the customer (making the effort to understand the customer's needs); tangibles (physical evidence of the service).

Secondly, they present five key gaps or discrepancies on the service provider's side that are likely to affect service quality as perceived by consumers. The model and the gaps are presented in Figure 4. The model presents two sides of the consumer – buyer relationship. The upper side shows the customer/consumer, whereas the lower side shows the provider/marketer.

Figure 4. The Gap Model
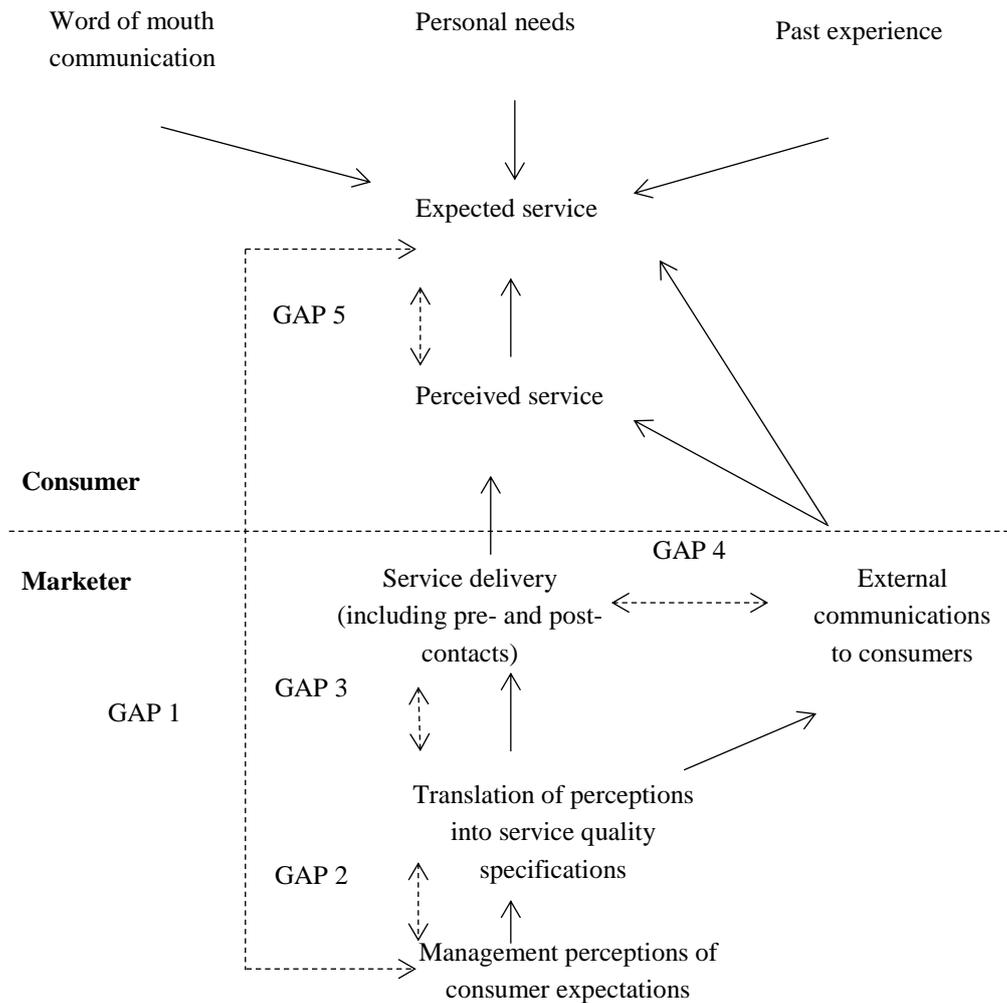
Gap one presents possible discrepancies between consumer expectations and measurement perception from the provider. The gap explains that marketers do not always understand what consumers expect from a service (privacy, physical and other features, etc.).

Gap two presents discrepancies between management perception of customer expectations and service quality specification (translation of quality perception into service quality specifications). This gap is often a result of a lack of trained service personnel and/or wide fluctuations in demand.

Gap three presents possible discrepancies between service quality specifications (including pre- and post-contacts between customer and provider) and service delivery gaps (translation of perceptions into service quality specifications). Since services are provided

by personnel, there is always a "human factor" involved. This is irrelevant to standardised employee performances.

Gap four presents possible discrepancies between service delivery and external communication to customers (media, commercials). Through media, organisations communicate with customers and create their expectations. If providers are unable to deliver promised levels of satisfaction, discrepancies appear and lead also towards consumer's perceptions of the delivered services. In the final stage, this leads to dissatisfied customers.

Gap five presents discrepancies between expected and perceived service. The quality that a customer perceives in a service is a function of the magnitude and direction of the gap between expected and performed service.

According to Nyeck, Morales, Ladhari and Pons (2002, p. 102), there are "several reasons for the popularity of SERVQUAL, mainly deriving from its ease of use and adaptability to diverse service sectors". Moreover, several theorists (Maass, 2012) consider its use as valuable for identification of dissatisfaction factors within the service delivery process and find it usable for benchmarking purposes.

Even though the SERVQUAL model has set the standard for the marketing of services, it has also received criticism. Among many authors, Buttle (1996) researched the criticisms of SERVQUAL thoroughly. He disagrees with the idea that the five dimensions of SERVQUAL (reliability, assurance, tangibility, empathy and responsiveness) can be applied to every business area. Furthermore, he presents two types of criticism of the model: theoretical and operational. Within the theoretical criticism, he questions the construct validity of SERVQUAL, the Confirmation Disconfirmation Paradigm (instead of attribute model), the number of dimensions and their stability, etc. Within the operational criticism, he questions the use of the seven point Likert scale, item composition, etc.

Additionally, Carman (1990) disagrees that the model can be applied to other service sectors, but argues that it must be customised for the specific service (in Lee, Lee & Yoo, 2000).

The original authors of the SERVQUAL model replied to several critics in their subsequent research work (Berry, Zeithaml & Parasuraman, 1990; Parasuraman, Zeithaml & Berry, 1993; Parasuraman, Zeithaml & Berry, 1994).

Cronin and Taylor (1994) upgraded the SERVQUAL model and suggested that service quality should be measured as an attitude. They proposed a performance-based scale (SERVPERF) which, among other things, measures 50% less items than SERVQUAL.

Rodrigues, Hussain, Aktharsha and Nair (2013) suggest using both models simultaneously in order to improve the quality of the results obtained.

The SERVQUAL model has also been used for developing standards across the service sector. In the tourism sector we utilise tools such as LODGSERV (service quality index for the lodging industry), DINESERV (tool for measuring service quality in restaurants), HOLSAT (tool for measuring holiday satisfaction), etc. (Knutson, Stevens, Wullaert, Patton & Yokoyama, 1990; Stevens, Knutson & Patton, 1995; Tribe & Snaith, 1998).

Understanding the presented model and gaps between single participants within the process of service delivery is fundamental for understanding the instruments for measuring consumer satisfaction derived from the SERVQUAL model. There have been many models developed on national levels (American Customer Satisfaction Index, Swedish Customer Satisfaction Barometer, etc.) and international levels (e.g., European Customer Satisfaction Index) derived from the SERVQUAL model for measuring satisfaction.

In the next section, we present the American Customer Satisfaction Index. The model is derived from the SERVQUAL model and presents the base model for the research of Makovec Brenčič et al. (2007) that has been used in our research.

1.1.5.2 The American Customer Satisfaction Index (ACSI)

One of the "instruments for measuring the quality of the goods and services experienced by the customers that consume them" is the American Customer Satisfaction Index (hereinafter: ACSI) (Fornell et al., 1996, p. 7). ACSI (ACSI, The Science of Customer Satisfaction, n.d.) analyses "customer satisfaction for ten economic sectors, more than 40 key industries and 230 major companies. The pattern together represents a broad swath of the national economy".

ACSI (ACSI, The Science of Customer Satisfaction, n.d.) has three antecedents: "perceived quality, perceived value, and customer satisfaction". The index represents an aggregate score for various sectors and industries measured (including tourism). The ACSI model (ACSI, The Science of Customer Satisfaction, n.d.) is a "cause-and-effect model with indices for drivers of satisfaction on the left side (customer expectations, perceived quality, and perceived value), satisfaction in the centre, and outcomes of satisfaction on the right side (customer complaints and customer loyalty, including customer retention and price tolerance)". Figure 5 presents the ACSI model with antecedents and consequences of customer satisfaction included in the model.

Figure 5. The ACSI Model
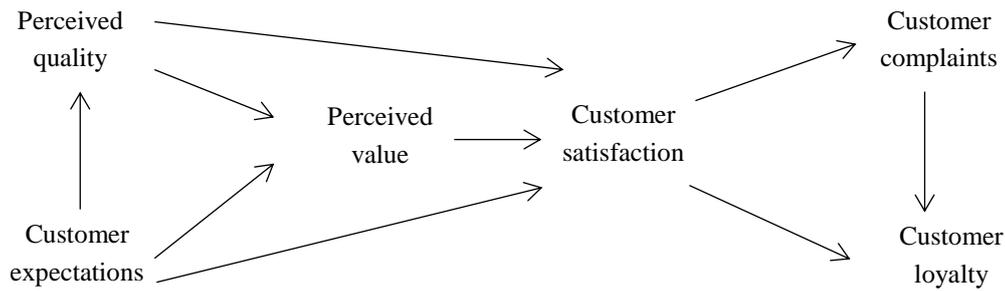
Source: ACSI, *The Science of Customer Satisfaction*, n.d.

In our Master's thesis we have already presented terms such as "Perceived Quality", "Perceived Value" and "Customer Expectations". Now we present two new terms: "Customer Complaints" and "Customer Loyalty".

According to ACSI (ACSI, The Science of Customer Satisfaction, n.d.), customer complaint is presented by the total number of "respondents who indicate they have complained to an organisation directly about a product or service within a specified time frame. Satisfaction has a negative relationship with customer complaints, as the more satisfied the customers, the less likely they are to complain".

Customer Loyalty as defined by ASCI (ACSI, The Science of Customer Satisfaction, n.d.) is "a combination of the customer's professed likelihood to repurchase from the same supplier in the future, and the likelihood to purchase an organisation's products or services at various price points (price tolerance). Customer loyalty is the critical component of the model as it stands for a proxy for profitability".

The index was introduced in Sweden, Germany, the United States of America, Taiwan and New Zealand (Foster, 2000; Vavra, 1997). Apart from its use in the tourism industry, the ACSI model has been used in many other service industries. ACSI was also used when developing a new model for determining the Makovec Brenčič tourist satisfaction model.

1.2 The Concept of Tourist Satisfaction

1.2.1 Definitions of Tourist Satisfaction

The phenomenon of tourist satisfaction is complex (Bitner & Hubbert, 1994; Giese & Cote, 2002; Peterson & Wilson, 1992; Williams & Buswell, 2003) and several authors have developed models to explain it (Lee, 2009; Oom do Valle, Silva, Mendes & Guerreiro, 2006). Theorists have proposed many explanations of tourist satisfaction, mainly derived from Oliver's (Oliver, 1981) concept of customer satisfaction. For this

reason, definitions are mainly focused on the tourists' comparison between their previous expectations and what they actually received, saw and felt during the trip (Yoon & Uysal, 2005; Yun & Pyo, n.d.).

Several authors consider tourist satisfaction as a subset of customer satisfaction (Gilbert & Veloutsou, 2006; Pizam & Ellis, 1999; Pizam et al., 1978), therefore applications of customer satisfaction observations have been done frequently within the tourism sector. Pizam et al. (1978, p. 315) suggested the following definition of tourist satisfaction: "Tourist satisfaction is the result of the interaction between a tourist's experience at the destination area and the expectations he had about the destination". In fact, Chen, Hui and Li (2012) consider Pizam as a "pioneer" in the application of the concept of customer satisfaction in the tourism study.

Tourist satisfaction has been studied in the context of guided tours (Huang, Hsu & Chan, 2010; Hughes, 1991), cruise lines (Brida, Garrido & Devesa, 2012; Moira & Mylonopoulos, 2010), hotels (Rao & Sahu, 2013), destinations (Oom do Valle et al., 2006), etc.

Tribe and Snaith (1998, p. 33) defined tourist satisfaction with a holiday destination as a scale on which the "tourist compares the performance of destination attributes against his expectations of them". Moreover, Zalatan (1994, p. 9) defines tourist satisfaction as a "function of external and internal factors". External factors are the destination's attributes such as accommodation, transport and food, whereas internal factors are tourists' individual attributes, such as expectations and intrinsic rewards.

Similarly, several authors (e.g., Albayrak, Caber & Aksoy, 2010; Pizam & Ellis, 1999; Pizam et al., 1978;) determine tourist satisfaction referring to tangible attributes of the product, such as transportation, prices, accommodation, eating and drinking facilities, natural and cultural resources. On the other hand, some authors (Baker & Crompton, 2000; Chen & Tsai, 2007; Neal, Sirgy & Uysal, 1999) refer to the impact of intangible attributes of tourist satisfaction, for example the hospitality of local people, lifestyle of an individual tourist together with his/her overall life satisfaction and consumer desires. More recent studies (Hassan & Shahnewaz, 2014, p. 34) suggest that "satisfaction is a mixed feeling, arising from a combination of product performance, consumer rational judgment, expectation and experience as well as the effective response to the outcomes".

1.2.2 Antecedents of Tourist Satisfaction

1.2.2.1 Antecedents of Tourist Satisfaction According to the Makovec Brenčič Model

The theory presents and explains several antecedents of tourist satisfaction. Wang, Zhang, Gu and Zhen (2009) explain that the following antecedents of tourist satisfaction exist:

expectations, destination image, perceived quality and perceived value. The same antecedent constructs are included in the model of Dmitrović et al. (2009) with one additional antecedent – costs and risks.

Makovec Brenčič et al (2007) postulate the following antecedents of tourist satisfaction: destination image, prices at the destination, perceived quality and perceived value. Since the model has been used for further development of the customer satisfaction measurement model, antecedents according to this model will be discussed later.

1.2.2.1.1 Destination Image as an Antecedent of Tourist Satisfaction

Makovec Brenčič et al. (2007, p. 6) posit that the destination image communicates "what tourists actually think about the destination; it's about their perceptions, ideas, impressions and beliefs of tourists popularity, uniqueness, and the destination image".

According to del Bosque, San Martin & Collado (2006, p. 145), destination images also play an important role as antecedents of tourist satisfaction. In case destination attributes are capable of fulfilling benefits sought by tourists and their personal values, they will impact destination images perceived by tourists. According to Hassan and Shahnewaz (2014), tourist evaluation of destination attributes is still the most important indicator of overall tourist satisfaction. Destination images will be positive when the emotions evoked coincide with the benefits sought.

According to the model of Dmitrović et al. (2009), destination images influence quality perception at the tourist destination and moreover, destination images influence perceived value received at the tourist destination.

1.2.2.1.2 Prices as an Antecedent of Tourist Satisfaction

Makovec Brenčič et al. (2007, p. 6) postulate that tourists evaluate prices at the destination according to how "appropriate and affordable they are". Dmitrović et al. (2009, p. 121) furthermore posit that "costs are negatively related to perceived value and adversely affect customer satisfaction".

1.2.2.1.3 Perceived Quality as an Antecedent of Tourist Satisfaction

Makovec Brenčič et al. (2007) and Žabkar et al. (2010) postulate that destination attributes (availability of information, people, accessibility, attractions, accommodation, amenities, and ancillary services) have an impact on perceived quality which ultimately affect overall tourist satisfaction at the destination.

Other authors (Fornell et al., 1996; Radder & Mandela, 2013) researched the direct effect of perceived quality on (tourist) satisfaction. They postulated that there is a positive correlation between the concepts.

1.2.2.1.4 Perceived Value as an Antecedent of Tourist Satisfaction

According to Zeithaml (1988, p. 14), perceived values are defined as "the consumer's overall assessment of the utility of the product based on perceptions of what is received and what is given". Moreover, Zeithaml (1988, p. 13) researched four dimensions of the construct: value is low price, value is whatever one wants in a product, value is the quality that the consumer receives for the price paid, and value is what the consumer gets for what he or she gives. She observed that perceived quality affects the perceived value of the product, which leads to purchase intention. Dmitrović et al. (2009) agree with the proposed definition of perceived value and posit that value can be also defined as a bundle of various benefits that facilitate the achievement of the customer's personal goals (see also Woodruff, 1997).

Makovec Brenčič et al. (2007, p. 6) postulate that perceived value refers to the tourist's perception about the "value for money". The authors distinguish between rational and emotional components of perceived values. Emotional components are explained as an emotional excitement during one's stay at the destination. Rational components are explained as a rational evaluation of benefits of visiting destinations.

1.2.3 Benefits of Tourist Satisfaction

Žabkar et al. (2010, p. 537) point out that "in tourism, high service quality and resulting satisfaction lead to positive word-of-mouth endorsements, repeated visits, which ultimately affect the financial performance of suppliers associated with tourism industry", which is in line with Chakrapani, 1998; Hallowell, 1996; Kozak and Remmington, 2000; Lam and So, 2013; Swarbrooke and Horner, 2001 and UNWTO, 2007. Moreover, Makovec Brenčič et al. (2007) are in agreement with other researchers (Dmitrović et al., 2009; Oom do Valle et al., 2006; Oroian, 2013; Page, 2003), stating that the key positive consequence of tourist satisfaction is tourist loyalty to the destination.

On the other hand, there are reasons why customer satisfaction may not result in loyalty. Kotler, Bowen and Makens (2003) postulated that there are three reasons for that. Firstly, it is possible that tourists do not return to an area regularly. They may be very satisfied with the hotel, but never return there because they do not travel to the destination again. The second reason is that tourists may return to the destination seeking to gain new experiences and thus change hotels or restaurants in order to achieve this goal. The third reason is that tourists might be price-sensitive and are thus looking for the best deal. Therefore, "to

develop loyal customers, managers must have extremely satisfied customers" (Kotler et al., 2003, p. 390).

On the other hand, dissatisfaction leads to non-repeated visits and negative word-of-mouth communication (Dreyer & Dehner, 2003; Goeldner & Ritchie, 2003; Lovelock & Wirtz, 2007; Lovelock & Wright, 1999). However, it should be noted that dissatisfaction is not the opposite of satisfaction. Satisfaction comes from attributes that encourage people to buy products. Dissatisfaction comes from deficiencies that prompt the customers to complain. There are products that produce little or no dissatisfaction but they become not saleable because the competitors offer a greater satisfaction (Juran, 1998). Regarding complaint behaviour, it should be mentioned that if customers do not complain, they do not give the managers the possibility to resolve the problem. In order to achieve a higher complaint rate, the management must implement appropriate tools (Kotler et al., 2003). Effective complaint management helps the firm to resolve the problem and identify improvement potential, gather information about customer needs to improve its quality promise and quickly resolve the problem to keep the customer at the firm (Born, 2000).

Theorists have shown many benefits of measuring satisfaction at the destination. Destination management will realize these benefits by measuring satisfaction at the destination and by taking appropriate action.

1.2.4 Measurement of Tourist Satisfaction

1.2.4.1 Methodology for Continuous Monitoring of Tourist Satisfaction

The tourism industry has adopted many of the marketing models for measuring customer satisfaction. Among the most respected is the SERVQUAL model (Parasuraman et al., 1985) and its variations, as applied to the field of tourism (HOLSAT, LODGSERV, DINESERV). The HOLSAT instrument was derived from the SERVQUAL model by Tribe and Snaith in 1998 for the purpose of evaluating tourist satisfaction at the destination level or for measuring holiday satisfaction. According to Truong and Foster (2006), the model especially enables the measurement of tourist satisfaction at the destination level, but is not so useful for assessing tourist satisfaction with the individual service provider such as accommodation, transport, etc. The authors suggest several destination attributes that could be evaluated by tourists, including the physical resort and activities, ambience, restaurants, bars, shops and nightlife, transfers, heritage and culture and accommodation.

The key elements of the Makovec Brenčič model (Makovec Brenčič et al., 2007, p. 9) are as follows: "overall image (what tourists think of a specific hotel or destination); prices (are they, in terms of tourist, suitable or unsuitable); quality (how well it "works" and what is available in the tourist offer); value (what tourists "receive" for the price and what that means to them); satisfaction (a comprehensive assessment of the experience of staying in a

particular destination or hotel); and loyalty (whether tourists intend to return)". These key elements were included in a questionnaire that was developed by the same authors with the aim of constituting the methodology for tourist satisfaction measurement.

Figure 6 presents the conceptual model according to Makovec Brenčič et al. (2007) with all the key elements.

Figure 6. The Conceptual Model according to Makovec Brenčič et al. (2007)
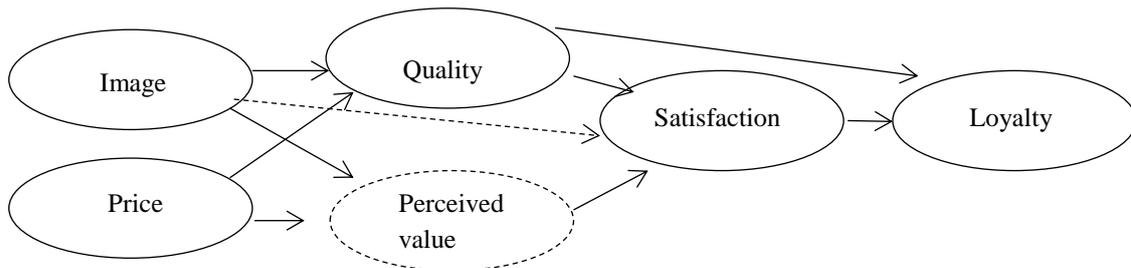
Source: M. Makovec Brenčič et al.,
The Methodology for Continuous Monitoring of Tourist Satisfaction, 2007, p. 6.

The model presents antecedents of tourist satisfaction on the left side and consequences of tourist satisfaction on the right side of the scheme (loyalty). The model was presented as a representative methodology for continuous measurement of tourist satisfaction at tourist destinations in Slovenia. The model was applied in 2007 with the aim of becoming a part of continuous research of the most visited destinations in Slovenia.

1.2.4.2 Importance Performance Analysis (IPA)

Part of the Makovec Brenčič model is also the Importance Performance Analysis (hereinafter: IPA), which has been already presented as a tool for analysis. IPA has been quite often used in tourism for the purpose of market segmentation and benchmark analysis at the destination level (Bindu & Kanagaraj, 2013; Hudson & Shephard, 2008; Ritchie, Mules & Uzabeaga, 2008; Wade & Eagles, 2003). It is considered to be a simple and useful method for use by destination management. Hudson and Shephard (2008, p. 64) state that "for tourist destinations with little market research experience, IPA in its purest form can be used as a powerful tool in marketing planning".

2 DESTINATION MANAGEMENT AND TOURIST SATISFACTION

2.1 The Concept of Tourist Destination

According to the UNWTO definition (2007, p. 1), a destination is a "physical space in which a tourist spends at least one overnight. Destination has physical and administrative

boundaries defining its management, and images and perceptions defining its market competitiveness". This definition represents the umbrella definition, thus it limits the concept of tourist destinations with geographical boundaries of destination areas.

Leiper (1995), Buhalis (2000) and Bieger (2005) have stressed this physical or geographical component, saying that destination is defined as a geographical region, which tourists perceive as a unique entity and have therefore chosen it for their travelling purpose. Wang (in Wang & Pizam, 2011) similarly defines destination as the area where the majority of tourist activities and memorable tourism experiences are realised. Destination, therefore, as a geographical term represents a "pull factor" for tourists and is, because of its uniqueness, recognised (for many individual reasons – motives) as a place where one spends his leisure time.

The term 'geographical attractions' is not applied only to geographical attractions such as 'natural resources' (e.g., mountains, sea, spas with thermal water, etc.), but also applies to other attractions and 'pull factors' that can draw tourists to certain locations such as heritage resources, culinary factors (e.g., food and wine trips in France and Italy) and religious factors (e.g., pilgrimage to Mecca), and 'created resources' such as trophy hunting factors (e.g., reindeer hunting in Greenland), etc.

Harrill (in Robinson et al., 2009) states that the term tourist 'destination' can refer to a country, region or area, or a local habitation, e.g., city, town or village. Additionally, a destination is perceived differently from tourist to tourist and depends on his needs and perception. For a golf tourist, a resort with a golf course can be the destination. For someone who travels from the USA to Europe, the whole continent can be seen as a destination (Bieger, 2002). Bieger (2002) and Freyer (2006) state that the further the destination is from the domicile of the tourist, the wider the definition of the destination and its size can be. Figure 7 shows the touristic destination in dependence on travel distance and needs.

Figure 7. Relationship between Distance/Need and Destination
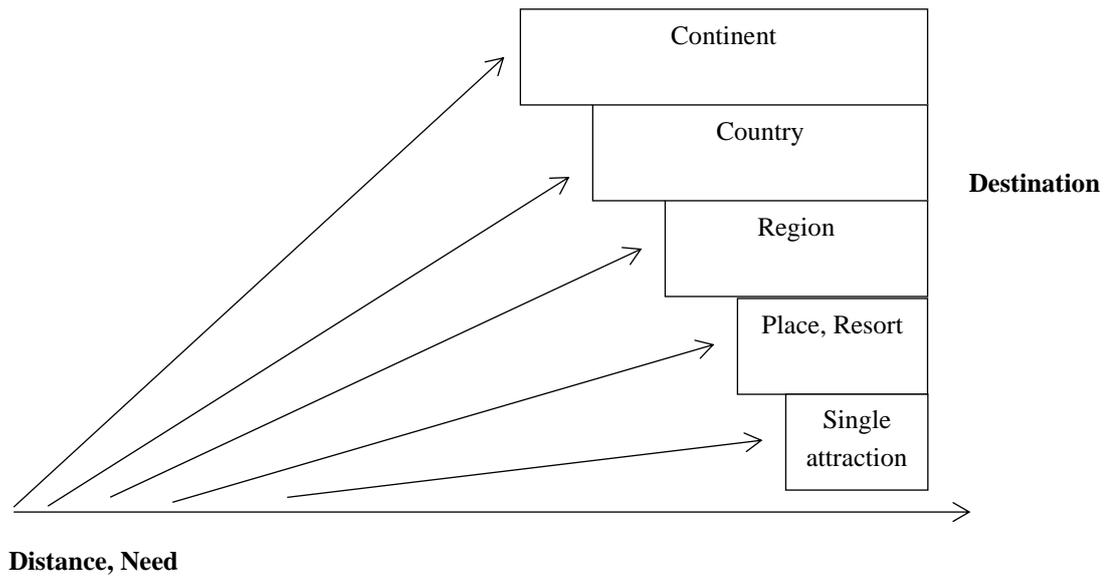
Source: W. Freyer, *Tourismus: Einführung in die Fremdenverkehrsökonomie*, 2006, p. 261.

Nonetheless, many researchers have dealt with the concept of tourist destination in a broader sense, exceeding geographical boundaries.

Stange and Brown (2013) perceive a destination as at least a threefold concept that combines physical, cultural and marketing attributes of a certain location, namely a touristic site. Similarly, Juvan (2010) distinguishes between geographical, contextual and managerial-administrative dimensions of a tourist destination.

Marketing attributes of a destination are for example stressed by Cooper et al. (1993, p. 102), when they define destination as "the focus of facilities and services designed to meet the needs of the tourist".

The concept of the destination by the UNWTO (n.d.), apart from the umbrella definition, defines the destination as:

- "the fundamental unit, on which all the many complex dimensions of tourism are based,
- the focal point in the development and delivery of tourism products and implementation of tourism policy,
- the basic unit of analysis in tourism,
- offers a broad range of products, experiences and services under the destination brand,

- cluster: co-location of activities (products and services) that are linked horizontally, vertically or diagonally along the value-chain and served by public and private sector,
- physical, but also intangible (image, identity, personality)".

Destination as a fundamental unit according to Buhalis (2000) and the UNWTO (2007) consists of basic factors at the destination such as attractions (natural, heritage and created resources); accessibility (entire transportation system, comprising of routes, railways, airports); amenities (accommodation and catering facilities and other tourist services); image (uniqueness, sights, scenes, safety, environmental quality, friendliness of people, etc.); price (costs of transport, accommodation, attractions, food, etc.); human resources (well-trained tourism workforce). The set of these 'basic factors' in the eyes of the tourist presents 'tourist product' and the reason for choosing and visiting the destination. In agreement with Kozak and Baloglu (2011) and Gallegati (2012), the tourist's choice of a particular destination actually depends on how much this overall tourist product matches with tourist preferences.

Therefore, all the basic factors, together with the rest of the elements of sustainable tourist system at the destination, have to be managed in accordance with the destination strategy by destination management. The following chapter presents the concept of destination and destination management. Furthermore, it shows the influences of destination management on tourist satisfaction, relating to the previously given platforms of the concept of (tourist) satisfaction.

2.2 The Concept of Destination Management

Tourism, along with the rest of the service sector, has undergone major changes over the last 50 years. From the standardised mass production of package holidays at classic "3S destinations" in the 1970s and 1980s, tourism supply has fragmented into a variety of niches in the last 20 years, offering more individualised products that focus on the quality of tourist experiences (Fornell et al., 1996; Holloway & Taylor, 2006; Leiper, 2004; Richards, 2011). Page and Connel (2006) and Ritchie and Crouch (2011) explain that tourist packages nowadays are not focused on a single provider at the destination (e.g., accommodation facility), but have expanded in scope, bundling various activities the region has to offer, such as accommodation, sports activities, events, local transport and cafés (in line with the aforementioned Buhalis's "basic factors" at the destination). Buhalis (2000) and Klimek (2013) suggest that tourists perceive the destination as a whole, and that the destination is not only a "touristic place", but becomes a "tourist product" which, as stated by Cooper et al. (1993, p. 102) ,"brings together also all aspects of tourism – demand, transportation, supply and marketing". "The assessment of the different attributes or characteristics of the destination tourist product is considered essential to measure

destination's competitiveness" (Gallegati, 2012, p. 254; Kozak & Baloglu, 2011). According to Manente (2008, p. 1), the role of destination management is "to manage and support the integration of different resources, activities and stakeholders through suitable policies and actions". The manner in which management establishes their functioning may take various forms. In accordance with the Principles for developing a destination management plan (Visit England, n.d., p. 7), destination management organisations may vary in form, function, governance and size, but together essentially take a lead role in the management and development of tourism in a destination. These may be a single organisation, such as a local authority; an informal partnership or a legal entity, such as a community interest organisation which includes representation from both the private and public sectors.

Juvan (2010) suggests that integrated management, consisting of organisational and process aspects of the destination management organisation should be established. The organisational aspect means that the destination management organisation links civil society at the destination (tourist and other local community associations that contribute to the well-being of local people at the destination), local and state government (local and governmental regulations and politics), environment (concern for preservation and protection of the local environment) and tourism and tourism-related economy (accommodation facilities, transport facilities, sports facilities, cultural facilities, etc.). Process aspects of destination management apply to Fayol's basic functions of management (Wren, Bedeian & Breeze, 2002) which enable sustainable development of the tourist destination and are related to forecasting, planning, organising, commanding, coordinating and controlling. Juvan (2010) also adds marketing as a function of destination management. According to Juvan (2010), the model in Figure 8 presents integrated management of a tourist destination.

Figure 8. Integrated Management of a Tourist Destination

Organisational Aspect   **Process Aspect**
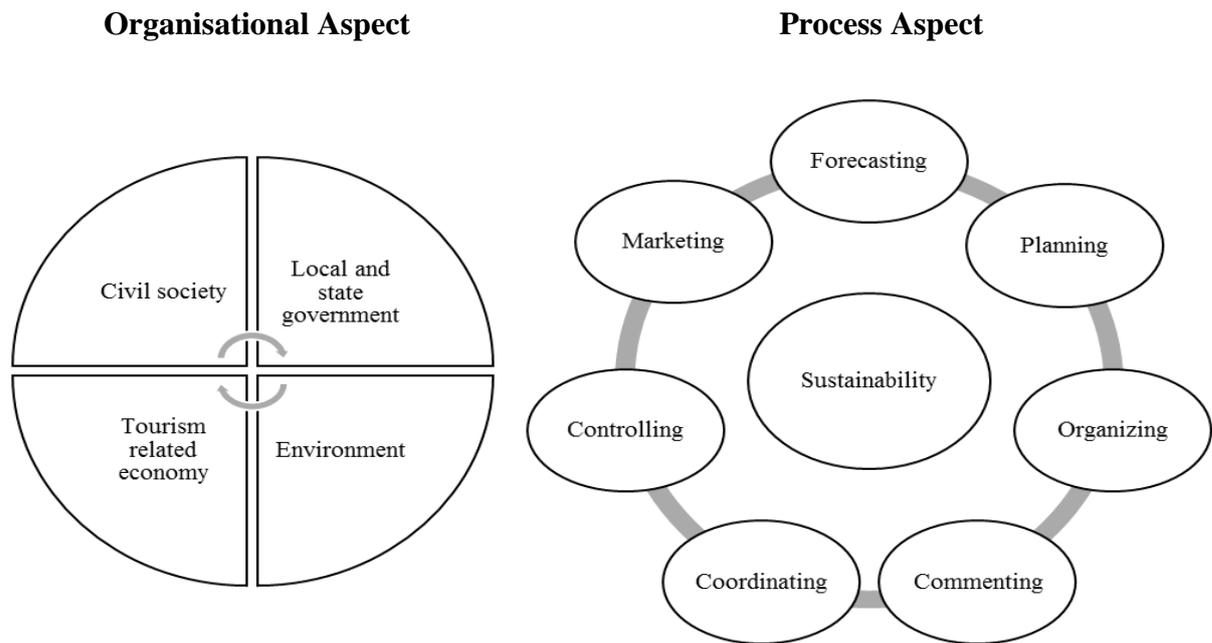
Source: D. A. Wren, A. G. Bedeian & J. D. Breeze,
The Foundations of Henry Fayol's Administrative Theory, 2002, p. 916;
E. Juvan, *Destinacijski Menedžment*, 2010, p. 53.

Ritchie and Crouch (2003), Mihalič (2006), UNWTO (2007), Juvan (2010), Kozak and Baloglu (2011) and Pike and Page (2014) all suggest that the role of destination management is to articulate and implement sustainable development strategies of the destination and, by doing this, to create a competitive environment towards other destinations. Buhalis (2000, p. 100) therefore defines sustainable strategic management objectives of the destination management organisation as follows:

- "enhance the long-term prosperity of local people,
- delight visitors by maximising their satisfaction,
- maximise profitability of local enterprises and maximise multiplier effects,
- optimise tourism impacts by ensuring a sustainable balance between economic benefits and socio-cultural and environmental costs".

Effective, and therefore competitive, destination strategy in modern times cannot be achieved without the premise of sustainable tourism development which simultaneously provides social and economic benefits to local communities with minimum impacts on the local environment. The sustainable development of tourism as an essential instrument for policy-making, planning and management of destination has been massively promoted by UNWTO for decades.

The UNWTO (2005) defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities". Furthermore, the UNWTO (2005) states that "sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them."

In Figure 9, Jenkins and Schröder (2014) schematically show how the development policies at the destination should simultaneously promote satisfaction of the population and employee needs, intact nature and resources, intact culture, satisfaction of guests and economic welfare.

Figure 9. Pyramid of Sustainable Development
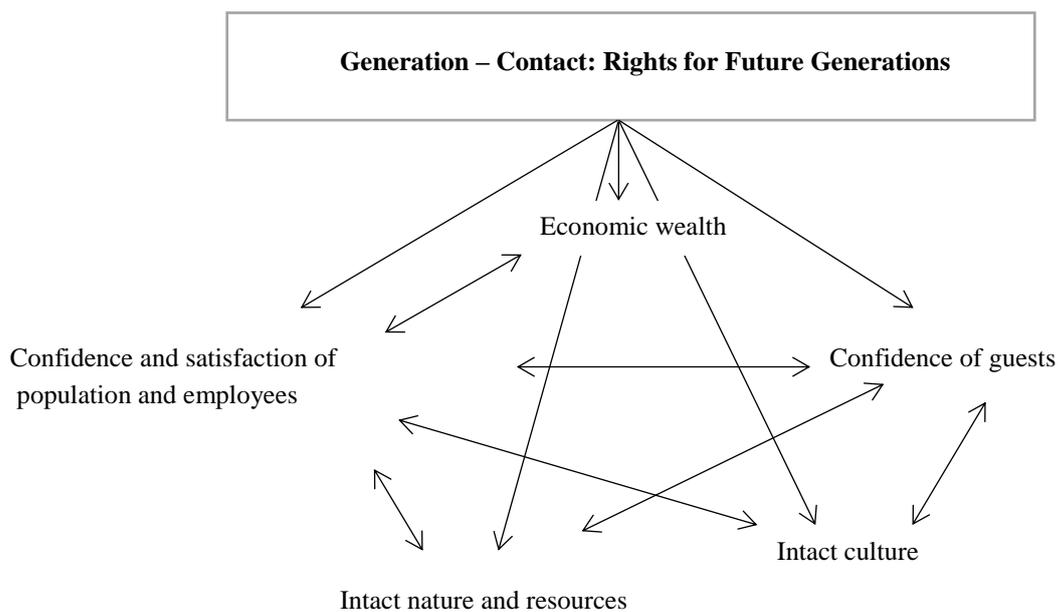
Source: T. Meuser & C. von Peinen, *Sustainable Tourism: "Wish you weren't here",*
In I. Jenkins & R. Schröder (Eds.), 2013, p. 93.

Since it is almost universally accepted that the premise of sustainable development should be integrated into the strategic planning of destination development, including determination of tourist satisfaction, further discussion on the theory of sustainability is not needed.

2.3 Influence of Destination Management on Tourist Satisfaction

Fallon states (in Woodside & Martin, 2007, p. 452) that "destination managers acknowledge tourist satisfaction as one of the most important sources of competitive advantage and recognize that its accurate measurement is essential for development of effective destination strategies". Ambler (2000, p. 64) additionally points out that the managerial relevance of satisfaction measurement lies primarily in its "control function", since satisfaction is one of the key measures of market effectiveness. In agreement with Czepiel, Rosenberg and Akerele (1974) (in Kozak & Baloglu, 2011), understanding what a satisfied customer needs and wants is the basic ingredient of a recipe for achieving successful marketing and improving competitive advantage.

In line with the UNWTO (2003, p. 81), destination management should monitor tourist satisfaction because they "must have knowledge of their current aggregate levels of tourism in terms of economic value, and the profiles of the tourists who contribute to it". The same institution explains that visitor studies usually include questions on the following categories of information: socio-demographic and segmental information on the tourist (nationality, country of origin; age; gender; number of children, etc.), trip structure and details (purpose and length of the trip, form of booking, travel means used to reach the destination, activities engaged in while at the destination, places and attractions visited), information sources used in the choice of destination and trip patterning (promotion, media, word-of-mouth, TIC, etc.), spending details (daily expenditure while on trip and/or overall expenditure per person per day; breakdown of expenditure into main items such as travel costs, accommodation, package, attraction admissions, other purchases, etc.).

According to Sustainable Tourism Online (n.d.), the benefits for destinations when measuring tourist satisfaction include: information for measuring the 'health' of the industry for strategic planning purposes; information on understanding the customers' reaction to a product; encouraging both new and repeated visitation and comparing different sectors within the industry to determine areas that may need improvement.

Measuring visitor satisfaction is a key indicator of the performance of a destination and can, according to Sustainable Tourism Online (n.d.), assist in: providing a basis for future strategic planning for tourism development; recognising the need to align visitor perceptions and expectations with the development and delivery of appropriate products and experiences; identifying key gaps or areas for improvement in the tourism product / experience in the destination; aligning industry operator perceptions of consumer value and the consumer's actual expectations in the delivery of tourism services; understanding differences in visitor expectations between different visitor markets or segments, including international and domestic visitors or individual niche market segments; identifying opportunities for value creation in the tourism offering and increasing yield in the

destination; identifying key trends in visitor market expectations and demands; providing a basis for comparison of the destination to its competitors and identifying opportunities for leveraging key points of advantage through marketing and promotion.

All of the stated benefits can consequentially help destination management beat the competition (Kotler, 1994; Kozak & Baloglu, 2011) and achieve destination competitiveness and sustainability. The concepts have become even more strongly related in recent years, as destinations are, according to Manente (2008, p. 3), facing "increased complexity of the competitive environment and the decreasing possibility to control and foresee markets and demands at the destination". Manente (2008, p. 4) has also made an interesting point on improving destination competitiveness, stating that "in order to face the new challenges for the future, destinations which want to maintain or gain a competitive position on the tourist market cannot sell themselves as a unique tourism product, but should propose as many products as tourism demand segmentation requires".

Monitoring of tourist satisfaction as part of destination management activities for achieving destination competitiveness and sustainability is stated in the Ritchie and Crouch model (2003) and also in Kozak's and Baloglu's (2011) concept of destination competitiveness.

Furthermore, tourist satisfaction is a phenomenon that needs to be analysed and critically observed over a long time period (repeated research) if one wants to effectively use the results for management at the tourism destination (Fornell, 1992; Kotler, 1994; LaBarbera & Mazursky, 1983; Oom do Valle et al., 2006; Postma & Jenkins, 1997; Žabkar et al., 2007). Dmitrović et al. (2009, p. 116) state that "continuous customer satisfaction monitoring should serve as an input for a trend analysis and strategic discussions regarding the development of a tourist destination". As a result, tourist satisfaction and market segmentation are essential attributes for effective sustainable and long-term proposals for destination management.

Moreover, Dolnicar and Le (2008) state that tourist satisfaction on the one side and market segmentation on the other are the two most widely used marketing research methods that could – if combined – contribute significantly to the understanding of destination market structures and their tourist markets. Nonetheless, to the best of our knowledge, they have not been used in this combination until now.

Smith (1989), in line with Woodside and Martin (2007), postulates that there are two possible basic methods of market segmentation: a priori segmentation and a posteriori segmentation. A priori or common-sense segmentation indicates the simplest form of market segmentation that refers to the profiling of a certain group of tourists where the groups are defined in advance (e.g., by nationality). The concept of a posteriori or data-driven market segmentation refers to the segmentation where it is not clear in advance

(during the process of data collection) which respondent will become a member of which market segment. Only in the second stage of the research process (data analysing) the resulting groups (segments) are described. However, authors warn that a posteriori market segmentation requires the data-structure to be thoroughly examined before naturally existing segments can be claimed. If the segments cannot be concluded naturally, the authors suggest artificially constructed clusters that are more conducive to management interpretation than market segmentation and further application.

Figure 10 schematically presents the difference between Common Sense and Data-Driven Segmentation according to Dolnicar and Le (2008).

Figure 10. Difference between Common Sense and Data-Driven Segmentation

Common sense segmentation (*a priori* segmentation)	**Data-driven segmentation** (*a posteriori*, *post-hoc* seg.)
Relevant tourist characteristics known in advance	Relevant tourist characteristics NOT known in advance
Selection of segmentation criterion (e.g., age, country of residence)	Selection of segmentation base (e.g., travel motivations, vacation activities)
	Development of managerially useful segments based on the segmentation base
Profiling of segments	Profiling of segments
Validation and assessment of managerial usefulness	Validation and assessment of managerial usefulness

Source: S. Dolnicar & H. Le,
Segmenting Tourists based on Satisfaction and Satisfaction Patterns, 2008, p. 6.

Nevertheless, Dolnicar and Le (2008) propose that any segmentation approach which produces a valuable grouping of tourists is a legitimate segmentation approach.

According to Kotler et al. (2003), researchers can apply demographic segmentation based on variables such as age, gender, income, nationality, education, religion, etc. Moreover, psychographic segmentation is proposed, based on groupings according to social class, lifestyle, personality, attitudes or interests. Behavioural segmentation is based on consumer/tourist response to the product (knowledge, attitude, use or response). Several authors (Dolnicar & Le, 2008; Goyat, 2011; Kotler et al., 2003) posit many benefits of

market segmentation such as customer retention, effective and targeted communication, increased profitability and competitiveness. The questionnaire created by Makovec Brenčič et al. (2007) consists of variables for segmenting a population into groups based on demographic data. Demographic groups according to age, nationality, gender and economic status are presented. Analyses of the current findings regarding tourist perception of, and satisfaction and/or dissatisfaction with, antecedents and consequences of tourist satisfaction, destination loyalty as well as several attributes of tourist satisfaction at the destination, are presented in the context of these demographic groups.

3 THE DESTINATION ROGLA – POHORJE

3.1 The Tourist Destination Rogla – Pohorje

The destination Rogla – Pohorje is located in the northeastern part of Slovenia. Pohorje Hill is located between the city of Dravograd in the west, the city of Maribor in the east and the city of Slovenske Konjice in the south (Local Tourist Organisation Rogla – Pohorje, n.d.). Pohorje is one of the best-preserved natural areas of Slovenia.

The destination Rogla – Pohorje, in a narrow geographical sense, combines four municipalities: Zreče, Slovenske Konjice, Vitanje and Oplotnica. Figure 11 shows the location of the destination Rogla – Pohorje in Slovenia.

Figure 11. Location of the Destination Rogla – Pohorje in Slovenia

Source: *Local Tourist Organisation Rogla – Pohorje, Destinacija Rogla/Destination Rogla*, n.d.

According to Lešnik Štuhec (2010), in 1974, healing thermal waters with a temperature of 34.6°C were discovered in Rogla – Pohorje. Tourism at this destination began its development a few years later, when the company Unior, d.d. from Zreče broadened its core business from the blacksmith industry to tourism, hoping to capitalise on the natural

resources of the area. The company built its first hotel in 1979 in Zreče. One year later, another hotel was built in Rogla, additionally promoting this destination as a skiing resort. The Zreče Thermal Spa, as it is known today, was built in 1990. Today it is among the 15 most remarkable spas in the country.

According to the Slovenian Spas and Health Resorts (Slovenian Tourist Board and Slovenian Spas Association, 2010), the highest number of different health conditions is treated at the Zreče Thermal Spa compared to other thermal spas in Slovenia. Tables 4 and 5 present an overview of the types of health problems currently treated in thermal spas in Slovenia.

Table 4. Health Indicators that are being Healed with Natural Healing Resources in Thermal Spas in Slovenia

Type of Disease	Čatež Thermal Spa	Dobrna Thermal Spa	Dolenjske Toplice Thermal Spa	Thermana Laško	Lendava Thermal Spa	Terme 3000	Olimia Thermal Spa	LifeClass Hotels & Spa	Ptuj Thermal Spa	Radenci Health Resort	Rogaška Health Resort	Talaso Strunjan	Šmarješke Toplice Thermal Spa	Topolšica Thermal Spa	Zreče Thermal Spa
Heart and Circulatory Diseases										X	X		X	X	X
Rheumatic Diseases	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Injuries to the Locomotor System	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Diseases of the Digestive System											X				
Metabolic Diseases										X	X	X			
Gynaecological Diseases	X	X	X	X	X			X							X
Kidney and Urinary Tract Diseases		X							X	X	X				X
Neurological Diseases	X	X	X	X	X		X	X					X	X	X
Skin Diseases				X		X	X	X				X	X		X
Neurotic Disorders		X				X	X	X					X	X	X
Respiratory Ailments								X				X		X	X
Mouth and Tooth Diseases											X				
Eye Diseases															X

Source: Slovenian Tourist Board and Slovenian Spas Association, *Slovenian Spas and Health Resorts*, 2010.

Table 5. Natural Healing Resources in Thermal Spas in Slovenia

Natural Healing Resources	Čatež Thermal Spa	Dobrna Thermal Spa	Dolenjske Toplice Thermal Spa	Thermana Laško	Lendava Thermal Spa	Terme 3000	Olimia Thermal Spa	LifeClass Hotels & Spa	Ptuj Thermal Spa	Radenci Health Resort	Rogaška Health Resort	Talaso Strunjan	Šmarješke Toplice Thermal Spa	Topolšica Thermal Spa	Zreče Thermal Spa
Cold Mineral Drinking Water										X	X				
Thermal Mineral Water Temp. at Source (°C)	42.6	35 - 36.5	36 - 38	32 - 35	62	62 - 73	30 - 44	23 - 25	39	41	55		32	32	34.5
Sea Water and Brine								X							
Altitude (m)	142	375	179	230	161	186	220	0	269	208	228	0	169	395	395
Average Annual Temperature (°C)	9.7	10	9.6	9.1	10.5	10	9	17.2	9.2	9.7	9.8	14	9.8	9	9.3
Climate		X						X		X	X	X		X	X
Aerosols for Inhalation		X				X	X	X			X	X		X	
Medical Mud and Mineral Peloids	X	X	X	X	X	X	X	X		X	X	X	X	X	X
Peat		X													X
State-Certified Health Resort	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Rogla is a skiing resort, and at the present, it includes a sports centre, Fun Park, hotel and other accommodation facilities, making it one of the biggest skiing centres in Slovenia. The unique combination of the ski centre Rogla and the Thermal Spa Terme Zreče was already rewarded in 2008 with a special award for innovation in the winter sports offer within SKIAREA TEST (Unior, 2008). The assessment of international winter resorts included the most prestigious resorts in Europe. The main feature of the contest is that it is not limited to the assessment of ski resorts as such, but evaluates the full range of winter activities including hospitality, catering and additional sports infrastructure.

In line with Lešnik Štuhec (2010), the company Unior, d.d. and its vision of the destination positively contributed to the development of the destination as a whole. Today, Rogla

offers abundant accommodation (Local Tourist Organisation Rogla – Pohorje, 2015), including eight hotels, 35 apartment houses, seven tourist farms, five restaurants with overnight capacities, one pension, two cottages and two facilities for youth accommodation. In addition, Rogla offers four restaurants, two excursion farms, two sports schools as well as many hiking and cycling routes.

The positive impact of the successful development of tourism in Zreče, as mentioned before, has spread to the neighbouring municipalities of Vitanje, Oplotnica and Slovenske Konjice (Local Tourist Organisation Rogla – Pohorje, n.d.). Notably, Slovenske Konjice prospers due to its unique complementary tourism offerings such as golf, viniculture offering "wine roads" which allow tourists to sample local wines, as well as cultural and historical monuments.

The destination offerings and tourist products at the destination are presented on the destination web page (http://www.destinacija-rogla.si). The web page presents an overview of the destination offerings and positioning. It differentiates between accommodation and gastronomic offerings at the destination. At this point, it has to be noted that a very interesting local brand called "Tastes of Rogla" was developed at the destination in the last years (Local Tourist Organisation Rogla – Pohorje, n.d.). This brand (Slovenian Tourist Board, n.d.) brings together local agriculture and culinary traditions of the Rogla – Pohorje destination, thus preserving authentic culinary elements that are passed on from generation to generation, and prepares them in accordance with modern-day healthy diet trends.

"Tastes of Rogla" has assembled a special expert culinary team which determines which crops, products and dishes can be part of the new brand. This provides a higher proportion of ingredients from the area of destination, thus further enhancing the local economy. In this way, they take care of recipes for local dishes, since they want guests to return to sample the same traditional dishes from a variety of providers. The brand's key to success lies in the integration of the local community, catering service providers as well as producers of agricultural and food products (Slovenian Tourist Board, n.d.).

Furthermore, the destination web page presents possibilities for excursions (educational paths, cycling, hiking and culinary routes) as well as points of interest at the destination (museum collections and galleries, sacral objects, castles, natural sights). Among all the possibilities for sports activities at the destination, winter and summer sports activities are included, adrenaline experiences, golf courses and water experiences. In addition, wellness and health offerings at the destination are presented. The "Wellness 3 Plus" product is the result of an international (Slovenia – Croatia) and inter-municipal (seven municipalities from both countries) collaboration. According to the destination web page (Local Tourist Organisation Rogla – Pohorje, n.d.), the "Wellness 3 Plus" area in two neighbouring countries promotes itself as an extremely well-preserved natural and cultural heritage and presents a rich rural offering of healthy diet products, tourist farms, options for active free

time, herbal products and services, vineyards, tourist wine routes, hiking and cycling. Attractive and specialised integrated products of the so-called rural wellness were prepared for the purpose of reaching the area's goal of becoming permanently popular as a "Wellness 3 Plus" destination that will upgrade the standard Spa offer. They developed the offer in three themes: active vacation, experiencing nature and gastronomy, and culture. They will incorporate new integrated products into the existing tourist offer of the area with the goal of uniting and connecting the rural offer into a single, unique, cross-border and Middle European wellness destination known for its specialised, original and integrated offers.

The currently available Strategy of tourism development at the destination Rogla (Local Tourist Organisation Rogla – Zreče, 2008) is dated for the period 2008–2012. The strategy is based on Development Plan and Policies of Slovenian Tourism for the period 2007–2011 (Slovenian Tourist Board, 2007). In 2012, a new strategy, i.e., the Slovenian Tourism Development Strategy 2012–2016 was launched (Ministry of Economic Development and Technology, 2012). The currently available strategy of tourism at the destination Rogla – Pohorje is not up-to-date and thus needs to be revised and harmonised with the new Slovenian Tourism Development Strategy at the national level.

Nevertheless, the sub-strategy on assuring quality at the destination promotes the application of quality principles with actions such as incentives to raise the quality of tourism (quality is within the sub-strategy defined as a category or quality on achieving/surpassing the requirements, needs and expectations of tourists) with the aim to improve the quality of products/services in tourism offerings of the destination at all levels of service delivery. The main planned activities are promotion of the destination and application of the local quality sign designated "Quality sign Rogla".

3.2   Comparison of Tourism Statistics between Slovenia and Destination Rogla - Pohorje

As presented in Figure 12, the number of overnight stays in Slovenia in 2013 reached 9,579,033. Half of all the overnight stays was generated by tourists from the following five countries: Italy, Austria, Germany, the Russian Federation and the Netherlands (SPIRIT Slovenia – Public Agency of the Republic of Slovenia, 2015).

Figure 12. Overnights of Tourists in Slovenia, 2009–2013

Number of Overnights

	2009	2010	2011	2012	2013
Total	9,013,773	8,906,399	9,388,095	9,510,663	9,579,033
Foreigners	4,936,293	4,997,031	5,463,931	5,777,204	5,962,251
Slovenians	4,077,480	3,909,368	3,924,164	3,733,459	3,616,782
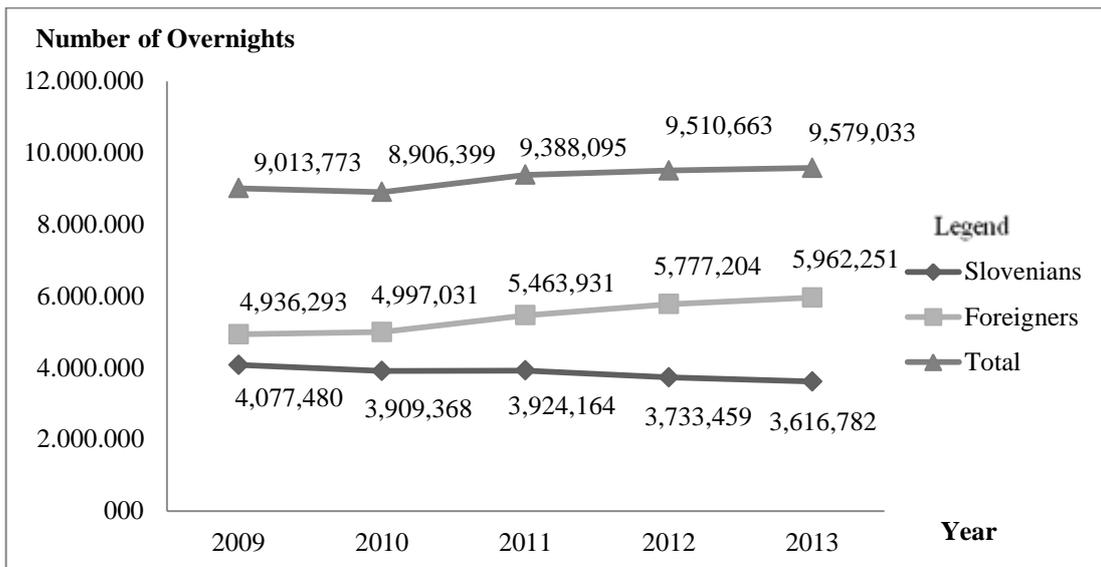
Source: Statistical Office of the Republic of Slovenia,
Tourists' Arrivals – Domestic and Foreign, 2015.

In Figure 13, tourist overnight stays at the destination from 2009 to 2013 are presented and commented. The data for 2014 were not yet known at the time the Master's thesis was written. The statistics were provided by Destination Management of Rogla – Pohorje.

Figure 13. Overnights of Tourists at the Destination Rogla – Pohorje, 2009-2013

Number of Overnights

	2009	2010	2011	2012	2013
Total	66,841	68,621	64,880	67,160	64,864
Slovenians	50,199	52,237	48,665	49,357	45,932
Foreigners	16,642	16,384	16,215	17,803	18,932
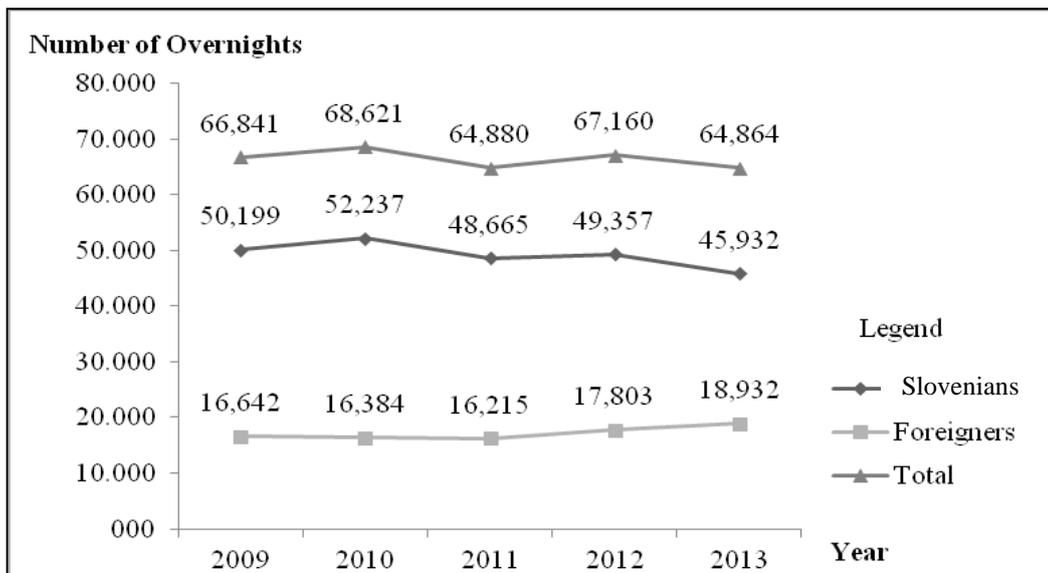
Source: Destination Management Rogla – Pohorje,
Overnights of Tourists at the Destination Rogla – Pohorje, 2014.

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If we break down the total number of tourist overnights in 2013, we can see that Slovenian tourists accounted for 70.8% and foreign tourists for 29.2% of all overnights. Almost 70% of foreign overnights were generated by tourists coming from Croatia, Hungary, Italy, Germany and Austria. The total number of tourist overnights at the destination Rogla – Pohorje in the period between 2009 and 2013 declined by 2.9% from 66,841 to 64,864 tourists. In the same period, the overnights of domestic tourists declined by 8.5% (50,199 to 45,932 tourists). Unlike the Slovenians, the overnights of foreign tourists increased by 13.7% from 16,642 to 18,932 tourists.

Comparing the numbers of tourist overnights between Slovenia as a whole and the destination Rogla – Pohorje, it can be observed that there is a concomitant downward trend of Slovenian tourists and an upward trend of foreign tourists. Another interesting characteristic is that visitors to the destination Rogla – Pohorje consisted of one third of foreigners and two thirds of domestic tourists, whereas the opposite ratio was observed for tourist arrivals to Slovenia as a whole (Statistical Office of the Republic of Slovenia, 2015).

3.3 Reasons for Choosing the Destination Rogla – Pohorje as a Target Destination of the Empirical Project

The first study of the Rogla – Pohorje destination was conducted in 2007 (Žabkar et al., 2007). At that time, the same research of several main tourist destinations in Slovenia was also conducted: Ljubljana, Portorož, Zreče and Rogla. In 2014, however, only the destination Rogla – Pohorje (formerly Zreče and Rogla destination) was chosen for conducting the replication study. As outlined below, this destination was chosen in the current replication study for research and emotional reasons.

The research reasons for choosing the destination Rogla – Pohorje as a target destination include:

- access to data on tourist statistics,
- access to data on previous research at the destination,
- access to the location.

Emotional reasons for choosing the destination Rogla – Pohorje as a target destination are:

- local environment,
- familiar people at the destination,
- familiar location and its geographical features.

4 RESEARCH DESIGN AND SAMPLE CHARACTERISTICS

4.1 Research Goals

The Master's thesis aims to provide the answer to the following main research question:

How has the overall tourist satisfaction at the destination Rogla – Pohorje changed in the last seven years according to the Makovec Brenčič model?

Within the Master's thesis the following changes over time are recorded and analysed:

- Number of tourists at the destination.
- Key tourist markets and their structure.
- Overall tourist satisfaction at the destination.
- Accessibility of the destination.

The research stages within this Master's thesis are threefold. Firstly, we compare the results of our research with the results of the research that was carried out at the same destination by Žabkar et al. in 2007. Secondly, different factors of overall tourist satisfaction which are included in the Makovec Brenčič model are explored and compared among different demographic tourist groups. The tourist sample is divided into groups based on age, gender, country of origin and economic status. Moreover, we analyse the change in tourist loyalty over the time period of the study. Thirdly, based on our findings, we present a set of recommendations to help the management to increase its marketing structure clarity and consequentially to increase the competitiveness of Rogla – Pohorje as a tourist destination at the national level.

Figure 14 graphically presents the research stages of the Master's thesis. The theoretical part regarding customer and tourist satisfaction and the tourist destination is followed by the empirical part, wherein results, conclusions as well as recommendations for Destination Management are provided based on the findings.

Figure 14. Research Stages of the Master's Thesis

(Tourist) Satisfaction at the Destination Level		
Satisfaction	Tourist satisfaction	Tourist Destination

Research of Tourist Satisfaction at the Destination Rogla - Pohorje as Outlined by the Makovec Brenčič Model		
Collection of Data	Analysis of Results	Comparison of Results (2007 - 2014)

Results	
Application of Mainstream Literature	Recommendations for Destination Management

4.2   Measurement Instrument

The research approach is to gather quantitative data through a questionnaire survey which was developed on the basis of the Makovec Brenčič model. Regarding the time horizon, the study is repeated research. A replication study is advantageous as it allows researchers to correlate the same variables at two different points in time (Vogt & Johnson, 2011). Primary data, which were collected seven years ago by Makovec Brenčič et al. (2007) and analysed in Žabkar et al. (2007), are used for temporal comparison.

The questionnaire survey (Makovec Brenčič et al., 2010) is available in four different languages: English (Appendix D), German, Italian and Slovenian. The questionnaire survey is composed of several parts.

The first part consists of general questions about arrival to the destination. The second part is aimed at determining the general image of the destination. Quality is determined in the third part of the questionnaire, with respect to several quality attributes at the tourist destination.

Several quality attributes are included in the questionnaire survey. The questionnaire lists some attributes of the destination which tourists might consider when they choose the destination. Tourists were asked to evaluate the same attribute twice. Firstly, they indicated how important each element was for them when they choose the destination. The statement was presented as a question "How important is this element?" They rated each attribute on

a scale from 1 (completely unimportant) to 5 (very important). The questionnaire then asked how the same attributes were performed at the destination. The statement was expressed by the sentence: "At this destination, this element is exceptional." They rated each attribute on a scale from 1 (I completely disagree) to 5 (I completely agree).

The list of destination quality attributes in the original order (as included in the questionnaire) is presented below:

1. Personal safety and security.
2. The destination can be easily reached.
3. Overall cleanliness of the destination.
4. Unspoiled nature.
5. Climate conditions.
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).
7. The quality of the accommodation (hotel, motel, apartment…).
8. Friendliness of the local people.
9. Organisation of the local transportation services.
10. The offer of local cuisine.
11. Possibilities for shopping.
12. Night life and entertainment.
13. Opportunity for rest.
14. Availability of sport facilities and recreational activities.
15. Offer of cultural and other events.
16. Thermal Spa offer.
17. Wellness offer.
18. Casino and gambling offer.
19. Conference offer.

The next sections of the questionnaire cover questions related to the antecedents and benefits of overall tourist satisfaction such as Image of the destination, General quality of the destination, Perceived price and risk, Perceived value, Tourist loyalty and Overall tourist satisfaction. The last section of the questionnaire collects expenditure and demographic data.

4.3 Population and Sample Characteristics

4.3.1 Structure of the Sample

The research population is based on statistical data of tourist arrival provided by the local tourism organisation at the destination Rogla – Pohorje. The most current local statistics on the total number of tourist overnights at the destination are from 2013. The statistics from

2014 were not available at the time of the current research. The total number of overnights in 2013 was 64,864. Slovenian tourists represented 70.8% and foreign tourists represented 29.2 % of all overnights.

The sample frame for the research includes tourists who spent at least one night at the Rogla – Pohorje destination. The questionnaires were distributed to visitors in different locations, concentrated in the area of accommodation facilities at the destination (e.g., hotels, apartments). In December 2013, the receptionists of the accommodation facilities were asked to distribute the questionnaires to the guests. As Figure 16 shows, the response rate was low at the end of February 2014. One reason might have been the length of the questionnaire. Consequently, we proceeded with personal face-to-face collection of data. We asked the facility manager for permission to interview tourists at their location. Firstly, we introduced ourselves, explained the research purpose and asked the tourists to participate. According to their nationality questionnaires were presented in English, German, Slovenian or Italian. Some of the tourists completed the questionnaire without any help while others were personally guided by reading the questions and answers. As a result, the response rate in the following months increased. Due to the difficulties at the beginning of our sampling, the time frame was extended to achieve the approx. targeted sample size of 200. As Figure 15 shows, the majority of the questionnaires were collected in April, May and June 2014. At the beginning of July 2014 the sample size reached 195, which is comparable to the sample size of the previous research conducted in 2007. The majority of collected data from 2007 was from May and June 2007.

Figure 15. Time Frame of Data Collection
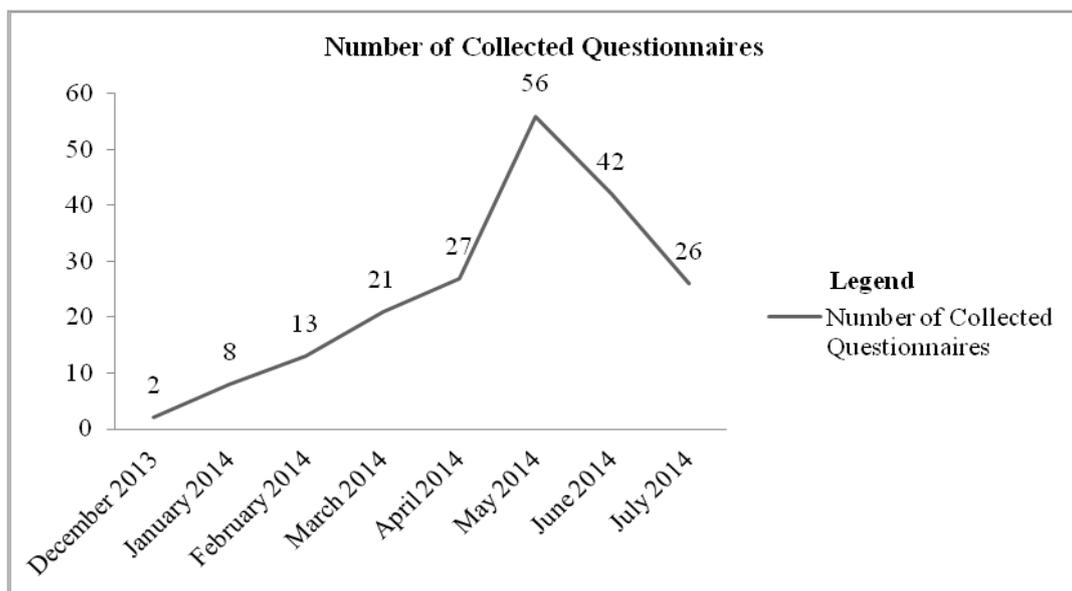
Table 6 presents the characteristics of the sample according to the most important variables.

Table 6. Structure of Respondents (n = 195) by the Most Important Variables

Variable	Relative Frequency
Country of Origin	Slovenia 75.0 %
	Austria 6.7 %
	Germany 5.6 %
	Serbia 3.6 %
	Canada 2.1 %
	Italy 2.1 %
	Others 5.0 %
Gender	Male 45.4 %
	Female 54.6 %
Age	18–25 years 8.2 %
	26–35 years 23.6 %
	36–45 years 24.1 %
	46–55 years 17.9 %
	56–65 years 14.4 %
	66+ 11.8 %
Economic status	Employed 64.9 %
	Self-employed 4.6 %
	Unemployed 1.5 %
	Retired 16 %
	Students 10.8 %
	Other 2.1 %

4.3.2 Socio-Demographic Profile of the Sample in a Temporal Perspective

Respondents from the sample were asked socio-demographic questions including gender, year of birth, economic status and country of origin. The results are presented in the following sections.

4.3.2.1 Gender and Age

The percentage of female respondents compared to male respondents in the total sample in both time periods is very similar. Both in 2007 and 2014, the proportion between genders is approx. 46% of males and 54% of females. The data are presented in Table 7.

$n_{2007} = 200$
$n_{2014} = 195$

Table 7. Distribution of Sample by Gender (%)

Gender	2007		2014	
	n	%	n	%
Male	93	46.5	88	45.4
Female	107	53.5	106	54.6

Figure 16 presents the age groups of respondents. The majority of the respondents in 2014 are in the age group 36–45. In 2007, the majority of the respondents belonged to the age group 66+. The figure shows that the percentage of respondents in the age group 18–25 was higher in 2014 than in 2007.

The average age of the tourists at the destination in 2007 was 53 years. In 2014, the average age decreased to 44 years. From the sample it can be concluded that the tourist population at the destination was on average younger in 2014 than in 2007.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 16. Age Groups (%)
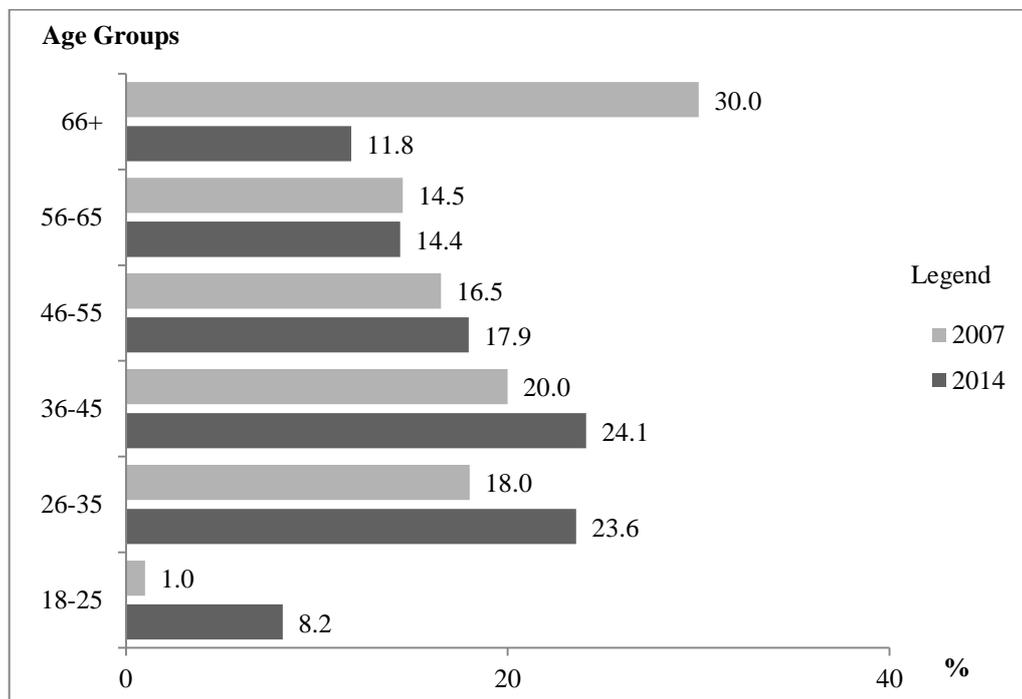
Figure 17 shows the economic status of the respondents. Approx. 65% of the respondents in 2014 are employed. Employed people represent the majority of the tourists at the destination. The segment of employed people in 2014 is larger than in 2007. At the same

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time, the percentage of retired people at the destination is 16% in 2014, which is about half of the percentage of retired visitors in 2007.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 17. Distribution of Sample by Economic Status (%)
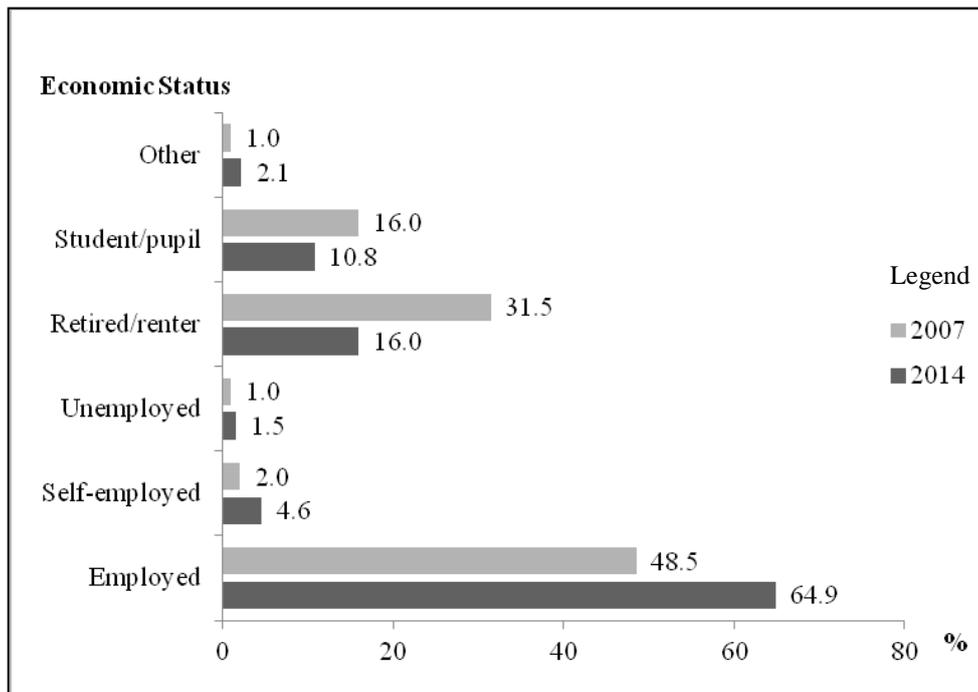
4.3.2.2 Tourists' Origins

Table 8 presents the origins of tourists from the sample. The sample in 2007 was composed of 60% Slovenians and 40% foreigners. In 2014, the structure changed to 75% Slovenians and 25% foreigners. The Slovenians represent the majority in both samples.

$n_{2007} = 200$
$n_{2014} = 195$

Table 8. Tourists by Origin (%)

Origin	2007		2014	
	n	%	n	%
Slovenians	120	60.0	146	74.9
Foreigners	80	40.0	49	25.1

Table 9 shows the structure of foreigners according to their country of origin. The majority of foreign tourists are German speaking. Both in 2007 and 2014, Austrians are leading the ranking and are followed by Germans. Thus, it can be concluded that Austria and Germany are important markets for the destination Rogla – Pohorje.

Table 9. Foreigners' Country of Origin in 2007 and 2014

2007				2014		
Country of Origin	n	%		Country of Origin	n	%
Austria	20	10.0		Austria	13	6.7
Germany	20	10.0		Germany	11	5.6
Croatia	19	9.5		Serbia	7	3.6
Serbia	9	4.5		Canada	4	2.1
BiH	4	2.0		Italy	4	2.1
Italy	3	1.5		Croatia	3	1.5
USA	3	1.5		USA	3	1.5
Hungary	1	0.5		Hungary	2	1.0
Netherlands	1	0.5		Norway	2	1.0
Total	80	40.0		Total	49	25.1

4.4 Analytical Methods Applied in Survey Data Analysis

The data was analysed using SPSS, a software package for statistical analysis (Field, 2009; Salkind, 2011). Descriptive statistics were calculated to give a general overview of the data such as gender, age, country of origin and economic status (SPSS output in Appendix E, Tables from E.1 to E.41). Significance testing was applied to test whether there were any differences among groups. Differences among groups, based on gender, country of origin, age and economic status were assumed. The assumption of differences among groups would provide us with clear differences between tested groups. Clear differences between tested groups with respect to satisfaction with attributes would enable Destination Management more efficient and targeted marketing.

T-tests were applied to determine any statistically significant differences between the mean scores of expected and actually delivered destination attributes (SPSS output in Appendix E, Tables from E.42 to E.62). Significance testing rejects or accepts the hypothesis (Curwin & Slater, 2002). To test the differences between means, the Student's t distribution (t-test) is used. The t-test is applied when population parameters such as the population mean (μ) and the population standard deviation (σ) are unknown (Levine, Stephan, Krehbiel & Berenson, 2011).

The hypothesis for the independent t-test is:

$$H_0: \ \mu_1 = \mu_2 \tag{2}$$
$$H_1 \ \mu_1 \neq \mu_2 \tag{3}$$

The hypothesis for the paired t-test is:

$$H_0: \ \mu_D = 0 \quad (\mu_1 D = \mu_1 1 - \mu_1 2) \tag{4}$$
$$H_1 \ \mu_D \neq 0 \tag{5}$$

The null Hypothesis (H_0) states that the mean (μ) is zero and therefore there is no difference between the groups. The alternative Hypothesis (H_1) states that the mean (μ) is different from zero and there is a difference between the groups (Levine et al., 2011). Based on alpha $\alpha = 0.05$, a hypothesis with a probability of value p has to be rejected.

Before conducting the paired-test and independent t-test, the variables have to be tested in order to meet pre-assumptions such as normality and homogeneity of variances (Lyman Ott & Longnecker, 2010). If the sample is larger than or equal to thirty ($n \geq 30$), a normal distribution can be assumed (Levine et al., 2011; Benesch, 2013). A normal curve has a skewness of 0.0. According to Leech, Berrett and Morgan (2008), if skewness is more than +1 or less than -1, the distribution is highly skewed and a transformation of the data is necessary or a nonparametric test has to be used. But the same authors also state that "…two-tailed t-test and ANOVA (abbreviation for Analysis of Variance), are quite robust so even a skewness of more than +/-1 may not change the result much" (Leech et al., 2008, p. 21).

The second assumption of homogeneity of variances is necessary to conduct a t-test. If calculating an independent t-test with the statistical software SPSS, the homogeneity of variances is calculated with the Levene test. If the Levene test has a p-value of ≤ 0.05, the null hypothesis (no difference in the variances) is rejected and the alternative hypothesis (the variances are unequal) is accepted. If the null hypothesis is rejected, the t-test cannot be conducted and a nonparametric test must be applied. The nonparametric test for comparing two means is the Welch test, which does not assume homogeneity of variances (Benesch, 2013).

Furthermore, gap analysis among the groups was applied. Gap analysis calculates the mean difference between Importance and Performance of attributes at the destination. A positive value indicates that Performance exceeds Importance and vice versa. This analysis allows the management to examine shortfalls in Performance of attributes at the destination. To show the time perspective change, the mean differences for 2007 and 2014 are calculated and compared for classifications based on age groups and economic status. A positive

value indicates that the gap between Performance and Importance decreased. A negative value indicates an increase in 2014 compared to 2007.

Another measurement method used is the Importance Performance Analysis which situates the attributes of the destination on a two dimensional grid with four areas. The areas are 'destination's current strengths', 'destination's low priority', 'possible overkill' and 'attributes that need attention'. This method allows the Destination Management to assess strengths and weaknesses as well as the over-performance or underperformance of attributes. The grid allows the management to identify attributes that may require allocation of resources.

An overview of the operationalisation of concepts is shown in Table 10.

Table 10. Overview of the Operationalisation of Concepts

Concept	Operationalisation	Items tested
Measuring Destinations Quality Attributes	GAP – Analysis in time perspective change, calculating mean differences among groups based on country of origin, age, gender and economic status.	Destination's quality attributes
	Using paired and independent t-test for calculating statistical mean differences among groups based on gender and country of origin.	Destination's quality attributes, Antecedents and Consequences of Tourist Satisfaction
Importance Performance Paradigm (IPP)	Importance Performance grid for groups based on country of origin, age, gender and economic status.	Destination's quality attributes
Tourist Satisfaction and Loyalty Relationship	Time perspective change presented as indices	Loyalty and Overall Satisfaction
Antecedents of Tourist Satisfaction	Time perspective change presented as indices	Image, Perceived Value, Perceived Price and Risk and General Quality of the Destination

5   TOURIST SATISFACTION AT THE ROGLA – POHORJE DESTINATION

5.1   Travel and Tourist Behaviour

5.1.1   Planning of Vacations

Figure 18 shows data on when the decision on the vacation destination was made (more than 3 months ago, 1 to 3 months ago or less than a month ago). In 2014, almost 41% of

tourists booked their trip less than a month prior to their vacation. In 2007, almost 50% of tourists booked less than a month before the holiday time. In 2014, 35.8% of tourists booked their trip 1 to 3 months prior to their vacation, in comparison to 43.5% in 2007. In summary, the percentage of tourists who booked their travel to the destination several months prior to the arrival decreased from 2007 to 2014.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 18. Decision on the Vacation (%)
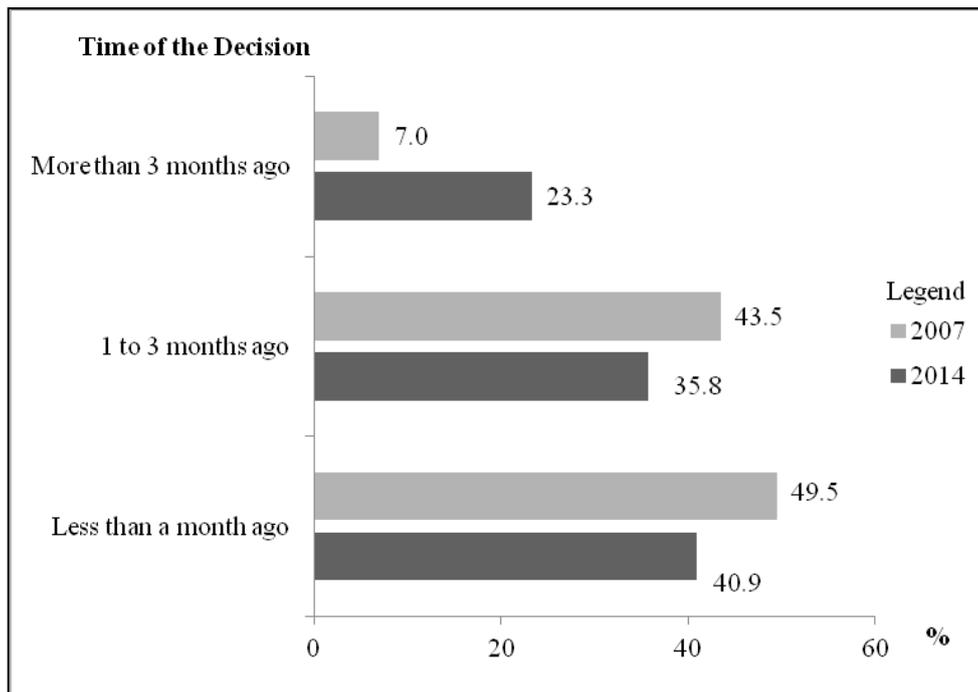
5.1.2 "Last Minute" Holiday Booking

Table 11 shows the data on booking the holidays in the "last minute". In 2014, 13.3% of tourists indicated that their travel was a last-minute decision and in 2007, 1.6% of tourists reported the same behaviour. This leads to the conclusion that the majority of the sample did not book their holidays in the last minute.

$n_{2007} = 200$
$n_{2014} = 195$

Table 11. Was your Trip a Last-Minute Decision? (%)

Last-Minute	2007		2014	
	n	%	n	%
Yes	3	1.6	26	13.3
No	183	98.4	167	85.6

5.1.3 Arrival at the Destination

Figure 19 shows data regarding the type of arrival at the destination. In 2007, as well as in 2014, almost 89% of the tourists travelled to the destination by car. The second most commonly used type of transportation was bus (6.2% in 2014 and 9% in 2007), followed by plane, train and other means of transportation. The car remained the most commonly used transportation for tourists.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 19. Type of Arrival at the Destination by Tourists (%)
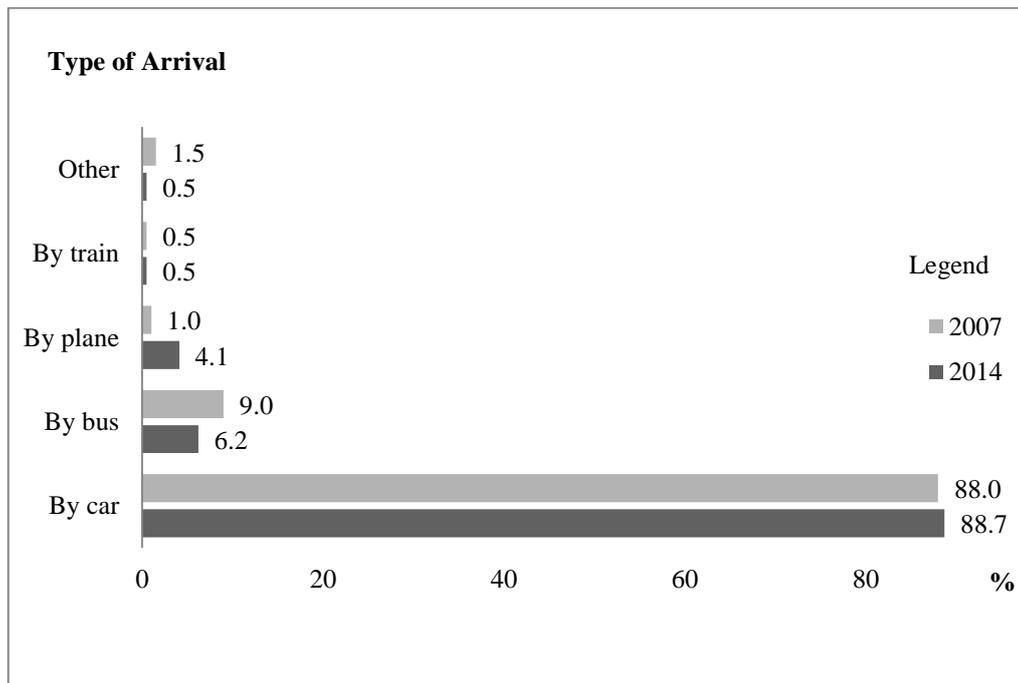
5.1.4 Destination Information Sources

Figure 20 indicates that the vast majority of the sample already had information about the destination prior to the visit. This could be due to two possible reasons: that the majority of tourists at the destination were domestic and therefore familiar with the destination, or that

they personally (or someone they know) had already visited the destination and were therefore familiar with it. The percentage of this type of tourist was significantly higher in 2014 than it was in 2007, when 40.5% of the sample was familiar with the destination prior to the visit.

In accordance with overall tourism trends, tourists gained significant information via the Internet prior to their visit. The percentage of this type of tourist increased from 5% in 2007 to 14.4% in 2014. Friends and relatives as relevant sources of information dropped significantly from 26% in 2007 to approx. 12% in 2014. To conclude, the destination had a significant percentage of visitors who were familiar with the destination prior to visiting it and who relied on their own opinion about the destination. The data indicates that tourists are loyal to the destination and are returning there to spend their vacations. Internet as a source of information has gained more and more significance over the last few years.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 20. Tourist Information Sources about the Destination (%)
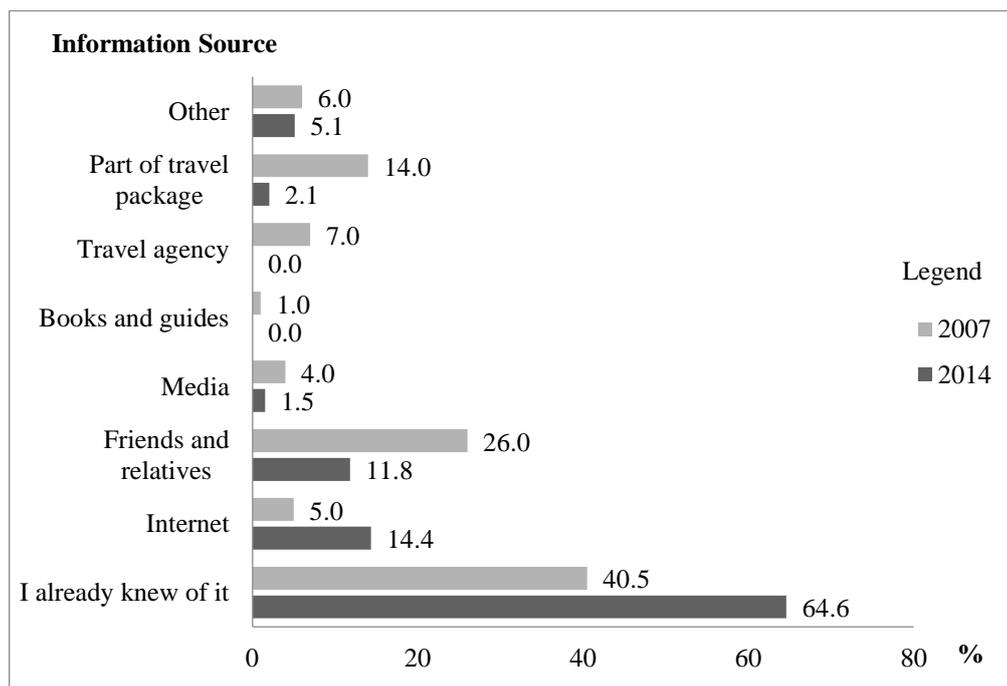
5.1.5 Previous Visits to the Destination

Table 12 indicates the number of previous visits to the destination. Approx. 73% of the sample indicates that the observed visits in 2014 were not first-time visits to the destination. The figure differs from the one in 2007, when 48.5% of the sample indicated

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that this was not their first visit to the destination. The data again indicates that tourists are loyal to the destination and are returning there to spend their vacation.

$n_{2007} = 200$
$n_{2014} = 195$

Table 12. First Visit to the Destination (%)

First Visit	2007		2014	
	n	%	N	%
Yes	103	51.5	53	27.2
No	97	48.5	142	72.8

5.1.5.1 Number of Previous Visits to the Destination

Table 13 represents the average number of previous visits to the destination. The average number of previous visits in 2007 was 4.2 times and, in 2014, 9.1 times.

$n_{2007} = 200$
$n_{2014} = 195$

Table 13. Average Number of Previous Visits

	2007	2014
Average Number of Previous Visits	4.2	9.1

5.1.6   Length of Stay at the Destination

Table 14 indicates the average number of overnight stays. In 2014, the average was 4.9. In 2007, the average number of overnight stays was 5.3. The average number of overnights decreased slightly in 2014.

$n_{2007} = 200$
$n_{2014} = 195$

Table 14. Average Length of Overnights at the Destination (Days)

	2007	2014
Average Number of Overnights	5.3	4.9

5.1.7 Vacation Companions

Figure 21 indicates that in both time points, i.e., in 2007 and 2014, the majority of tourists spent their holidays with their partner. However, in 2007, the sample indicated that 22.9% of tourists at the destination spent their vacation alone. In 2014, the figures in this category decreased to 10.3%. Family members and relatives accompanied 16.9% of the tourists from the sample in 2007, but this figure increased to 23.6% in 2014. This change may correspond to the larger number of younger people visiting the destination in 2014 compared to 2007.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 21. Companions during Vacation at the Destination (%)
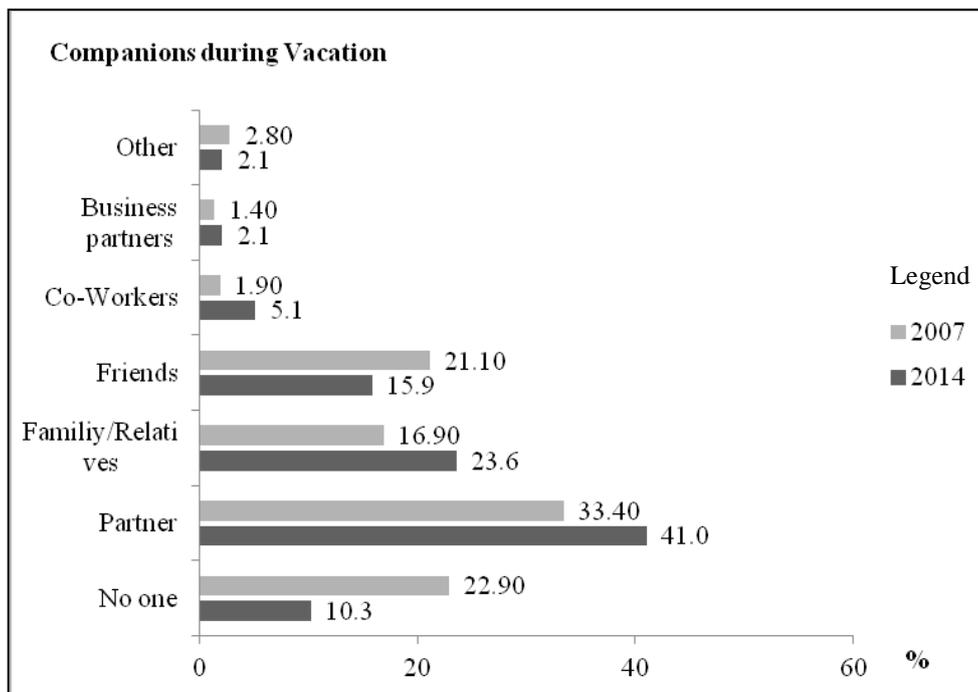
Figure 22 presents information on children under the age of 15 at the destination. Out of the entire sample in 2014, 58.8% of visitors were members of families with two children. The numbers increased compared to 2007, when families with two children accounted for 40.9% of the sample. In 2007, 54.5% of visitors were members of families with one child, compared to 2014, when there were only 35.3% of visitors with one child at the destination.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 22. Children under the Age of 15 at the Destination (%)
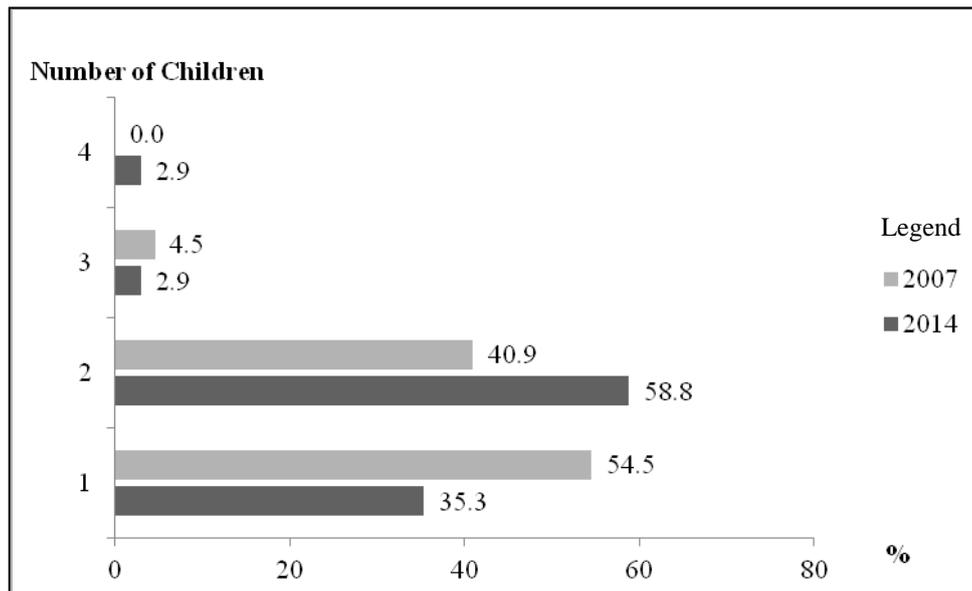
5.1.8 Frequency of Holidays per Year

The tourists were asked to indicate frequency of holidays with a minimum of five days' duration per year. As shown in Figure 23, the vast majority of respondents from 2014 (85.9%) indicated that they took their vacation once a year for a minimum of five days. The figures from 2007 differ, since at this time 45% of the tourists from the sample indicated that they took their vacation two to four times per year for a minimum of five days.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 23. Frequency of Holidays per Year (%)

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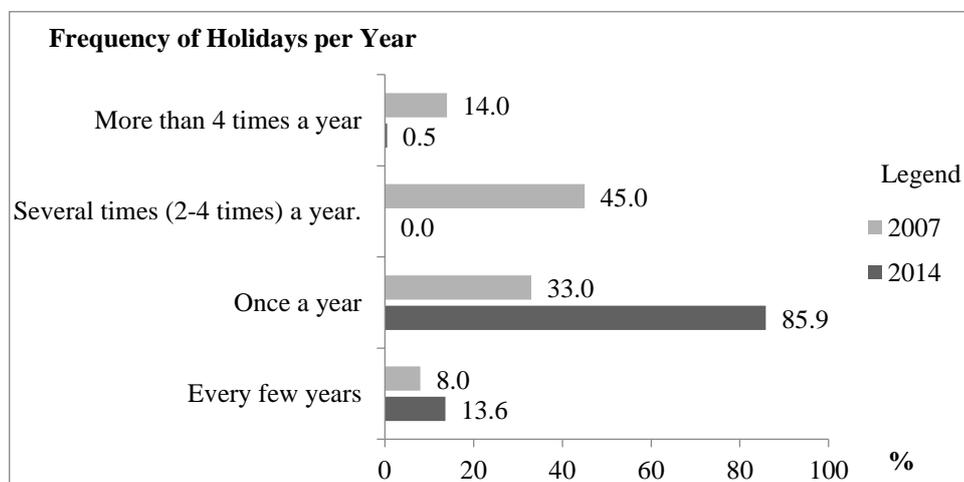
5.1.9 Expenditures during Vacation

The question aims to collect data on expenditures per person during the vacation for transportation (plane ticket, bus ticket, taxi, etc.), accommodation, restaurants, cafés, souvenirs, food (not in restaurants), shopping, entertainment, entrance fees (theatre, cinema, exhibitions, museum, etc.) and other expenditures. Furthermore, all the respondents were asked to estimate the total expenditures during their vacation. Information on expenditures during vacation is presented in Figure 24.

The total expenditure per person during the vacation at the destination in 2007 was on average € 277.67, but in 2014 it increased to € 343.81. The main cost for the tourists at the destination was accommodation, which on average decreased by € 52.14 in 2014 compared to 2007. The costs of accommodation were followed by the costs of transportation. The costs of transportation to the destination increased from € 29.97 in 2007 to € 40.27 in 2014. The observed increase in the cost of transportation may be partly explained by the increasing number of cars people use for arriving at the destination.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 24. Expenditures during Vacation (in EUR)

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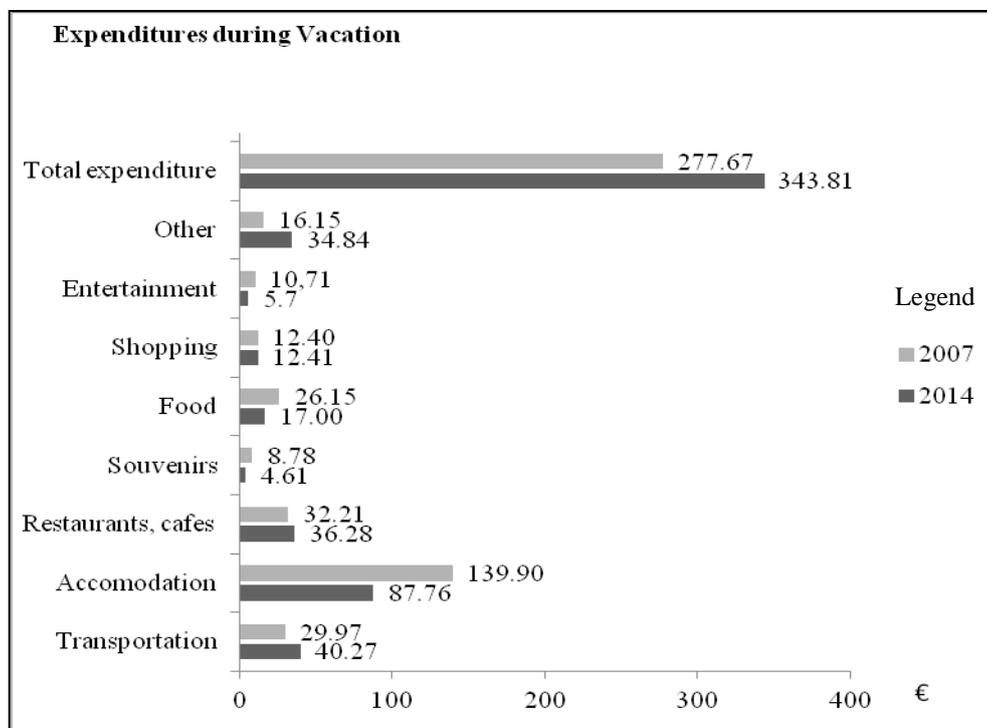
5.1.9.1 Estimation of Costs during Vacation

The respondents were asked to estimate their expenditures by choosing one of the following three categories: within what was planned, higher than planned or lower than planned. Figure 25 shows that the majority of respondents estimated that the costs during their vacation were within what was planned. The figures from 2007 do not differ from 2014.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 25. Estimation of Costs during Vacation (%)
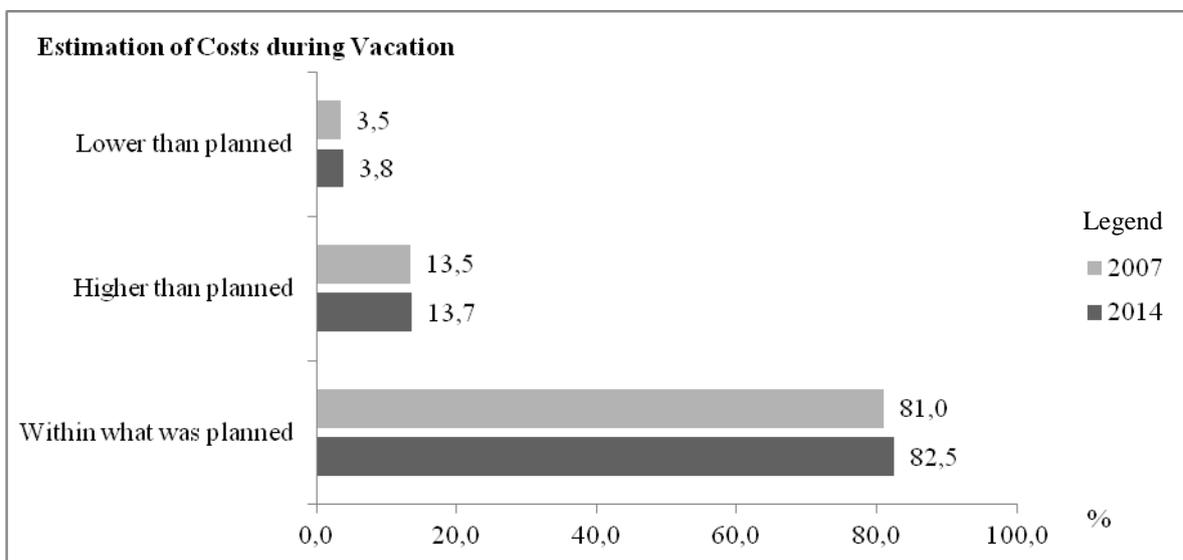
5.1.10 Short Summary of Travel and Tourist Behaviour

In this chapter, we have presented the results on travel and tourist behaviour in two time periods: 2007 and 2014. The results show that with regard to planning of the vacation, the percentage of tourists who booked their travel to the destination several months prior to arrival decreased in 2014 compared to 2007, but the majority of the sample in 2014 did not book their holidays in the last minute. The car remained the most commonly used transportation for tourists. The destination had a significant percentage of visitors that were familiar with the destination prior to the visit. The internet as a source of information has gained more and more significance over the last few years. Moreover, the data indicate that tourists are loyal to the destination and are returning there to spend their vacation. The average length of overnights at the destination has decreased from 5.3 in 2007 to 4.9 in 2014. Estimated costs during the vacation remained within what was planned in both compared time periods.

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5.2 Antecedents of Tourist Satisfaction

5.2.1 Perceived Image of the Destination

Figure 26 presents the indices of perceived image in 2014 compared to 2007. All the items decreased in 2014 compared to 2007.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 26. Indices of 'Perceived Image' in 2014
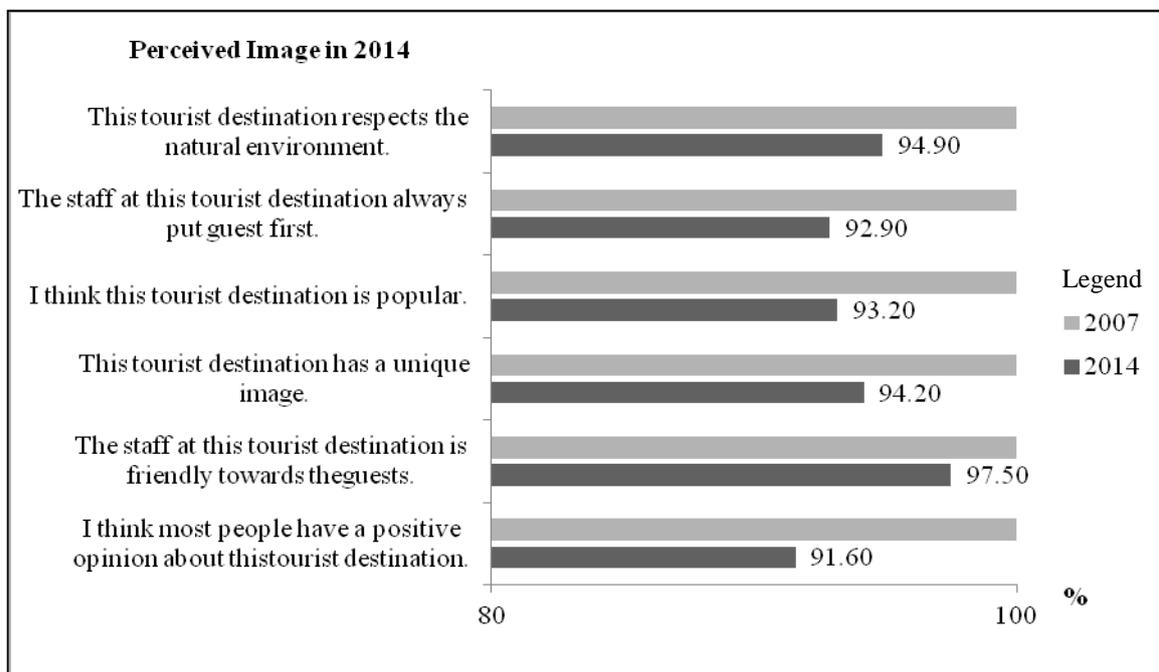
5.2.2 Prices at the Destination

The question about prices at the destination aims to collect information regarding tourists' perception about the reasonableness of the prices. The questionnaire also poses the question whether or not booking of the vacation was easy to follow (in case one did not travel within a group). As Figure 27 shows, the perception of tourists on 'Making an easy booking at the destination' decreased by 0.9%. The item 'Perceived price is reasonable for R&B, half and full board' increased by 4.1% and the item 'Prices of additional offer at the destination are favourable' increased by 1.3%.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 27. Prices at the Destination

Prices at the Destination

The prices of additional offer at this tourist destination…	2007: 100	2014: 101.3	
The price of R&B/half board/full board in this tourist…	2007: 100	2014: 104.1	
Making a booking at this tourist destination…	2007: 100	2014: 99.1	

Legend
■ 2007
■ 2014

90 — 100 — 110 %
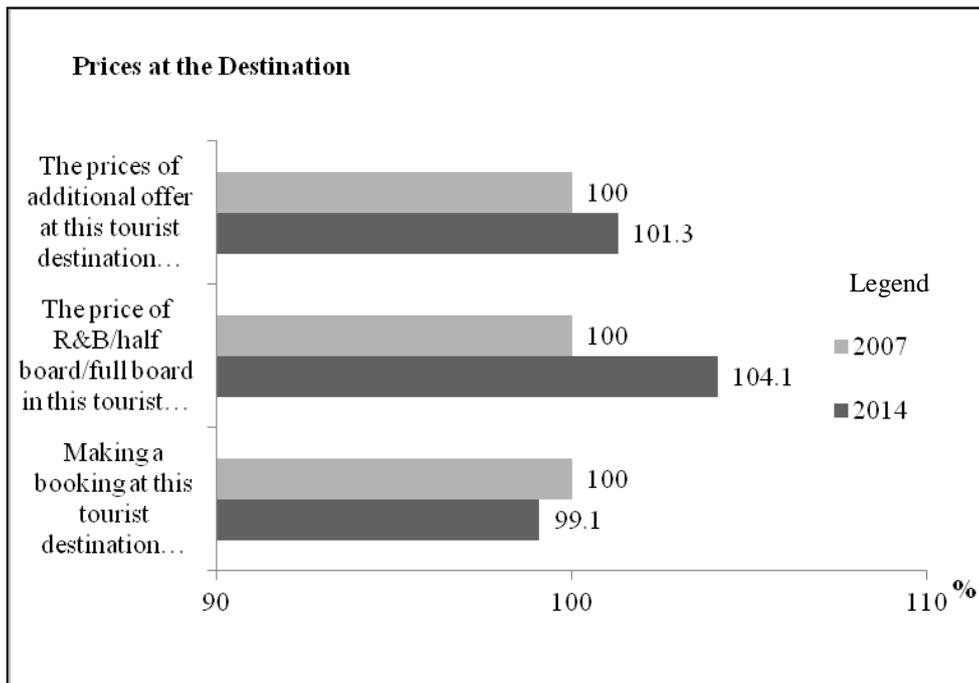
5.2.3 Perceived Quality at the Destination

This question was aimed at gathering data on the perception of overall quality of tourist offers at the destination. As shown in Figure 28, the perceived general quality of the destination decreased by 6.1% in 2014.

At this point, contradictory conclusions that have been observed should be underscored. On the one hand, the data indicates (see Table 13) that tourists are loyal to the destination and are returning there to spend their short vacations (see Table 14); on the other hand, the tourists' opinion of the general quality of the destination's decreased in 2014 compared to 2007.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 28. Mean of the Variable 'General Quality of Tourist Destination Offer'
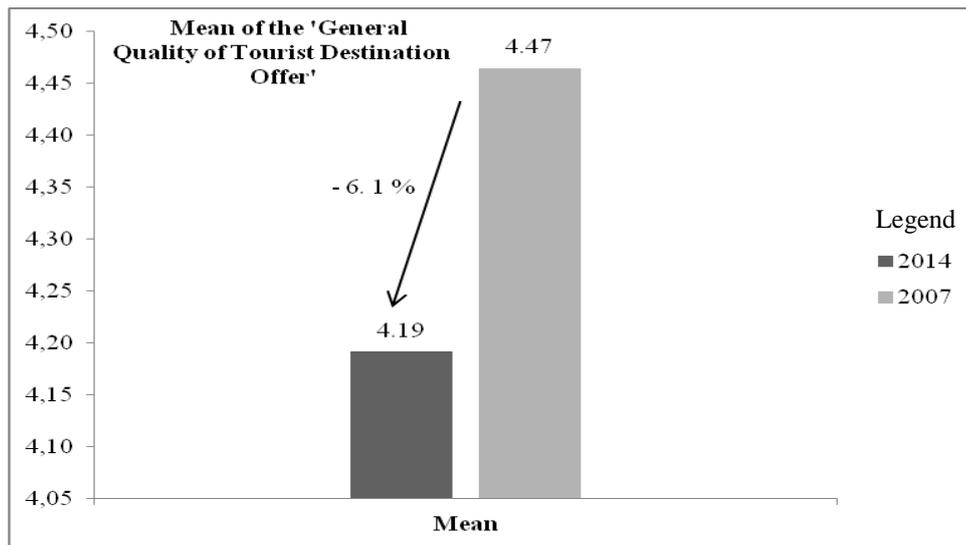
5.2.4 Perceived Value of the Destination

This question focuses on perception of both the value of the vacation and the value of the vacation for the money spent. As the data presented in Figure 29 shows, the item 'Overall value of staying at this destination' decreased by 4.6%. The item 'Gaining of new knowledge and experiences in the destination' also decreased by 11.7%. The item 'Staying at this destination is worth EURO paid' slightly decreased by 0.9%.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 29. Items of Antecedent 'Perceived Value'
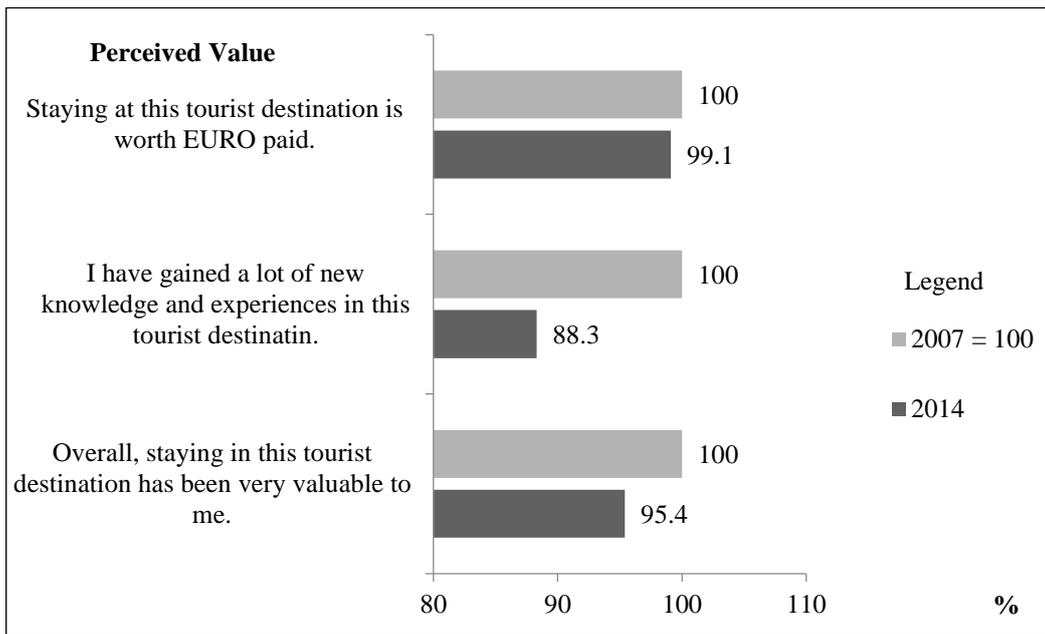
5.3 Tourist Satisfaction at the Destination

5.3.1 Overall Satisfaction at the Destination

Tourists were asked to evaluate their overall satisfaction with the destination. The overall satisfaction at the destination decreased from 2007 to 2014 by 1.2%. At this point, we must again stress the contradictory conclusions that have been brought out until now. On the one hand, the data indicates (see Table 13) that tourists are loyal to the destination and are returning there to spend their vacations; on the other hand, the tourists' opinion of the general quality of the destination's offer decreased in 2014 compared to 2007 (see Figure 28). Figure 30 shows tourists' overall satisfaction at the destination.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 30. Mean of the Variable 'Overall Satisfaction at the Destination'
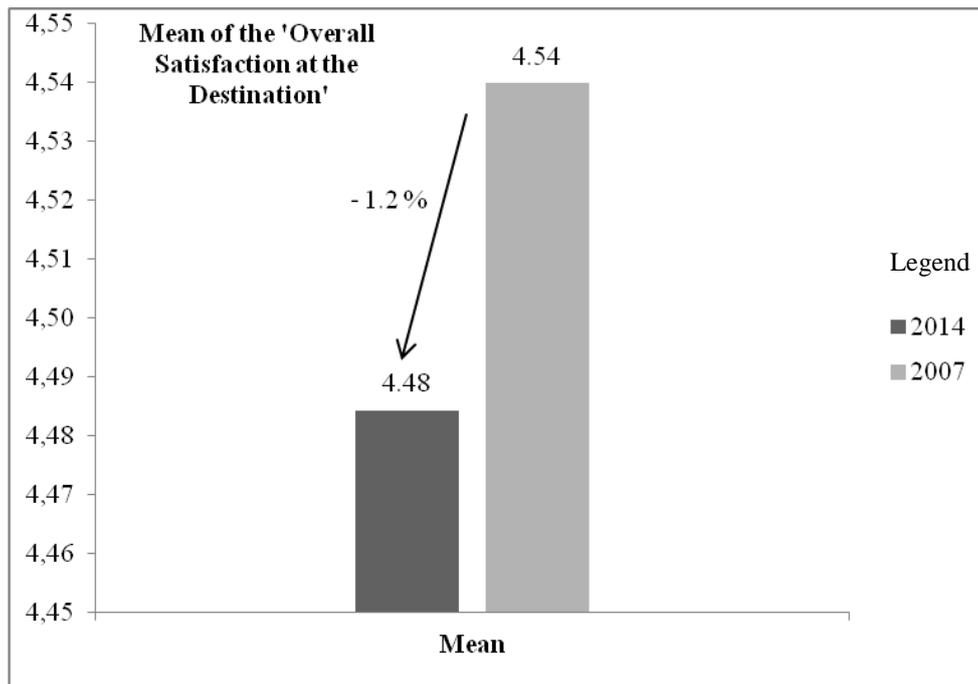
Furthermore, tourists were asked to evaluate whether the visit fulfilled their expectations and whether they would speak positively about the destination to their friends and colleagues. As Figure 31 shows, the percentage of tourists who are 'pleased to have decided to visit the destination' decreased by 2.1% in 2014. The opinion of whether the 'tourist's expectations were exceeded' decreased by 3.7%. Finally, the item 'positive word of mouth to friends and colleagues' slightly decreased by 0.6%.

$n_{2007} = 200$
$n_{2014} = 195$

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Figure 31: Overall Satisfaction at the Destination
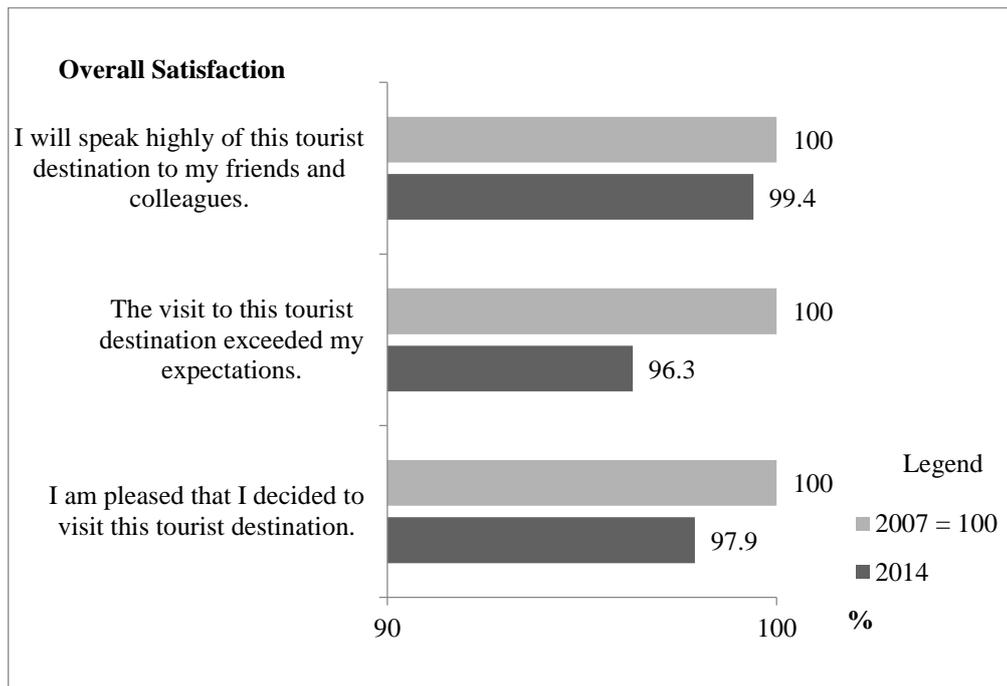
5.3.2   Complaint and Praise Behaviour

The questionnaire aimed to extract information on whether there was a reason for complaint or praise and also, whether the tourists actively expressed their complaint or praise to the management. Table 15 shows that in 2014, 15% of the sample had a reason to complain. Out of this percentage, 48.3% expressed their complaint in written or oral form (see Table 16).

Table 15 shows that in 2007, 8% of the tourists had a reason to complain. Table 16 shows that, out of this percentage, more than half of the tourists (56.3%) submitted a complaint.

$n_{2007} = 200$
$n_{2014} = 195$

Table 15. Complaint Behaviour in 2007 and 2014 (Reasons to Complain)

Have you had any reason to complain?	2007		2014	
	n	%	n	%
Yes	16	8.0	29	15.0
No	184	92.0	164	85.0

$n_{2007} = 200$
$n_{2014} = 195$

Table 16. Complaint Behaviour in 2007 and 2014 (Filling a Complaint)

Have you filed a complaint?	2007		2014	
	n	%	n	%
Yes	9	56.3	14	48.3
No	7	43.8	15	51.7

To conclude, more people had a reason to complain in 2014 than in 2007; however, a smaller share of people submitted a complaint in 2014 than they did in 2007.

Additionally, the question on praise was raised and whether a compliment had been expressed. As Table 17 shows, in 2014, 73% of the tourists had a reason to praise the destination. As Table 18 presents, out of this percentage, almost 60% expressed their compliment. These numbers could potentially lead to an increase in loyalty.

$n_{2007} = 200$
$n_{2014} = 195$

Table 17. Reasons for Praising the Destination in 2007 and 2014

Did you have reason to praise the destination?	2007		2014	
	n	%	n	%
Yes	63	31.5	138	73.0
No	137	68.5	51	27.0

Table 17 shows that in 2007, 31.5% of the tourists had a reason to praise the destination (41.5 percentage points less than in 2014). Table 18 shows that, out of this percentage, 41% expressed their compliment.

$n_{2007} = 200$
$n_{2014} = 195$

Table 18. Expressing a Compliment at the Destination in 2007 and 2014

Have you expressed your compliments?	2007		2014	
	n	%	n	%
Yes	25	41.0	76	59.4
No	36	59.0	52	40.6

5.3.3 Short Summary of Tourist Satisfaction at the Destination

The overall satisfaction at the destination decreased by 1.2% in 2014 compared to 2007. The percentage of tourists who were 'pleased to have decided to visit the destination' decreased by 2.1% in 2014. Moreover, the opinion of whether the 'tourist's expectations were exceeded' decreased by 3.7% in 2014. The item 'positive word of mouth to friends and colleagues' slightly decreased by 0.6%.

In 2014, 15% of the sample had a reason to complain and 48.3% of them expressed it in written or oral form. In 2007, these values differed. 8% of the tourists had a reason to complain and more than half of them (56.3%) submitted a complaint. To conclude, more people had a reason to complain in 2014 than in 2007; however, a smaller share of people submitted a complaint in 2014 than they did in 2007.

Furthermore, in 2014, 73% of the tourists had a reason to praise the destination. Out of this percentage, almost 60% expressed their compliment. These numbers may correlate with an increase in loyalty. In 2007, 31.5% of the tourists had a reason to praise the destination (41.5 percentage points less than in 2014). Out of this percentage, 41% expressed their compliment.

5.4 Tourist Loyalty to the Destination

Tourist were presented with several statements that can be associated with Destination Loyalty, such as "I feel like at home at this destination", "I will return to this destination", "I will recommend this destination to my friends and family" and "If I had to decide again I would choose this destination". Figure 32 shows that in 2014 tourists feel more like at home at the destination and are more likely to return to the destination as in 2007. On the other hand, in 2014 compared to 2007, fewer tourists indicated they would recommend this destination to friends and relatives.

$n_{2007} = 200$
$n_{2014} = 195$

Figure 32: Tourist's Loyalty to the Destination
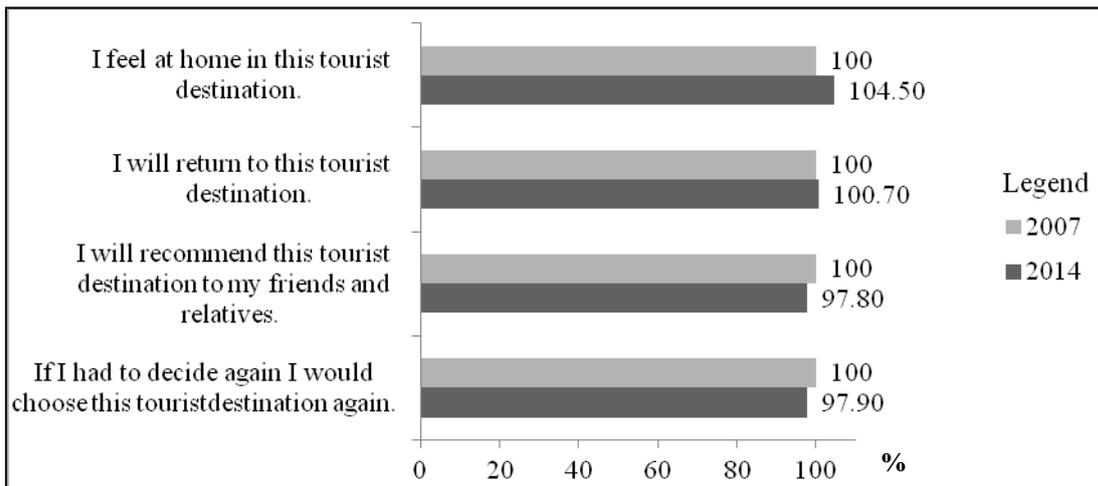
5.5 Importance Performance Time Perspective Change

Figure 33 illustrates general Importance of attributes of a destination. The mean scores of 2007 are the starting reference values and are set at 100. The differences between the mean scores in 2007 and 2014 are calculated. Figure 33 thus shows by what percentage the values from 2014 differ compared to the values from 2007. Every value above 100 represents a higher mean score than in 2007. Thus, the Importance Performance increased or decreased.

In 2014, the importance of the following attributes increased: 'Diversity of cultural/historical attractions' (by 0.4%), 'Friendliness of the local people' (by 2.9%), 'Organisation of the local transportation' (by 19%), 'The offer of local cuisine' (by 2.5%), 'Possibilities for shopping' (by 4.3%), 'Night life and entertainment' (by 11%), 'Sports activities and recreational activities' (by 6%), 'Offer of cultural and other events' (by 5%), 'Wellness offer' (by 0.5%), the 'Thermal Spa offer' (by 16.3%), 'Casino and gambling offer' (by 27.2%) and 'Conference offer' (by 62.1%). The importance of all other attributes decreased.

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Figure 33. Importance of Attributes in Time Perspective

Importance of Attributes

Attribute	2007 = 100	2014
Conference offer.	100	162.1
Casino and gambling offer.	100	127.8
Thermal spa offer.	100	116.3
Wellness offer.	100	100.5
Offer of culture and other events.	100	105
Availability of sport facilites and recreational activities.	100	106
Opportunity for rest.	100	97.4
Night life and entertainment.	100	110
Possibilities for shopping.	100	104.3
The offer of the local cuisine.	100	102.5
Organization of the local transportation services.	100	119
Friendliness of the local people.	100	102.9
The quality of the accommodation.	100	97.1
Diversity of cultural/historical attractions.	100	100.4
Climate conditions.	100	97.7
Unspoiled nature.	100	98.2
Overall cleanliness of the destination.	100	94.6
The destination can be easily reached.	100	97.8
Personal safety and security.	100	95.4

Legend
■ 2007 = 100
■ 2014

Figure 33 shows the importance of the observed elements for tourists. Figure 34 shows how these attributes were performed at the destination.

In 2014, the performance of the following attributes increased: 'Accessibility of the destination' (by 3.1%), 'Organisation of the local transportation' (by 13.8%), 'The offer of local cuisine' (by 5.8%), 'Possibilities for shopping' (by 5.4%), 'Night life and entertainment' (by 6.6%), 'Offer of cultural and other events' (by 3%), 'Wellness offer'

(by 2.9%) and 'Casino and gambling offer' (by 61.6%). The performance of all the other attributes decreased.

Figure 34. Performance of Attributes in Time Perspective

Performance of Attributes

Attribute	2007=100	2014
Conference offer.	100	92.6
Casino and gambling offer.	100	161.6
Thermal spa offer.	100	104.3
Wellness offer.	100	102.9
Offer of culture and other events.	100	103
Availability of sport facilites and recreational activities.	100	98
Opportunity for rest.	100	96
Night life and entertainment.	100	106.6
Possibilities for shopping.	100	105.4
The offer of the local cuisine.	100	105.8
Organization of the local transportation services.	100	113.8
Friendliness of the local people.	100	99.7
The quality of the accommodation.	100	97.8
Diversity of cultural/historical attractions.	100	98.3
Climate conditions.	100	95.1
Unspoiled nature.	100	96
Overall cleanliness of the destination.	100	92.4
The destination can be easily reached.	100	103.1
Personal safety and security.	100	94.4

Legend
■ 2007 =100
■ 2014

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5.6 Significance Testing

5.6.1 Measuring Destination Quality Attributes and Presenting the Importance Performance Grid

The paired t-test of all attributes at the destination in Table 19 reveals that two variables are statistically significant. The first variable is 'Overall cleanliness of the destination'. Performance is rated lower than importance. The second variable is 'Conference offer'. Here performance is rated higher than importance.

Table 19. Paired t-test – Measuring Destination Quality Attributes
between Importance and Performance of Attributes

Item-equivalent for Importance and Performance	n	Mean	Std. Deviation	t-value	p-value
Personal safety and security.	167	4.62	0.725	1.267	0.207
		4.55	0.691		
The destination can be easily reached.	169	4.50	0.846	0.340	0.735
		4.47	0.795		
Overall cleanliness of the destination.	169	4.63	0.623	3.458	0.001
		4.44	0.644		
Unspoiled nature.	166	4.61	0.677	1.271	0.206
		4.53	0.711		
Climate conditions.	159	4.44	0.816	0.680	0.498
		4.39	0.841		
Diversity of cultural/historical attractions (architecture, tradition and customs...).	153	3.76	1.168	-1.917	0.057
		3.93	0.933		
The quality of the accommodation (hotel, motel, apartment...).	165	4.41	0.789	1.667	0.097
		4.28	0.801		
Friendliness of the local people.	151	4.57	0.678	0.220	0.826
		4.56	0.649		
Organisation of the local transportation services.	113	4.17	1.051	1.486	0.140
		4.04	1.034		
The offer of local cuisine.	152	4.33	0.804	0.939	0.349
		4.26	0.776		
Possibilities for shopping.	155	3.54	1.301	1.325	0.187
		3.39	1.307		
Night life and entertainment.	145	3.51	1.286	1.192	0.235
		3.38	1.202		
Opportunity for rest.	157	4.52	0.852	0.106	0.916
		4.51	0.798		
Availability of sport facilities and recreational activities.	158	4.32	0.875	-1.240	0.217
		4.41	0.790		

(table continues)

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Item-equivalent for Importance and Performance	n	Mean	Std. Deviation	t-value	p-value
Offer of cultural and other events.	138	3.64	1.196	0.284	0.777
		3.62	1.090		
Thermal Spa offer.	146	4.23	1.036	-0.883	0.379
		4.30	0.928		
Wellness offer.	150	4.13	1.133	-1.856	0.065
		4.29	0.856		
Casino and gambling offer.	121	2.78	1.605	-0.537	0.592
		2.83	1.470		
Conference offer.	125	3.01	1.584	-4.469	0.000
		3.47	1.406		

The sample is divided into four groups based on gender, age, country of origin and economic status. Furthermore, measuring mean differences between groups, based on gender and country of origin, will be presented. For both other clusters, based on age and economic status, a method for comparing means could not be applied because of violation of pre-assumptions. Firstly, a t-test between compared attributes will be performed and then the Importance Performance analysis will be presented. All methods will be used with the aim to provide more in-depth information for a specific group of tourists at the destination. The overall satisfaction is tested within each group. The results of the analysis are summed up in Tables from 55 to 58.

5.6.2 Classification 1: Based on Gender

5.6.2.1 Measuring Mean Difference between Genders

Table 20 shows the statistical difference of means between genders. The aim is to measure whether there is a statistical difference between genders and to help the Destination Management to obtain a deeper understanding of both groups. Of all the variables tested on importance, two variables ('Personal safety and security' and 'Diversity of cultural/historical attractions') did not meet the homogeneity assumption and therefore the Welch test was conducted, which is presented in Table 30.

Table 20. t-test – Importance Ratings of Attributes between Genders

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
The destination can be easily reached.	Male	79	4.37	0.963	-1.256	0.211
	Female	103	4.53	0.826		
Overall cleanliness of the destination.	Male	82	4.59	0.702	-0.165	0.869
	Female	103	4.60	0.662		
Unspoiled nature.	Male	78	4.59	0.729	0.410	0.683
	Female	103	4.54	0.764		

(table continues)

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
Climate conditions.	Male	76	4.51	0.792	1.262	0.209
	Female	97	4.35	0.878		
The quality of the accommodation (hotel, motel, apartment...).	Male	78	4.28	0.836	-1.933	0.055
	Female	103	4.50	0.712		
Friendliness of the local people.	Male	76	4.61	0.591	0.778	0.438
	Female	101	4.52	0.743		
Organisation of the local transportation services.	Male	67	3.78	1.241	-1.608	0.110
	Female	94	4.07	1.100		
The offer of local cuisine.	Male	72	4.19	0.850	-1.065	0.289
	Female	100	4.33	0.805		
Possibilities for shopping.	Male	74	3.61	1.280	0.906	0.366
	Female	103	3.43	1.333		
Night life and entertainment.	Male	74	3.36	1.267	0.240	0.811
	Female	101	3.32	1.341		
Opportunity for rest.	Male	73	4.53	0.818	0.659	0.511
	Female	99	4.44	0.928		0.503
Availability of sport facilities and recreational activities.	Male	79	4.22	0.887	-0.926	0.355
	Female	100	4.34	0.901		0.355
Offer of cultural and other events.	Male	73	3.52	1.303	-0.351	0.726
	Female	97	3.59	1.179		0.730
Thermal Spa offer.	Male	72	4.17	1.126	0.385	0.701
	Female	99	4.10	1.083		0.703
Wellness offer.	Male	73	4.03	1.291	-0.590	0.556
	Female	99	4.13	1.017		0.570
Casino and gambling offer.	Male	70	2.73	1.641	0.913	0.363
	Female	97	2.51	1.501		0.370
Conference offer.	Male	65	3.02	1.596	1.126	0.262
	Female	96	2.73	1.573		0.263

The t-test table shows two significantly different values. The first item 'Personal safety and security' is significantly different between men and women with a p-value of 0.05. Women rated the importance of the attribute higher than men did. The second variable 'Diversity of cultural/historical attractions' is also statistically significant with a p-value of 0.01. Here also, women rated this attribute with higher importance than men.

Table 21 reveals the significantly different values between genders of the Performance of attributes at the destination. Of all the variables tested, four variables ('Personal safety and security', 'The destination can be easily reached', 'Climate conditions' and 'Friendliness of the local people') did not meet the homogeneity assumption and therefore the Welch test was conducted, which is presented in Table 30.

Table 21. t-test – Performance Ratings of Attributes between Genders

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
Overall cleanliness of the destination.	Male	75	4.44	0.620	-0.033	0.973
	Female	97	4.44	0.661		
Unspoiled nature.	Male	75	4.59	0.660	0.939	0.349
	Female	95	4.48	0.742		
Diversity of cultural/historical attractions (architecture, tradition and customs...).	Male	70	3.99	0.909	0.437	0.662
	Female	88	3.92	0.950		
The quality of the accommodation (hotel, motel, apartment..).	Male	75	4.27	0.759	-0.483	0.630
	Female	95	4.33	0.831		
Organisation of the local transportation services.	Male	48	4.06	1.060	0.317	0.752
	Female	68	4.00	1.037		
The offer of local cuisine.	Male	70	4.23	0.745	-0.903	0.368
	Female	87	4.83	5.505		
Possibilities for shopping.	Male	73	3.86	3.618	1.202	0.231
	Female	89	3.37	1.228		
Night life and entertainment.	Male	71	3.35	1.135	-0.573	0.567
	Female	82	3.46	1.249		
Opportunity for rest.	Male	73	4.48	0.747	-0.433	0.666
	Female	90	4.53	0.824		
Availability of sport facilities and recreational activities.	Male	75	4.40	0.822	-0.166	0.869
	Female	88	4.42	0.754		
Offer of cultural and other events.	Male	65	3.58	1.158	-0.359	0.720
	Female	80	3.65	1.032		
Thermal Spa offer.	Male	72	4.24	0.986	-0.398	0.691
	Female	89	4.29	0.801		
Wellness offer.	Male	69	4.30	0.928	-0.118	0.906
	Female	87	4.32	0.909		
Casino and gambling offer.	Male	52	3.15	1.433	1.853	0.066
	Female	75	2.67	1.473		
Conference offer.	Male	52	3.75	1.281	1.906	0.059
	Female	79	3.28	1.449		

The t-test shows that one item is statistically different. With a p-value of 0.033 (see Table 30), 'Personal safety and security' is statistically significantly different between men and women.

Table 22 presents the t-test of performance ratings for the attribute 'Image' of the destination. There is no statistical difference between men and women regarding the 'Image' of this destination. One variable, i.e., 'The staff at this tourist destination always puts guests first' did not meet the homogeneity assumption and is presented in Table 30, where the Welch test is conducted.

Table 22. t-test between Genders of the Antecedent 'Image' of the Destination

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
I think most people have a positive opinion about this tourist destination.	Male	85	4.50	0.665	0.345	0.731
	Female	101	4.55	0.687		
The staff at this tourist destination is friendly towards the guests.	Male	86	4.58	0.641	-0.224	0.823
	Female	103	4.63	0.616		
This tourist destination has a unique image.	Male	85	4.58	0.966	-0.025	0.980
	Female	103	4.63	0.851		
I think this tourist destination is popular.	Male	85	4.41	0.757	0.324	0.746
	Female	102	4.25	0.726		
This tourist destination respects the natural environment.	Male	85	4.52	0.609	0.021	0.983
	Female	102	4.59	0.640		

Table 23 presents the t-test between genders regarding the attribute 'General quality' of the destination. There is no significant difference between men and women regarding the 'General quality' of this destination.

Table 23. t-test between Genders of the Antecedent 'General Quality of the Destination'

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
General quality of this tourist destination offer is...	Male	87	4.20	0.713	-0.044	0.965
	Female	105	4.20	0.739		

Table 24 presents the t-test between genders of the attribute 'Perceived price and risk'. None of the items showed statistically significant differences between genders.

Table 24. t-test between Genders of the Antecedent 'Perceived Price and Risk'

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
Making a booking at this tourist destination was easy.	Male	78	4.48	0.883	-0.868	0.387
	Female	81	4.59	0.738		
The price of R&B/half board/full board in this tourist destination is reasonable.	Male	78	4.17	0.828	-1.217	0.226
	Female	84	4.34	0.827		
The prices of additional offer at this tourist destination (i.e., prices of food and drink, prices of souvenirs, prices of beauty and relaxing programmes) are favourable.	Male	79	3.96	0.863	0.319	0.750
	Female	84	3.91	1.048		

Table 25 presents the attribute 'Perceived value'. The attribute 'Perceived value', which consists of three items, shows that one item is significantly different. The attribute 'Overall, staying in this destination was valuable' is significantly different between the two groups with a p-value of 0.048. Females, on average, rated the attribute higher than males did. The p-values of the remaining two variables are non-significant.

Table 25. t-test between Genders of the Antecedent 'Perceived Value'

Item	Gender:	N	Mean	Std. Deviation	t-value	p-value
Overall, staying in this tourist destination has been very valuable to me.	Male	87	4.31	0.797	-1.992	0.048
	Female	103	4.52	0.684		
I have gained a lot of new knowledge and experiences in this tourist destination.	Male	85	3.59	1.256	-0.277	0.782
	Female	102	3.64	1.159		
Staying at this tourist destination is worth EURO paid.	Male	87	4.36	0.731	1.367	0.173
	Female	100	4.19	0.907		

Table 26 shows the t-test values of the 'Overall satisfaction' between genders. There is no statistical significance between men and women.

Table 26. t-test of 'Overall Satisfaction' between Genders

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
What is your overall satisfaction with your visit to this tourist destination?	Male	87	4.46	0.625	-0.498	0.619
	Female	105	4.50	0.622		

Table 27 shows the t-test of 'Intensions of revisiting the destination' between genders. The three items, which represent the post-behaviour visit, show no significant difference among genders.

Table 27. t-test of 'Intentions to Revisit' the Destination between Genders

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
I am pleased that I decided to visit this tourist destination.	Male	85	4.51	0.629	-0.684	0.495
	Female	102	4.57	0.622		
The visit to this tourist destination exceeded my expectations.	Male	87	3.89	1.016	0.700	0.485
	Female	103	3.79	0.925		
I will speak highly of this tourist destination to my friends and colleagues.	Male	86	4.38	0.770	-0.838	0.403
	Female	104	4.47	0.668		

Table 28 presents the t-test of 'Loyalty' between men and women. There is no significant difference between genders.

Table 28. t-test of 'Loyalty' between Genders

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
If I had to decide again I would choose this tourist destination again.	Male	87	4.45	0.774	0.212	0.833
	Female	104	4.42	0.856		
I will recommend this tourist destination to my friends and relatives.	Male	87	4.37	0.779	-1.076	0.283
	Female	105	4.49	0.735		
I will return to this tourist destination.	Male	85	4.42	0.777	-1.065	0.288
	Female	103	4.54	0.764		
I feel at home in this tourist destination.	Male	85	4.06	1.189	0.294	0.769
	Female	105	4.01	1.114		

Table 29 shows the results of the t-test of 'Expenditures at the destination' between genders. There is no significant difference between genders. Three variables, i.e., 'Expenditures on accommodation', 'Expenditures on food' and 'Expenditures on entertainment and entrance fees' did not meet the homogeneity assumption and are presented in a separate table, where the Welch test is employed (see Table 30).

Table 29. t-test of 'Expenditures' at the Destination between Genders

Item	Gender	n	Mean	Std. Deviation	t-value	p-value
Transportation (plane ticket, bus ticket, taxi, etc.).	Male	85	46.76	151.851	0.654	0.514
	Female	104	34.38	107.759		
Restaurants, cafés.	Male	85	30.05	49.859	-0.884	0.378
	Female	104	40.77	102.320		
Souvenirs.	Male	85	3.59	12.878	-0.619	0.537
	Female	104	5.00	17.502		
Other shopping	Male	85	12.00	42.812	-0.111	0.912
	Female	104	12.87	60.527		
Other expenses	Male	84	30.83	94.769	-0.540	0.590
	Female	102	38.48	97.065		
TOTAL expenditures (only if undividable) Approx. (EURO)	Male	88	312.39	311.415	-1.078	0.282
	Female	106	367.94	391.246		

Ten attributes failed the test of homogeneity and therefore the Welch test was performed. The results are presented in Table 30.

Table 30. Welch Test of Remaining Variables between Genders

Item	n male	n female	F	Sig.
Personal safety and security. (Importance)	80	103	0.063	0.802
Diversity of cultural/historical attractions (architecture, tradition and customs). (Importance)	77	102	0.012	0.912
Personal safety and security. (Performance)	74	96	4.636	0.033
The staff at this tourist destination always puts guests first.	85	103	0.035	0.852
The destination can be easily reached. (Performance)	74	97	2.141	0.145
Climate conditions. (Performance)	74	93	-2.141	0.145
Friendliness of the local people. (Performance)	70	85	3.783	0.054
Expenditures on accommodation	32	55	1.216	0.273
Expenditures on food (not in restaurant)	25	44	1.340	0.251
Expenditures on entertainment and entrances fees	5	20	0.126	0.726

Out of the ten variables, one variable is statistically significant. The performance of 'Personal safety and security' is statistically different between genders with a p-value of 0.033. The performance of the attribute was rated 4.65 by women and 4.42 by men. Women perceived the performance of 'Personal safety and security' at the destination on average better than men.

5.6.2.2 Importance Performance Analysis between Genders

Figure 35 presents the Importance Performance Grid for males.

Figure 35. IPA – Importance Performance Grid for Male Group
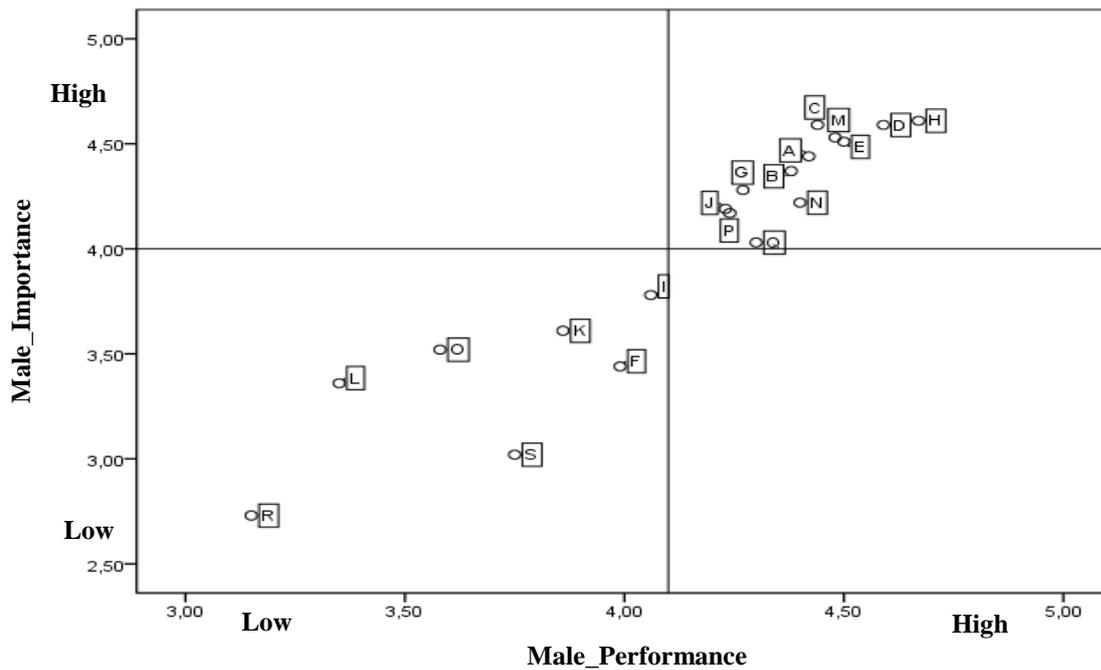
Legend: Labels used in the IPA Grid[*]

A	Personal safety and security.	K	Possibilities for shopping.
B	The destination can be easily reached.	L	Night life and entertainment.
C	Overall cleanliness of the destination.	M	Opportunity for rest.
D	Unspoiled nature.	N	Availability of sport facilities and recreational activities.
E	Climate conditions.	O	Offer of cultural and other events.
F	Diversity of cultural/historical attractions.	P	Wellness offer.
G	The quality of the accommodation.	Q	Thermal Spa offer.
H	Friendliness of the local people.	R	Casino and gambling offer.
I	Organisation of the local transportation services.	S	Conference offer.
J	The offer of local cuisine.		

[*]The same labels are used for all IPA in the Master's thesis

Figure 36 presents the Importance Performance Grid for females.

Figure 36. IPA – Importance Performance Grid for Female Group
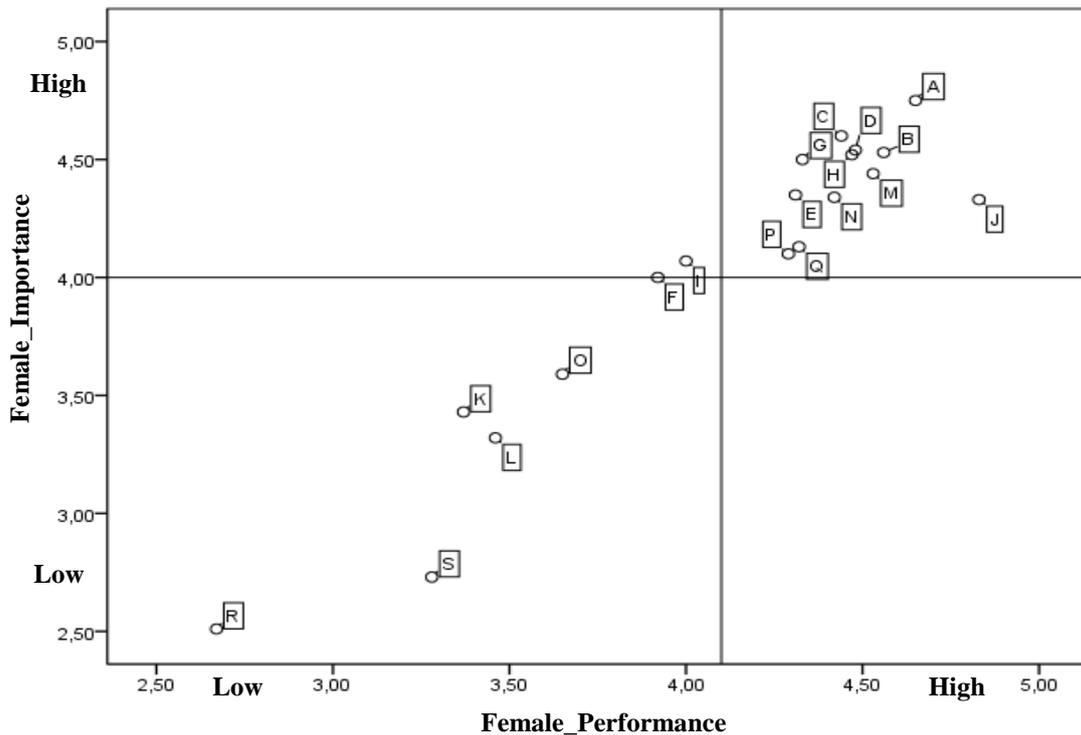
Summary of IPA Grids for Classification Based on Gender

For both gender based classifications, nature related attributes such as cleanliness, unspoiled nature and climate conditions are very important. As Figure 36 shows, the female group stresses personal safety as the most important attribute at the destination. Moreover, referring to Figure 36, the local transportation system should be improved for the female group. An additional attribute that needs more attention is the offer of cultural/historical attractions. This attribute is important to females, however, according to Figure 36, it is not so well performed at the destination. As previous research has shown, women are willing to spend more money on this attribute, therefore the management is advised to pay more attention to quality performance of this certain attribute.

5.6.2.3 Change in Overall Satisfaction between Groups (Time Perspective)

As presented in Table 31, the overall satisfaction of women remained the same in 2014 as in 2007, but the overall satisfaction of men decreased by 2.6% in 2014 compared to 2007.

Table 31. Overall Satisfaction between Genders in 2007 and 2014

Gender	2007	2014	% change
Male	4.58	4.46	-2.6
Female	4.50	4.50	0.0

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5.6.3 Classification 2: Based on Country of Origin

5.6.3.1 Measuring Mean Difference between Slovenians and Foreigners

Table 32 presents the statistical difference of the means between Slovenians and foreigners. The aim is to reveal statistically significant differences between these two groups and to help the Destination Management to obtain a deeper understanding of both groups. Of all the variables tested, eight variables ('Personal safety and security', 'The destination can be easily reached', 'The quality of the accommodation', 'Friendliness of the local people', 'Wellness offer', 'Thermal Spa offer', 'Casino and gambling offer' and 'Conference offer') did not meet the homogeneity assumption and, therefore, the Welch test was conducted, which is presented in Table 42.

Table 32. t-test – Importance Ratings of Attributes between Slovenians and Foreigners

Item	Status	n	Mean	Std. Deviation	t-value	p-value
Overall cleanliness of the destination.	Slovenians	140	4.64	0.626	1.459	0.146
	Foreigners	45	4.47	0.815		
Unspoiled nature.	Slovenians	138	4.53	0.747	-1.115	0.266
	Foreigners	43	4.67	0.747		
Climate conditions.	Slovenians	131	4.47	0.788	1.418	0.158
	Foreigners	42	4.26	0.989		
Diversity of cultural/historical attractions (architecture, tradition and customs...).	Slovenians	138	3.80	1.106	0.961	0.338
	Foreigners	41	3.61	1.243		
Organisation of the local transportation services.	Slovenians	124	3.97	1.147	0.346	0.730
	Foreigners	37	3.89	1.242		
The offer of local cuisine.	Slovenians	130	4.27	0.795	-0.112	0.911
	Foreigners	42	4.29	0.918		
Possibilities for shopping.	Slovenians	135	3.52	1.286	0.285	0.776
	Foreigners	42	3.45	1.400		
Night life and entertainment.	Slovenians	134	3.39	1.291	0.932	0.353
	Foreigners	41	3.17	1.358		
Opportunity for rest.	Slovenians	131	4.50	0.898	0.361	0.718
	Foreigners	41	4.44	0.838		
Availability of sport facilities and recreational activities.	Slovenians	136	4.24	0.896	-1.323	0.188
	Foreigners	43	4.44	0.881		
Offer of cultural and other events.	Slovenians	129	3.57	1.224	0.132	0.895
	Foreigners	41	3.54	1.267		

The above t-test reveals no significant differences between the importance ratings of the attributes between the two demographic groups.

Table 33 shows significantly different values of the performance of attributes at the destination between Slovenian tourists and foreign tourists. One variable, i.e., performance of 'Unspoiled nature' did not meet the homogeneity assumption and is therefore presented in Table 42 where the Welch test is conducted.

Table 33. t-test – Performance Ratings of Attributes between Slovenians and Foreigners

Item	Status	n	Mean	Std. Deviation	t-value	p-value
Personal safety and security.	Slovenians	130	4.57	0.693	0.756	0.451
	Foreigners	40	4.48	0.679		
The destination can be easily reached.	Slovenians	131	4.53	0.768	1.414	0.159
	Foreigners	40	4.33	0.859		
Overall cleanliness of the destination.	Slovenians	132	4.48	0.611	1.603	0.111
	Foreigners	40	4.30	0.723		
Climate conditions.	Slovenians	128	4.41	0.827	0.311	0.756
	Foreigners	39	4.36	0.843		
Diversity of cultural/historical attractions.	Slovenians	123	4.01	0.901	1.496	0.137
	Foreigners	35	3.74	1.010		
The quality of the accommodation (hotel, motel, apartment...).	Slovenians	130	4.35	0.775	1.362	0.175
	Foreigners	40	4.15	0.864		
Friendliness of the local people.	Slovenians	116	4.57	0.636	0.255	0.799
	Foreigners	39	4.54	0.682		
Organisation of the local transportation services.	Slovenians	93	4.11	1.047	1.711	0.090
	Foreigners	23	3.70	0.974		
The offer of local cuisine.	Slovenians	118	4.66	4.747	0.529	0.597
	Foreigners	39	4.26	0.677		
Possibilities for shopping.	Slovenians	122	3.41	1.341	-1.572	0.118
	Foreigners	40	4.15	4.672		
Night life and entertainment.	Slovenians	119	3.45	1.198	0.650	0.517
	Foreigners	34	3.29	1.194		
Opportunity for rest.	Slovenians	127	4.52	0.795	0.318	0.751
	Foreigners	36	4.47	0.774		
Availability of sport facilities and recreational activities.	Slovenians	126	4.43	0.774	0.526	0.600
	Foreigners	37	4.35	0.824		

(table continues)

Item	Status	n	Mean	Std. Deviation	t-value	p-value
Offer of cultural and other events.	Slovenians	110	3.65	1.079	0.664	0.508
	Foreigners	35	3.51	1.121		
Thermal Spa offer.	Slovenians	126	4.31	0.862	1.155	0.250
	Foreigners	35	4.11	0.963		
Wellness offer.	Slovenians	123	4.33	0.936	0.292	0.771
	Foreigners	33	4.27	0.839		
Casino and gambling offer.	Slovenians	103	2.76	1.478	-1.741	0.084
	Foreigners	24	3.33	1.373		
Conference offer.	Slovenians	108	3.55	1.377	1.435	0.154
	Foreigners	23	3.09	1.474		

All items are not statistically significant.

Table 34 presents the t-test of the antecedent 'Image' of the destination. One variable, i.e., 'This tourist destination has a unique image' did not meet the homogeneity assumption and is presented in Table 42, where the Welch test is conducted. All the other variables are not significant, meaning that there is no statistical difference between Slovenians and foreigners regarding the destination's 'Image'.

Table 34. t-test between Slovenians and Foreigners of the Antecedent
'Image of the Destination'

Item	Status	n	Mean	Std. Deviation	t-value	p-value
I think most people have a positive opinion about this tourist destination.	Slovenians	142	4.50	0.650	-0.389	0.698
	Foreigners	44	4.55	0.761		
The staff at this tourist destination is friendly towards the guests.	Slovenians	143	4.58	0.610	-0.471	0.639
	Foreigners	46	4.63	0.679		
I think this tourist destination is popular.	Slovenians	143	4.41	0.694	1.223	0.223
	Foreigners	44	4.25	0.866		
The staff at this tourist destination always puts guests first.	Slovenians	143	4.36	0.791	-1.838	0.068
	Foreigners	45	4.60	0.720		
This tourist destination respects the natural environment.	Slovenians	143	4.52	0.626	-0.616	0.538
	Foreigners	44	4.59	0.622		

Table 35 presents the t-test between Slovenians and foreigners regarding 'General Quality' of the destination. There is no statistical difference between Slovenians and foreigners with respect to the 'General Quality' of this destination.

Table 35. t-test between Slovenians and Foreigners of the Antecedent
'General Quality of the Destination'

Item	Status	n	Mean	Std. Deviation	Std. Error Mean	t-value	p-value
General quality of this tourist destination offer is very low/very high	Slovenians	146	4.21	0.677	0.056	0.692	0.490
	Foreigners	47	4.13	0.875	0.128		

Table 36 presents the t-test between Slovenians and foreigners of the antecedent 'Perceived price and risk'. There is no statistically significant difference among the items.

Table 36. t-test between Slovenians and Foreigners of the Antecedent
'Perceived Price and Risk'

Item	Status	n	Mean	Std. Deviation	t value	p-value
Making a booking at this tourist destination was easy.	Slovenians	114	4.50	0.814	-0.823	0.412
	Foreigners	45	4.62	0.806		
The price of R&B/half board/full board in this tourist destination is reasonable.	Slovenians	115	4.29	0.817	-1.267	0.207
	Foreigners	47	4.47	0.804		
The prices of additional offer at this tourist destination (i.e., prices of food and drink, prices of souvenirs, prices of beauty and relaxing programmes) are favourable.	Slovenians	116	3.97	0.991	-1.229	0.221
	Foreigners	47	4.17	0.892		

Table 37 presents the antecedent 'Perceived value'. There is no statistically significant difference between Slovenians and foreigners among the three items.

Table 37. t-test between Slovenians and Foreigners of the Antecedent 'Perceived Value'

Item	Status	n	Mean	Std. Deviation	t-value	p-value
Overall, staying in this tourist destination has been very valuable to me.	Slovenians	143	4.47	0.739	1.368	0.173
	Foreigners	47	4.30	0.749		
I have gained a lot of new knowledge and experiences in this tourist destination.	Slovenians	140	3.57	1.218	-0.855	0.394
	Foreigners	47	3.74	1.151		
Staying at this tourist destination is worth EURO paid.	Slovenians	140	4.26	0.836	-0.088	0.930
	Foreigners	47	4.28	0.826		

Table 38 presents the t-test value of the variable 'Overall satisfaction' between Slovenians and foreigners. There is no statistically significant difference between Slovenians and foreigners.

Table 38. t-test of 'Overall Satisfaction' between Slovenians and Foreigners

Item	Status	n	Mean	Std. Deviation	t-value	p-value
What is your overall satisfaction with your visit to this tourist destination?	Slovenians	144	4.53	0.602	1.68	0.094
	Foreigners	48	4.35	0.668		

Table 39 shows the t-test of 'Intention of revisiting' the destination between Slovenians and foreigners. Among the two items, one item is statistically significant. The exceeded expectations of the tourists during their visit at the destination have a p-value of 0.024. Foreigners' expectations were more often exceeded than those of the Slovenians. The third item, 'I will speak highly of this destination to my friends and colleagues', did not meet the homogeneity assumptions and is presented in Table 42, where the Welch test is conducted.

Table 39. t-test of 'Intention to Revisit' the Destination
between Slovenians and Foreigners

Items	Status	n	Mean	Std. Deviation	t-value	p-value
I am pleased that I decided to visit this tourist destination.	Slovenians	139	4.58	0.589	1.596	0.112
	Foreigners	48	4.42	0.710		
The visit to this tourist destination exceeded my expectations.	Slovenians	143	3.74	0.940	-2.271	0.024
	Foreigners	47	4.11	1.005		

Table 40 presents the t-test of 'Loyalty' to the destination between Slovenians and foreigners. No item is statistically significant. Two items, 'I will recommend this tourist destination to my friends and relatives' and 'I will return to this tourist destination', did not meet the homogeneity assumption and are presented in Table 42, where the Welch test is conducted.

Table 40. t-test of 'Loyalty' to the Destination between Slovenians and Foreigners

Items	Status	n	Mean	Std. Deviation	t-value	p-value
If I had to decide again I would choose this tourist destination again.	Slovenians	145	4.48	0.791	1.302	0.194
	Foreigners	47	4.30	0.883		
I feel at home in this tourist destination.	Slovenians	145	4.04	1.166	0.101	0.920
	Foreigners	46	4.02	1.085		

Table 41 shows the results of the t-test of 'Expenditure at the destination' between Slovenians and foreigners. There is no statistically significant difference between Slovenians and foreigners. Two items, 'Expenditures on transportation' and 'Expenditures on food', did not meet the homogeneity assumption and are presented in Table 42, where the Welch test is conducted.

Table 41. t-test of 'Expenditures at the Destination' between Slovenians and Foreigners

Item	Status	n	Mean	Std. Deviation	t-value	p-value
Accommodation.	Slovenians	144	99.19	198.326	1.550	0.123
	Foreigners	46	51.96	101.448		
Restaurants, cafés.	Slovenians	144	40.20	92.253	1.154	0.250
	Foreigners	46	24.02	39.576		
Souvenirs.	Slovenians	144	4.76	16.832	0.232	0.816
	Foreigners	46	4.13	12.574		
Other shopping.	Slovenians	144	12.83	52.990	0.194	0.846
	Foreigners	46	11.09	53.716		
Entertainment, entrance fees.	Slovenians	144	6.32	21.205	0.702	0.483
	Foreigners	46	3.91	16.797		
Other expenses.	Slovenians	141	39.82	99.230	1.249	0.213
	Foreigners	46	19.57	82.757		
TOTAL expenditures (only if indivisible)	Slovenians	146	319.47	340.506	-1.651	0.100
	Foreigners	49	416.33	396.468		

Table 42 presents the Welch test of the remaining variables. The following items are statistically significant: attribute Importance of 'Personal safety and security', Importance of 'The quality of accommodation', Performance of 'Unspoiled nature', 'I will return to this destination' and 'Expenditures on transportation'. 'Personal safety and security' is more important to foreigners than to Slovenians. Also, 'The quality of accommodation' is more important to foreigners than to Slovenians. The destination's Performance for 'Unspoiled nature' is less highly rated by foreigners than by Slovenians, which may indicate that foreign tourists perceive nature at the destination as less untouched. The next significant item is 'I will return to this destination' and was rated more highly by Slovenians, which means that Slovenian tourists are more likely to return to the destination. Foreigners spent on average more on transportation than Slovenians, which is likely explained by the fact that foreigners live further away from the destination and have therefore higher travelling costs.

Table 42. Welch Test of the Remaining Variables between Slovenians and Foreigners

Item	n Slovenians	n Foreigners	F	Sig.
Personal safety and security (Importance)	140	43	3.909	0.050
The destination can be easily reached (Importance)	138	44	3.324	0.070
The quality of the accommodation (Importance)	137	44	5.120	0.025
Friendliness of the local people (Importance)	133	44	3.614	0.059
Wellness offer (Importance)	129	42	2.861	0.093
Thermal Spa offer (Importance)	130	42	2.792	0.970
Casino and gambling offer (Importance)	125	42	0.193	0.661
Conference offer (Importance)	125	36	1.552	0.215
Unspoiled nature (Performance)	130	40	4.469	0.036
This tourist destination has a unique image.	143	45	1.109	0.294
I will speak highly of this tourist destination to my friends and colleagues.	143	47	0.287	0.592
I will recommend this tourist destination to my friends and relatives.	145	48	1.555	0.214
I will return to this tourist destination.	145	46	4.360	0.038
Transportation (plane ticket, bus ticket, taxi, etc.).	144	46	24.519	0.000
Food (not in restaurants).	144	46	2.743	0.102

5.6.3.2 Importance Performance Analysis between Slovenians and Foreigners

Figure 37 shows the Importance Performance Grid for Slovenians.

Figure 37. IPA – Importance Performance Grid for Slovenian Group
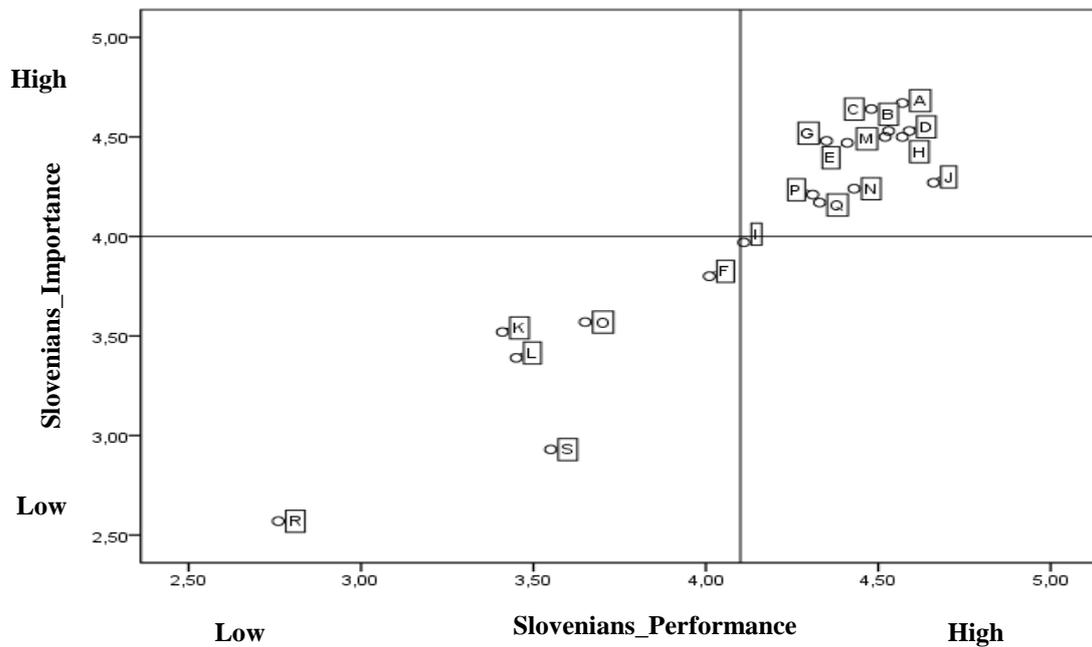
Figure 38 shows the Importance Performance Grid for foreigners.

Figure 38. IPA – Importance Performance Grid for Foreigner Group
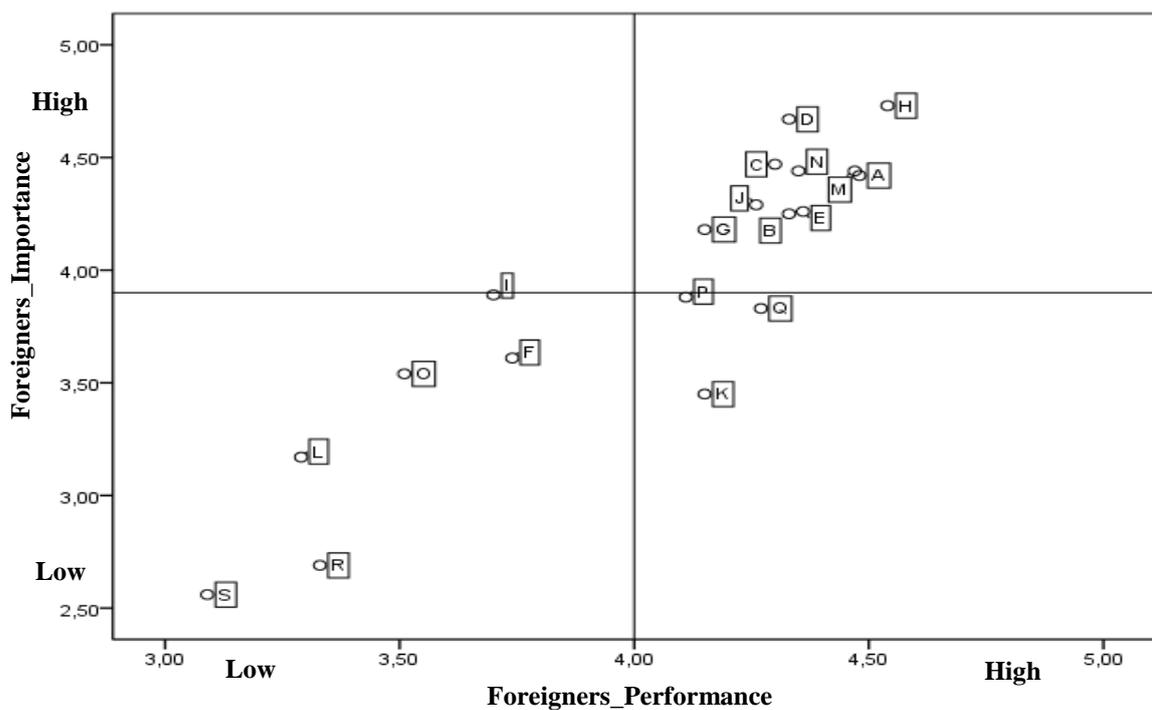
Summary of IPA Grids for Classification Based on Country of Origin

As Figure 38 shows, friendliness of the local people is very important to foreign tourists. The main activities for foreigners are sports activities and resting. Less important are wellness, spa and shopping activities. On the other hand, as Figure 37 shows, wellness and spa are important activities for Slovenians.

5.6.3.3 Change in Overall Satisfaction between Groups (Time Perspective)

Table 43 shows that the overall satisfaction of Slovenians at the destination declined by 2.1% in 2014 compared to 2007, whereas the overall satisfaction of foreign tourists declined by 1.3%.

Table 43. Overall Satisfaction between Groups in 2007 and 2014 (Time Perspective)

Country of Origin	2007	2014	% change
Slovenians	4.63	4.53	-2.1
Foreigners	4.41	4.35	-1.3

5.6.4 Classification 3: Based on Age

5.6.4.1 First Age Group: 18–25

5.6.4.1.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes in 2014: 'Personal safety and security', 'Unspoiled nature', 'Climate conditions', 'Diversity of cultural/historical attractions', 'Possibilities for shopping', 'Opportunity for rest', 'Offer of cultural and other events', 'Wellness offer' , 'Thermal Spa offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Friendliness of the local people'. This means that the youngest group of tourists indicated that the local people had been friendlier in 2014 than in 2007, even though the mean difference in 2014 is still negative (Performance falls behind Importance). The biggest decrease of the mean between Performance and Importance is for 'Conference offer' at the destination. This means that the youngest group of tourists indicated that the conference offer at the destination had not improved in 2014 compared to 2007.

Table 44 shows the gap analysis of age group 18–25.

Table 44. Gap Analysis of Age Group 18–25 in Time Perspective Change

Attribute	Importance rating 2014	Performance rating 2014	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.31	4.5	0.19	0.00	0.19
The destination can be easily reached.	4.25	3.81	-0.44	-1.00	0.56
Overall cleanliness of the destination.	4.31	4.06	-0.25	0.00	-0.25
Unspoiled nature.	4.31	4.38	0.07	1.00	-0.93
Climate conditions.	3.87	3.93	0.06	3.00	-2.94
Diversity of cultural/historical attractions.	3.27	3.47	0.2	-2.00	2.2
The quality of the accommodation.	4.06	4.00	-0.06	0.00	-0.06
Friendliness of the local people.	4.4	4.38	-0.02	-2.50	2.48
Organisation of the local transportation services.	3.87	3.31	-0.56	-2.50	1.94
The offer of local cuisine.	4.00	3.79	-0.21	-1.00	0.79
Possibilities for shopping.	3.00	3.06	0.06	0.50	-0.44
Night life and entertainment.	3.63	2.79	-0.84	-1.50	0.66
Opportunity for rest.	4.19	4.25	0.06	0.50	-0.44
Availability of sport facilities and recreational activities.	4.13	4.07	-0.06	-0.50	0.44
Offer of cultural and other events.	3.06	3.29	0.23	-1.00	1.23
Wellness offer.	3.56	4.13	0.57	0.50	0.07
Thermal Spa offer.	3.50	3.81	0.31	3.00	-2.69
Casino and gambling offer.	2.50	2.46	-0.04	0.00	-0.04
Conference offer.	2.50	2.91	0.41	4.00	-3.59

5.6.4.1.2 Importance Performance Analysis between Age Groups

Figure 39 presents the Importance Performance Grid for the age group 18–25.

Figure 39. IPA – Importance Performance Grid for Age Group 18–25
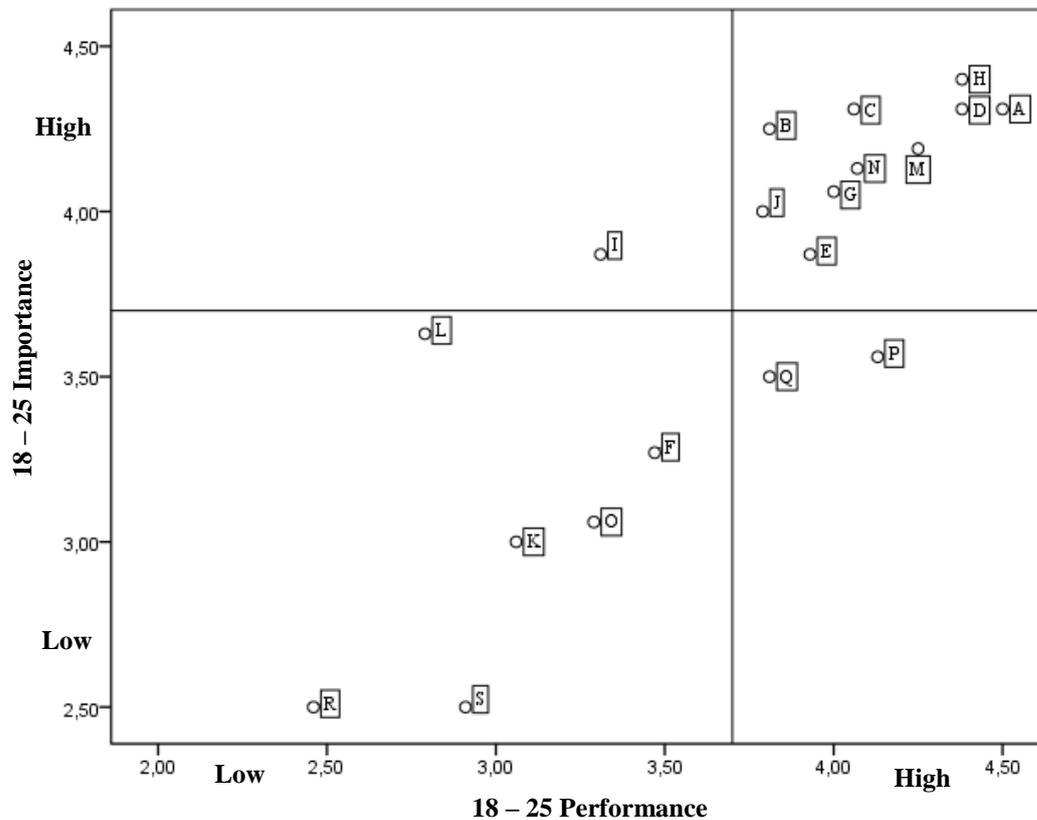
5.6.4.2 Second Age Group: 26–35

5.6.4.2.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'The destination can be easily reached', 'Climate conditions', 'Diversity of cultural/historical attractions', 'Organisation of the local transportation services', 'The offer of local cuisine', 'Availability of sport facilities and recreational activities', 'Offer of cultural and other events', 'Wellness offer', 'Thermal Spa offer', 'Casino and gambling offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Night life and entertainment'. This means that the second age group indicated that the night life at the destination had been better performed in 2014 than in 2007, even though the mean difference in 2014 is still negative, which means that

performance does not follow the importance of the attribute of the age group. The biggest decrease of the mean between Performance and Importance is for 'Thermal spa offer' at the destination. This means that the second group of tourists indicated that in 2014, the thermal spa offer at the destination had not improved compared to 2007.

Table 45 shows the gap analysis of age group 26–35.

Table 45. Gap Analysis of Age Group 26–35 in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.63	4.43	-0.20	-0.08	-0.12
The destination can be easily reached.	4.33	4.41	0.08	-0.42	0.50
Overall cleanliness of the destination.	4.67	4.45	-0.22	-0.22	0.00
Unspoiled nature.	4.57	4.45	-0.12	-0.10	-0.02
Climate conditions.	4.40	4.41	0.01	-0.11	0.12
Diversity of cultural/historical attractions.	3.61	3.89	0.28	0.09	0.19
The quality of the accommodation.	4.55	4.07	-0.48	-0.30	-0.18
Friendliness of the local people.	4.45	4.45	0.00	-0.07	0.07
Organisation of the local transportation services.	3.93	4.24	0.31	0.23	0.08
The offer of local cuisine.	4.14	4.16	0.02	0.09	-0.07
Possibilities for shopping.	3.45	3.31	-0.14	-0.18	0.04
Night life and entertainment.	3.50	3.36	-0.14	-1.13	0.99
Opportunity for rest.	4.70	4.46	-0.24	-0.03	-0.21
Availability of sport facilities and recreational activities.	4.24	4.60	0.36	-0.28	0.64
Offer of cultural and other events.	3.30	3.56	0.26	-0.08	0.34
Wellness offer.	4.18	4.20	0.02	0.06	-0.04
Thermal Spa offer.	4.20	4.43	0.23	0.49	-0.26
Casino and gambling offer.	2.65	3.03	0.38	-0.39	0.77
Conference offer.	2.88	3.97	1.09	0.53	0.56

5.6.4.2.2 Importance Performance Analysis between Age Groups

Figure 40 presents the Importance Performance Grid for the age group 26–35.

Figure 40. IPA – Importance Performance Grid for Age Group 26–35
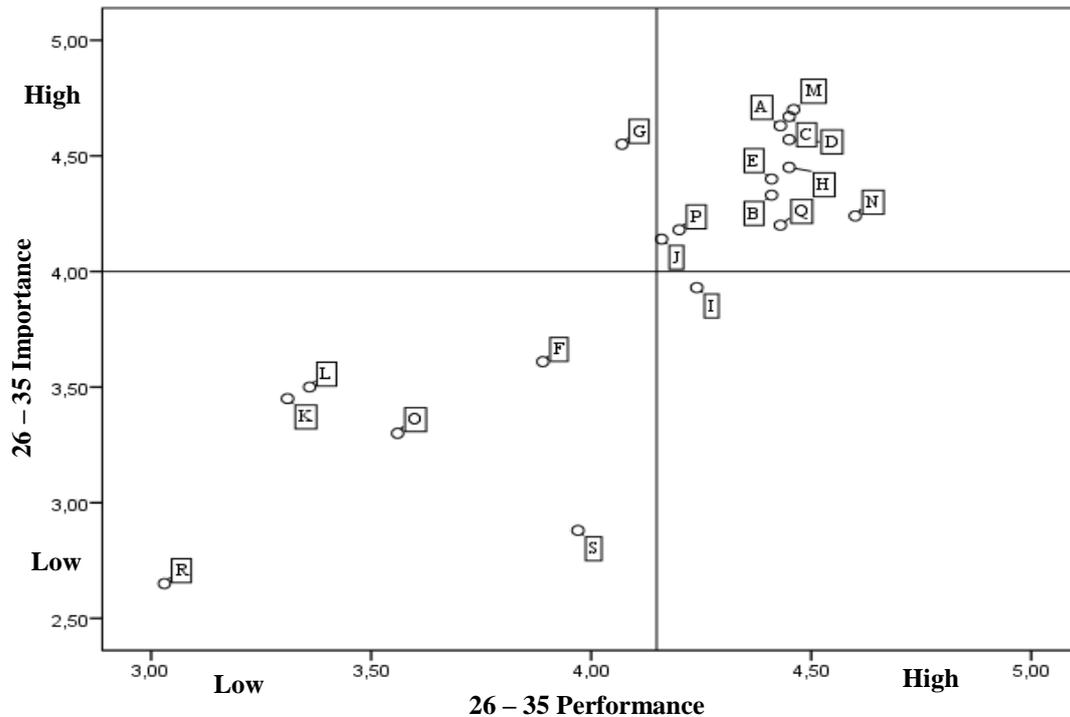
5.6.4.3 Third Age Group: 36–45

5.6.4.3.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'The destination can be easily reached', 'Diversity of cultural/historical attractions', 'The quality of accommodation', 'Organisation of the local transportation services', 'The offer of local cuisine', 'Night life and entertainment', 'Availability of sport facilities and recreational activities', 'Offer of cultural and other events', 'Wellness offer', 'Thermal Spa offer', 'Casino and gambling offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Casino and gambling offer'. This means that the third age group indicated that the casino and gambling offer at the destination had been better performed in 2014 than in 2007. In 2007, Performance fell behind Importance, but in 2014, Performance exceeded the Importance of the attribute. The results indicate that the third age group is happier with the casino and gambling offer in 2014 than in 2007. The biggest

decrease of the mean between Performance and Importance is for 'Conference offer' at the destination. This means that the third group of tourists indicated that the conference offer at the destination had not improved in 2014 compared to 2007.

Table 46 presents the gap analysis of age group 36–45.

Table 46. Gap Analysis of Age Group 36–45 in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.60	4.59	-0.01	0.02	-0.03
The destination can be easily reached.	4.49	4.52	0.03	0.15	-0.12
Overall cleanliness of the destination.	4.58	4.37	-0.21	0.13	-0.34
Unspoiled nature.	4.67	4.57	-0.10	0.05	-0.15
Climate conditions.	4.44	4.34	-0.10	0.13	-0.23
Diversity of cultural/historical attractions.	3.75	3.95	0.20	0.25	-0.05
The quality of the accommodation.	4.41	4.49	0.08	-0.17	0.25
Friendliness of the local people.	4.59	4.56	-0.03	0.33	-0.36
Organisation of the local transportation services.	3.93	4.15	0.22	0.43	-0.21
The offer of local cuisine.	4.36	4.36	0.00	0.36	-0.36
Possibilities for shopping.	3.64	3.53	-0.11	0.40	-0.51
Night life and entertainment.	3.53	3.58	0.05	0.19	-0.14
Opportunity for rest.	4.45	4.63	0.18	0.08	0.11
Availability of sport facilities and recreational activities.	4.38	4.48	0.10	0.16	-0.06
Offer of cultural and other events.	3.59	3.73	0.14	-0.02	0.16
Wellness offer.	3.84	4.12	0.28	0.03	0.25
Thermal Spa offer.	3.95	4.31	0.36	0.60	-0.24
Casino and gambling offer.	2.98	3.21	0.23	-0.28	0.51
Conference offer.	3.0	3.70	0.70	2.48	-1.78

5.6.4.3.2 Importance Performance Analysis between Age Groups

Figure 41 presents the Importance Performance Grid for the age group 36–45.

Figure 41. IPA – Importance Performance Grid for Age Group 36–45
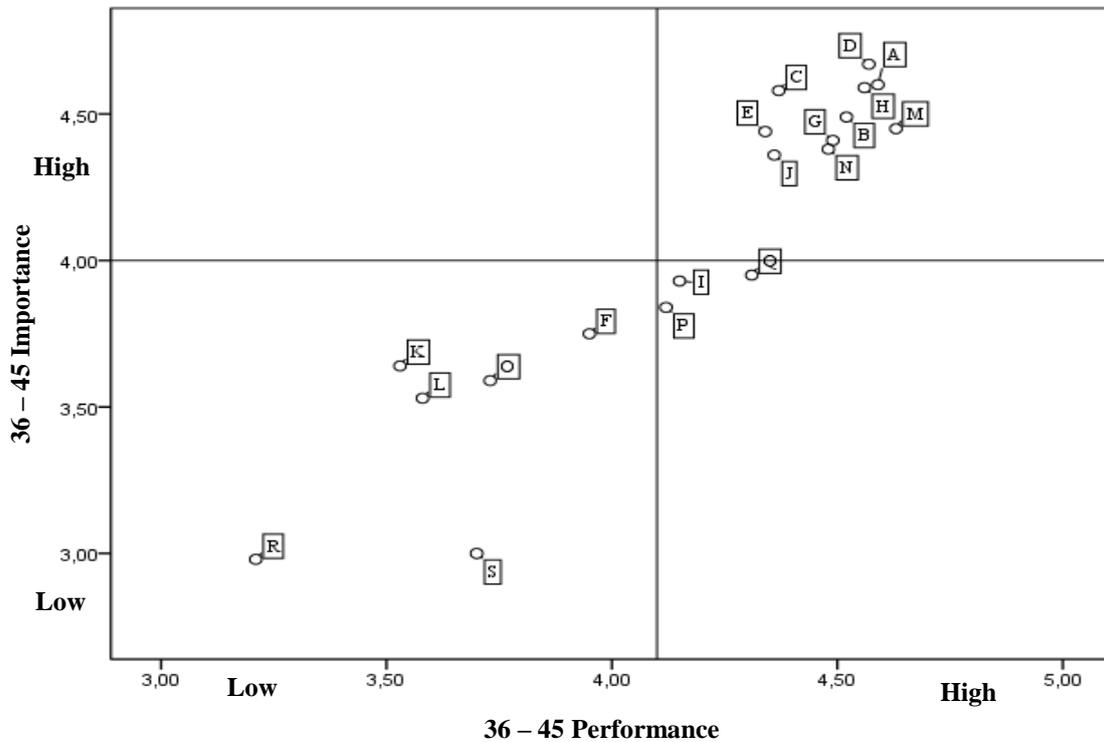
5.6.4.4 Fourth age group: 46–55

5.6.4.4.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'The destination can be easily reached', 'Diversity of cultural/historical attractions', 'Friendliness of local people', 'Night life and entertainment', 'Wellness offer', 'Casino and gambling offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance. Table 47 presents the gap analysis of age group 46–55.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Casino and gambling offer'. This means that the fourth age group indicated that the casino and gambling offer at the destination had been better performed in 2014 than in 2007. In 2007, Performance fell behind Importance, but in 2014, Performance exceeded the Importance of the attribute. The results indicate that the fourth age group is more satisfied with the casino and gambling offer in 2014 than in 2007. The biggest decrease of the mean between Performance and Importance is for 'Conference

offer' at the destination. This means that the fourth group of tourists indicated that the conference offer at the destination had not improved in 2014 compared to 2007.

Table 47. Gap Analysis of Age Group 46–55 in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.61	4.45	-0.16	-0.09	0.25
The destination can be easily reached.	4.50	4.52	0.02	-0.48	0.50
Overall cleanliness of the destination.	4.61	4.48	-0.13	0.03	-0.16
Unspoiled nature.	4.63	4.48	-0.15	0.03	-0.18
Climate conditions.	4.52	4.43	-0.09	0.12	-0.21
Diversity of cultural/historical attractions.	3.66	4.00	0.34	0.09	0.25
The quality of the accommodation.	4.25	4.17	-0.08	-0.24	0.16
Friendliness of the local people.	4.55	4.56	0.01	0.23	-0.22
Organisation of the local transportation services.	3.86	3.80	-0.06	0.33	-0.39
The offer of local cuisine.	4.37	4.23	-0.14	0.12	-0.26
Possibilities for shopping.	3.60	3.52	-0.08	-0.11	0.03
Night life and entertainment.	3.30	3.31	0.01	0.09	-0.08
Opportunity for rest.	4.57	4.50	-0.07	0.15	-0.22
Availability of sport facilities and recreational activities.	4.55	4.32	-0.23	0.36	-0.59
Offer of cultural and other events.	3.73	3.48	-0.25	0.11	-0.36
Wellness offer.	4.24	4.26	0.02	-0.04	0.06
Thermal Spa offer.	4.50	4.44	-0.06	0.36	-0.42
Casino and gambling offer.	2.90	3.28	0.38	-0.28	0.66
Conference offer.	3.19	3.52	0.33	1.42	-1.09

5.6.4.4.2 Importance Performance Analysis between Age Groups

The following Figure presents the Importance Performance Grid for the age group 46–55

Figure 42. IPA – Importance Performance Grid for Age Group 46–55
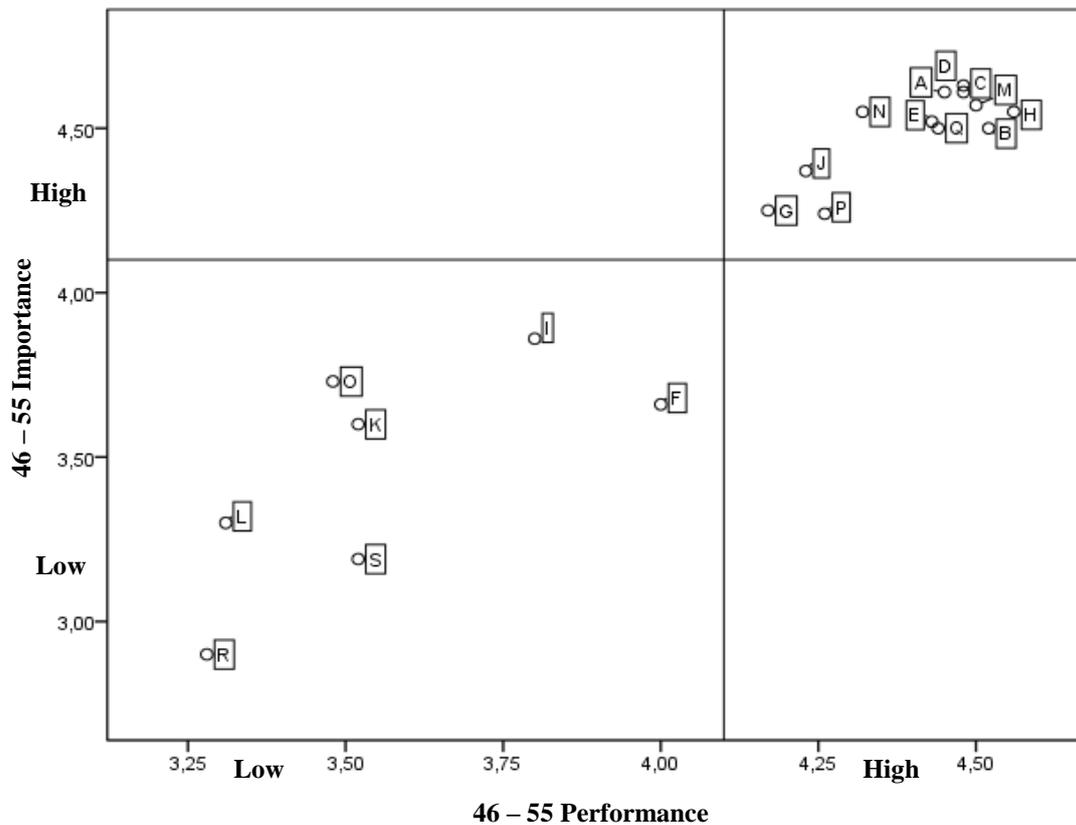
5.6.4.5 Fifth Age Group: 56–65

5.6.4.5.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'The destination can be easily reached', 'Unspoiled nature', 'Diversity of cultural/historical attractions', 'The quality of the accommodation', 'Friendliness of local people', 'Night life and entertainment', 'Opportunity for rest', 'Availability of sports facilities and recreational activities', 'Offer of cultural and other events', 'Thermal Spa offer', 'Casino and gambling offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance. Table 48 presents the gap analysis of age group 56–65.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'The destination can be easily reached'. This means that the fifth age group indicated that the destination had been more easily reached in 2014 than in 2007. The results indicate that the fifth age group is more satisfied with access to the

destination in 2014 than in 2007. In 2007, Performance fell behind Importance and in 2014, Performance exceeded Importance. The biggest decrease of the mean between Performance and Importance is for 'Conference offer' at the destination. This means that the fifth group of tourists indicated that the conference offer at the destination had not improved in 2014 compared to 2007. However, Performance still exceeds Importance in 2014.

Table 48. Gap Analysis of Age Group 56–65 in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.72	4.71	-0.01	0.10	-0.11
The destination can be easily reached.	4.58	4.70	0.12	-0.24	0.36
Overall cleanliness of the destination.	4.64	4.48	-0.16	-0.07	-0.09
Unspoiled nature.	4.50	4.55	0.05	0.21	-0.16
Climate conditions.	4.50	4.43	-0.07	0.34	-0.41
Diversity of cultural/historical attractions.	4.13	4.33	0.20	0.64	-0.44
The quality of the accommodation.	4.40	4.48	0.08	-0.17	0.25
Friendliness of the local people.	4.63	4.72	0.09	0.17	-0.08
Organisation of the local transportation services.	3.89	3.69	-0.20	0.39	-0.59
The offer of local cuisine.	4.33	4.20	-0.13	0.16	-0.29
Possibilities for shopping.	3.55	3.36	-0.19	0.16	-0.35
Night life and entertainment.	2.91	3.59	0.68	1.01	-0.33
Opportunity for rest.	4.36	4.41	0.05	0.07	-0.02
Availability of sport facilities and recreational activities.	4.27	4.45	0.18	0.72	-0.54
Offer of cultural and other events.	3.90	3.95	0.05	0.23	-0.18
Wellness offer.	4.57	4.35	-0.22	0.00	-0.22
Thermal Spa offer.	4.30	4.35	0.05	0.74	-0.69
Casino and gambling offer.	2.05	2.45	0.40	0.17	0.23
Conference offer.	2.41	2.70	0.29	2.70	-2.41

5.6.4.5.2 Importance Performance Analysis between Age Groups

Figure 43 presents the Importance Performance Grid for the age group 55–65.

Figure 43. IPA – Importance Performance Grid for Age Group 56–65
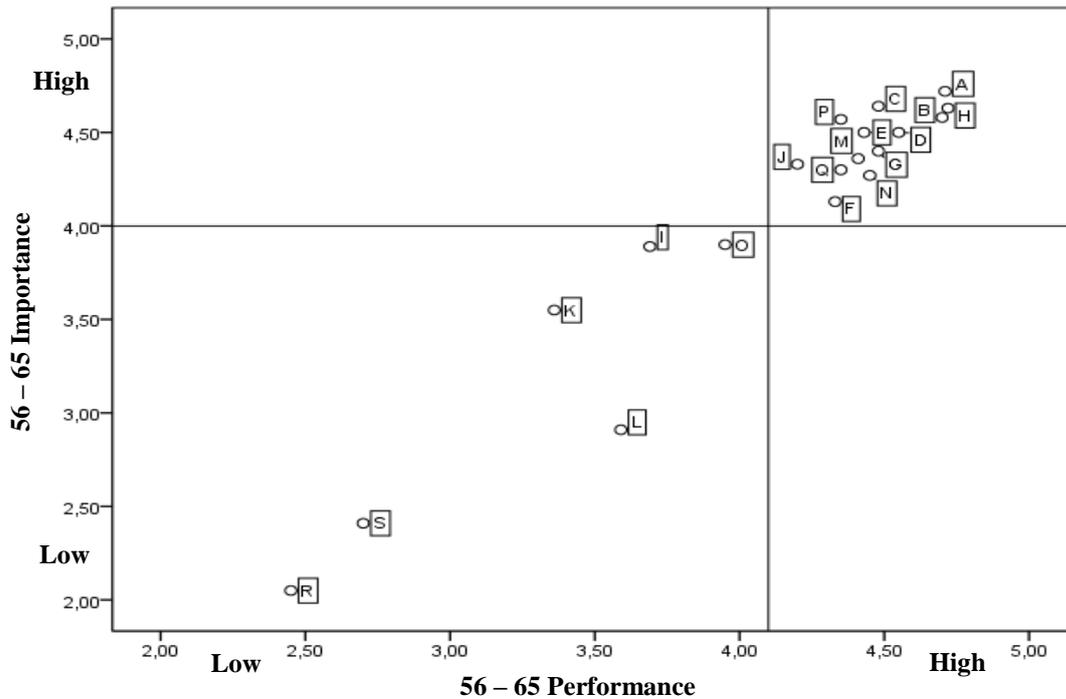
5.6.4.6 Sixth Age Group: 66+

5.6.4.6.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'Personal safety and security', 'The destination can be easily reached', 'Overall cleanliness of the destination', 'Unspoiled nature', 'Climate conditions', 'Friendliness of local people', 'Organisation of the local transportation services', 'The offer of local cuisine', 'Possibilities for shopping', 'Night life and entertainment', 'Opportunity for rest', 'Availability of sports facilities and recreational activities', 'Wellness offer', 'Thermal Spa offer', 'Casino and gambling offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Casino and gambling offer'. The results indicate that the sixth age group is more satisfied with the casino and gambling offer at the destination in 2014 than in 2007. The biggest decrease of the mean between Performance and Importance is for 'Conference offer' at the destination. This means that the oldest group of tourists

indicated that the conference offer at the destination had not improved in 2014 compared to 2007. However, Performance still exceeds Importance in 2014.

Table 49 shows the gap analysis of age group 66+.

Table 49. Gap Analysis of Age Group 66+ in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.70	4.72	0.02	-0.02	0.04
The destination can be easily reached.	4.65	4.78	0.13	-0.17	0.30
Overall cleanliness of the destination.	4.60	4.83	0.23	-0.10	0.33
Unspoiled nature.	4.50	4.82	0.32	0.11	0.21
Climate conditions.	4.60	4.78	0.18	0.04	0.14
Diversity of cultural/historical attractions.	4.20	3.94	-0.26	0.27	-0.53
The quality of the accommodation.	4.65	4.61	-0.04	0.02	-0.02
Friendliness of the local people.	4.79	4.86	0.07	0.00	0.07
Organisation of the local transportation services.	4.38	4.82	0.44	0.45	-0.01
The offer of local cuisine.	4.39	4.60	0.21	0.15	0.06
Possibilities for shopping.	3.50	3.60	0.10	0.16	-0.06
Night life and entertainment.	2.85	3.53	0.68	0.96	-0.28
Opportunity for rest.	4.25	4.73	0.48	0.15	0.33
Availability of sport facilities and recreational activities.	3.90	4.18	0.28	1.06	-0.78
Offer of cultural and other events.	3.89	3.56	-0.33	0.36	-0.69
Wellness offer.	4.53	4.88	0.35	0.06	0.29
Thermal Spa offer.	3.65	4.31	0.66	0.78	-0.12
Casino and gambling offer.	1.82	2.14	0.32	-0.13	0.45
Conference offer.	2.63	3.27	0.64	3.05	-2.41

5.6.4.6.2 Importance Performance Analysis between Age Groups

Figure 44 presents the Importance Performance Grid for the age group 66+.

Figure 44. IPA – Importance Performance Grid for Age Group 66+
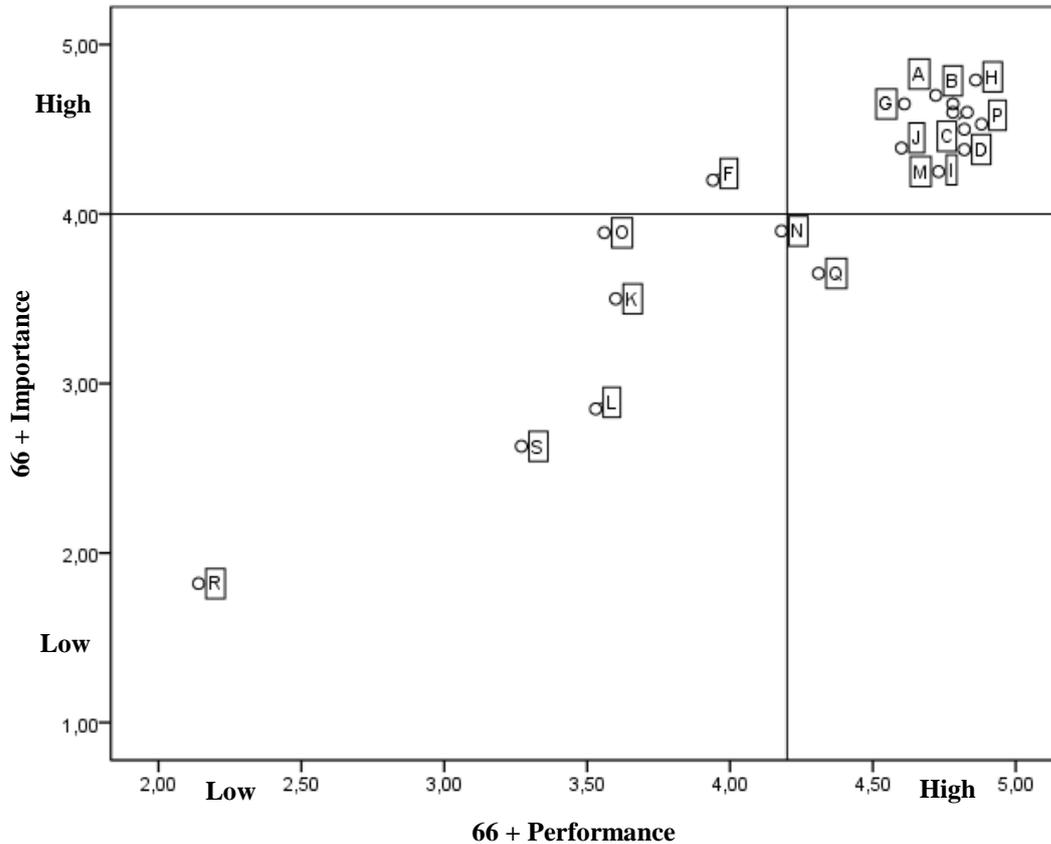
Summary of IPA Grids for Classification Based on Age

As Figure 39 shows, the age group 18–25 identifies safety, friendliness and unspoiled nature as important attributes. They show less interest in the spa and wellness offer. For all the other age groups the transportation system is perceived as less important or currently well organised. The second age group 26–35, as Figure 40 shows, prefers higher quality accommodations, but the destination does not meet their expectations. For all other groups this attribute is well performed. As Figure 41 indicates, the age group 36–45 is less interested in the wellness and spa offer. Rather than that, they prefer unspoiled nature. The age group 46–55 has the same preferences as age group 36–45 (see Figure 42). According to Figure 44, the age group 66+ prefers a more diverse offer of cultural and historical attractions and shows less interest in the thermal spa offer. It can be concluded that all age groups emphasise the importance of safety, unspoiled nature, friendliness of the local people and cleanliness of the destination.

5.6.4.7 Change in Overall Satisfaction between Segments (Time Perspective)

The overall satisfaction of the first segment decreased in 2014 compared to 2007, as did the overall satisfaction of the fifth segment. The overall satisfaction of all other segments increased in 2014 compared to 2007, as shown in Table 50.

Table 50. Overall Satisfaction between Segments in 2007 and 2014

Age Groups	2007	2014	% change
18-25	4.50	4.19	-6.9
26-35	4.36	4.48	2.7
36-45	4.43	4.57	3.2
46-55	4.39	4.43	0.8
56-65	4.72	4.36	-7.8
66+	4.72	4.81	1.9

5.6.5   Classification 4: Based on Economic Status

5.6.5.1 First group: Economic Status – Employed Persons

5.6.5.1.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'The destination can be easily reached', 'Diversity of cultural/historical attractions', 'Friendliness of the local people', 'Organisation of the local transportation services', 'The offer of local cuisine', 'Opportunity for rest', 'Night life and entertainment', 'Availability of sport facilities and recreational activities', 'Offer of cultural and other events', 'Wellness offer', 'Thermal Spa offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Casino and gambling offer'. The results indicate that the group of employed persons is more satisfied with the casino and gambling offer at the destination in 2014 than in 2007. The biggest decrease of the mean between Performance and Importance is for 'Conference offer' at the destination. This means that the group of employed persons indicated that the conference offer at the destination had not improved in 2014 compared to 2007. However, Performance still exceeds Importance in 2014.

Table 51 shows the gap analysis of the group of employed persons.

Table 51. Gap Analysis of the Segment of Employed Persons in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.62	4.57	-0.05	0.00	-0.05
The destination can be easily reached.	4.44	4.58	0.14	-0.18	0.32
Overall cleanliness of the destination.	4.61	4.49	-0.12	0.04	-0.16
Unspoiled nature.	4.59	4.56	-0.03	0.08	-0.11
Climate conditions.	4.45	4.44	-0.01	0.19	-0.20
Diversity of cultural/historical attractions.	3.71	4.04	0.33	0.25	0.08
The quality of the accommodation.	4.41	4.30	-0.11	-0.23	0.12
Friendliness of the local people.	4.56	4.57	0.01	0.23	-0.22
Organisation of the local transportation services.	3.94	4.13	0.19	0.34	-0.15
The offer of local cuisine.	4.28	4.29	0.01	0.26	-0.25
Possibilities for shopping.	3.54	3.39	-0.15	0.11	-0.26
Night life and entertainment.	3.36	3.51	0.15	0.31	-0.16
Opportunity for rest.	4.54	4.58	0.04	0.12	-0.08
Availability of sport facilities and recreational activities.	4.39	4.49	0.10	0.35	-0.25
Offer of cultural and other events.	3.58	3.72	0.14	0.06	0.08
Wellness offer.	4.14	4.25	0.11	0.04	0.07
Thermal Spa offer.	4.21	4.41	0.20	0.57	-0.37
Casino and gambling offer.	2.76	3.16	0.40	-0.11	0.51
Conference offer.	3.0	3.67	0.67	2.15	-1.48

5.6.5.1.2 Importance Performance Analysis between Groups based on Economic Status

Figure 45 presents the Importance Performance Grid for the group of employed persons.

Figure 45. IPA – Importance Performance Grid of Employed Persons
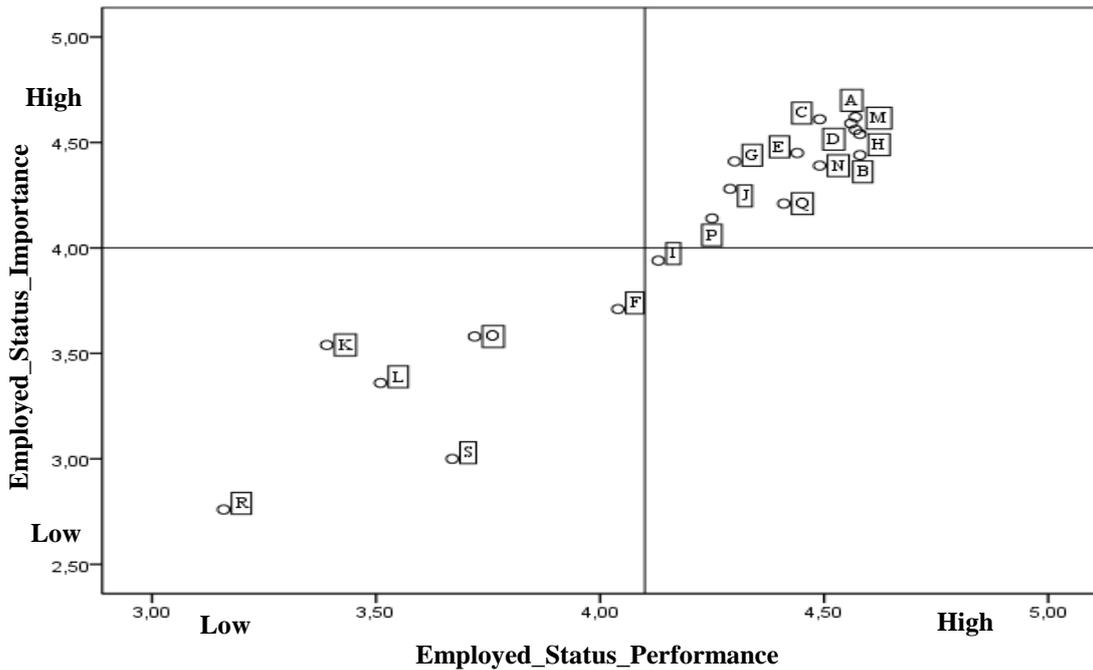
5.6.5.2 Second group: Economic Status – Retired Persons

5.6.5.2.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'Night life and entertainment', 'Availability of sport facilities and recreational activities', 'Thermal Spa offer' and 'Conference offer'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Casino and gambling offer'. The results indicate that the group of retired persons is more satisfied with the casino and gambling offer at the destination in 2014 than in 2007. The biggest decrease of the mean between Performance and Importance is for 'Conference offer' at the destination. This means that the group of retired persons indicated that the conference offer at the destination had not improved in 2014 compared to 2007. However, Performance still exceeds Importance in 2014.

Table 52 presents the gap analysis of the group of retired persons.

Table 52. Gap Analysis of the Segment of Retired Persons in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.82	4.67	-0.15	0.00	-0.15
The destination can be easily reached.	4.79	4.56	-0.23	-0.14	-0.09
Overall cleanliness of the destination.	4.72	4.67	-0.05	-0.06	0.01
Unspoiled nature.	4.76	4.72	-0.04	0.17	-0.21
Climate conditions.	4.89	4.67	-0.22	0.07	-0.29
Diversity of cultural/historical attractions.	4.38	3.96	-0.42	0.31	-0.73
The quality of the accommodation.	4.79	4.42	-0.37	0.03	-0.40
Friendliness of the local people.	4.85	4.75	-0.10	0.07	-0.17
Organisation of the local transportation services.	4.10	3.93	-0.17	0.48	-0.65
The offer of local cuisine.	4.54	4.20	-0.34	0.24	-0.58
Possibilities for shopping.	3.46	3.57	0.11	0.34	-0.23
Night life and entertainment.	3.04	3.52	0.48	0.98	-0.50
Opportunity for rest.	4.42	4.38	-0.04	0.16	-0.20
Availability of sport facilities and recreational activities.	4.15	4.22	0.07	1.00	-0.93
Offer of cultural and other events.	4.04	3.55	-0.49	0.37	-0.86
Wellness offer.	4.76	4.64	-0.12	-0.02	-0.10
Thermal Spa offer.	4.08	4.24	0.16	0.75	-0.59
Casino and gambling offer.	2.08	2.00	-0.08	-0.13	0.05
Conference offer.	2.48	2.71	0.23	3.20	-2.97

5.6.5.2.2 Importance Performance Analysis between Groups based on Economic Status

Figure 46 presents the Importance Performance Grid for the group of retired persons.

Figure 46. IPA – Importance Performance Grid of Retired Persons
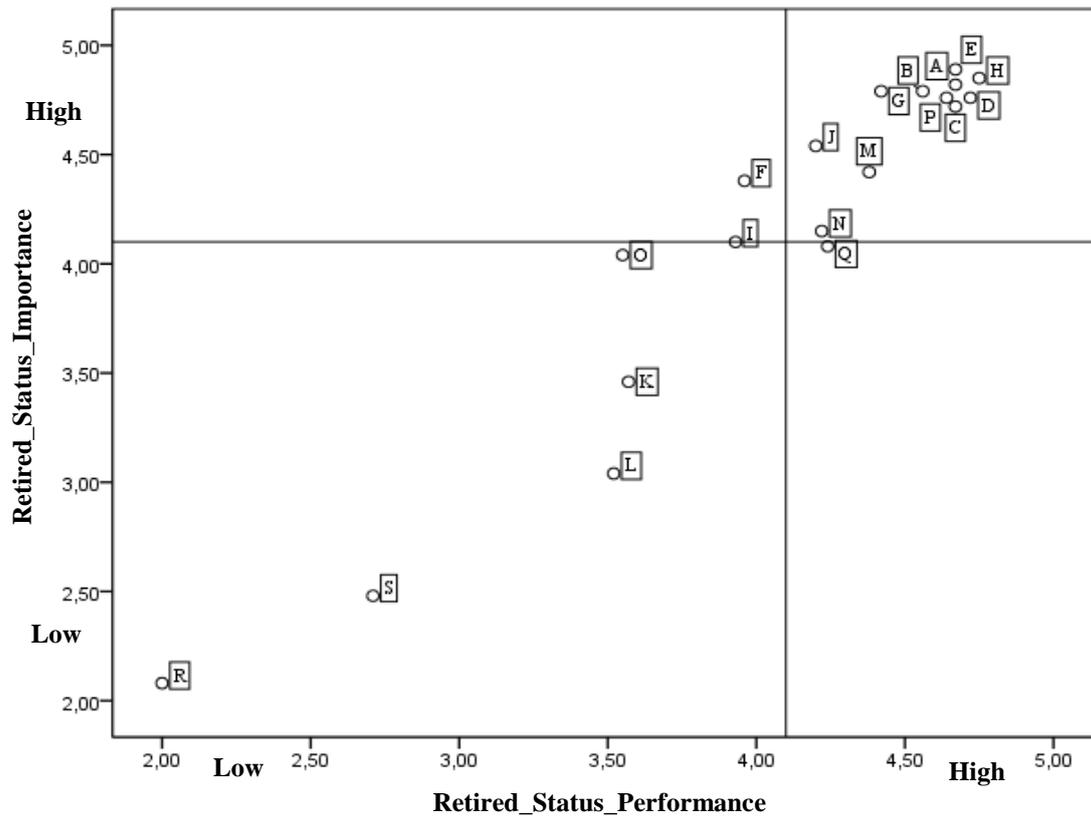
5.6.5.3 Third group: Economic Status – Students

5.6.5.3.1 Gap Analysis in Time Perspective Change

The Performance exceeded the Importance of the following attributes: 'Climate conditions', 'Diversity of cultural/historical attractions', 'The quality of accommodation', 'Friendliness of the local people', 'Opportunity for rest', 'Availability of sport facilities and recreational activities', 'Offer of cultural and other events', 'Wellness offer', 'Thermal Spa offer', 'Casino and gambling offer' and 'Conference offerings'. For all the remaining attributes, their Importance exceeded their Performance.

From the time perspective change, the biggest increase between Performance and Importance is for the attribute 'Wellness offer'. The results indicate that the group of students are more satisfied with the wellness offer at the destination in 2014 than in 2007. The biggest decrease of the mean between Performance and Importance is for 'Organisation of local transportation services' at the destination. This means that the group of students indicated that the local transportation services at the destination had been worse in 2014 compared to 2007. Performance falls behind Importance in 2014.

Table 53 presents the gap analysis of the segment of students.

Table 53. Gap Analysis of the Segment of Students in Time Perspective Change

Attribute	Importance rating	Performance rating	Mean difference 2014	Mean difference 2007	Change in mean (2014 compared to 2007)
Personal safety and security.	4.43	4.38	-0.05	-0.13	0.08
The destination can be easily reached.	4.24	4.05	-0.19	-0.53	0.34
Overall cleanliness of the destination.	4.48	4.24	-0.24	-0.25	0.01
Unspoiled nature.	4.29	4.24	-0.05	-0.05	0.00
Climate conditions.	3.95	4.10	0.15	0.03	0.12
Diversity of cultural/historical attractions.	3.45	3.65	0.20	0.21	-0.01
The quality of the accommodation.	4.10	4.20	0.10	-0.27	0.37
Friendliness of the local people.	4.35	4.44	0.09	-0.01	0.10
Organisation of the local transportation services.	4.15	3.71	-0.44	0.31	-0.75
The offer of local cuisine.	4.19	4.11	-0.08	0.05	-0.13
Possibilities for shopping.	3.48	3.43	-0.05	-0.17	0.12
Night life and entertainment.	3.81	2.94	-0.87	-1.24	0.37
Opportunity for rest.	4.43	4.48	0.05	-0.09	0.14
Availability of sport facilities and recreational activities.	4.15	4.32	0.17	-0.34	0.51
Offering of cultural and other events.	3.05	3.50	0.45	0.05	0.40
Wellness offerings.	3.57	4.24	0.67	0.12	0.55
Thermal Spa offerings.	3.81	4.05	0.24	0.62	-0.38
Casino and gambling offerings.	2.60	2.73	0.13	-0.39	0.52
Conference offerings.	2.71	3.64	0.93	0.52	0.41

5.6.5.3.2 Importance Performance Analysis between Groups based on Economic Status

Figure 47 presents the Importance Performance Grid for the group of students.

Figure 47. IPA – Importance Performance Grid of Students
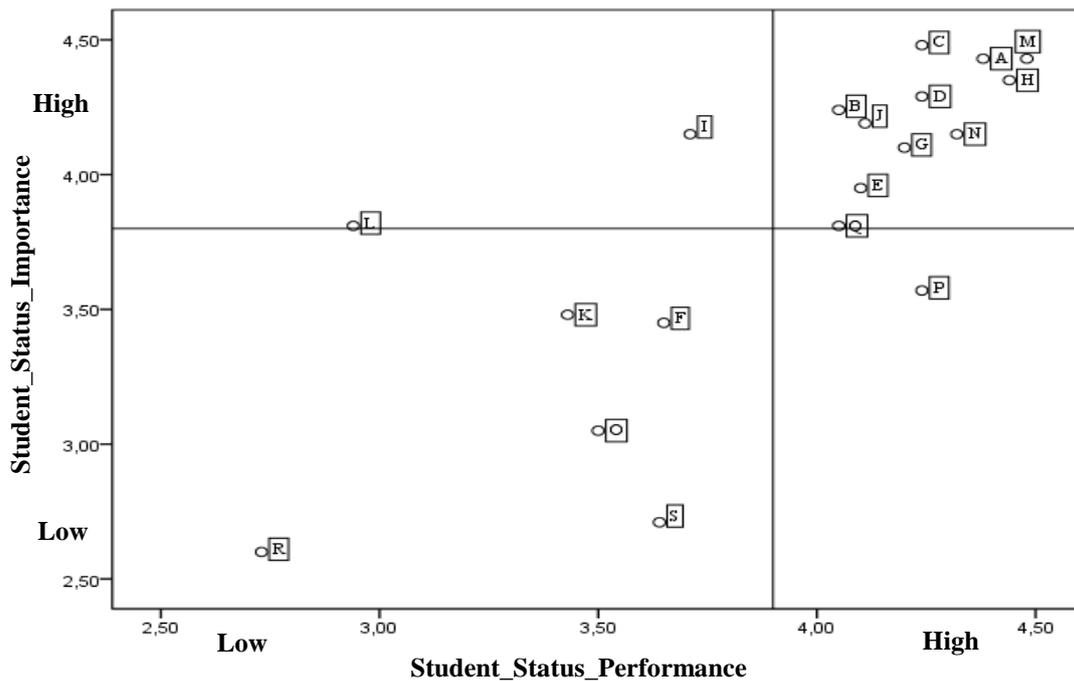
Summary of IPA Grids for Classification Based on Economic Status

As Figure 45 shows, employed persons are less affected by the local transportation system. Important attributes are safety and security, friendliness of local people and cleanliness of the destination. In Figure 46, retired persons indicate the lack of performance regarding diversity of cultural and historical attractions and are less interested in thermal spas. This is consistent with Figure 44 which represents the age group 66+, generally considered as retired people. According to Figure 47, the destination does not offer the desired level of night life and entertainment as well as transportation services for students. Students do not show much interest in wellness and spas. The most important attribute for students is cleanliness of the destination. This indicates that they are concerned about the environment.

5.6.5.4 Change in Overall Satisfaction between Groups (Time Perspective)

The overall satisfaction of the student group increased in 2014 compared to 2007, whereas the overall satisfaction of the two other groups decreased.

Table 54 presents the change in overall satisfaction by economic status in 2014 compared to 2007.

Table 54. Overall Satisfaction by Economic Status in 2007 and 2014

Economic Status	2007	2014	% change
Employed	4.50	4.49	-0.4
Retired	4.75	4.65	-2.1
Student	4.25	4.33	1.9

5.6.6 Summary of Tourist Classification and Satisfaction

5.6.6.1 Summary of Classification 1: Based on Gender

Table 55 shows the summary of characteristics of the classification based on gender. Firstly, important attributes of each classification are stated, followed by the percent of "apostles" of the destination, overall satisfaction change in time perspective 2007–2014 and the main reasons for visiting the destination. The uniqueness of each segment is explained in the last column.

Table 55. Summary of Characteristics of the Classification Based on Gender

Gender	Important attributes	% of very satisfied tourists – "apostles" of the destination	Overall satisfaction change in time perspective 2007 - 2014	Main reason for visiting the destination	Uniqueness of segment
Male	• Friendliness of the local people. • Overall cleanliness of the destination. • Unspoiled nature. • Opportunity for rest. • Climate conditions.	2007: 60.2% 2014: 52.9%	2.64	Rest and relaxation Sports and recreation Health	Uniqueness in respect to group of females; 'Friendliness of local people' is an important element; therefore, attention has to be paid to locals
Female	• Personal safety and security. • Overall cleanliness of the destination. • Unspoiled nature. • The destination can be easily reached. • Friendliness of the local people.	2007: 54.2% 2014: 57.1%	0.00	Rest and relaxation Sports and recreation Health	Important attribute is 'Personal safety and security' Attribute 'Diversity of cultural/historical attractions' is important and at the same time women are willing to spend four times as much money as men on this attribute Important group in the future, since women tend to live longer and travel together with their girlfriends

5.6.6.2 Summary of Classification 2: Based on Country of Origin

Table 56 shows the summary of characteristics of the classification based on country of origin. Firstly, important attributes of each classification are stated, followed by the percent of "apostles" of the destination, overall satisfaction change in time perspective 2007–2014 and the main reasons for visiting the destination. The uniqueness of each segment is explained in the last column.

Table 56. Summary of Characteristics of the Classification Based on Country of Origin

Country of Origin	Important attributes	% of very satisfied tourists – "apostles" of the destination	Overall satisfaction change in time perspective 2007 - 2014	Main reason for visiting the destination	Uniqueness of segment
Slovenians	• Personal safety and security. • Overall cleanliness of the destination. • The destination can be easily reached. • Unspoiled nature. • Friendliness of the local people.	2007: 65.8% 2014: 58.3%	-2.10	Rest and relaxation Sports and recreation Health	Tend to travel by car to the destination Attribute 'Organisation of the local transportation services' needs attention Attributes 'Wellness offer' and 'Thermal Spa offer' are important and should be promoted
Foreigners	• Friendliness of the local people. • Unspoiled nature. • Overall cleanliness of the destination. • Opportunity for rest. • Availability of sport facilities and recreational activities.	2007: 43.8% 2014: 45.8%	-1.32	Rest and relaxation Sports and recreation Health	Spend three times as much money on transportation as Slovenians; attribute 'Organisation of the local transportation services' needs attention; attributes 'Wellness offer' and 'Thermal Spa offer' perhaps need attention; 'Friendliness of local people' is a very important attribute, therefore attention has to be paid to locals

5.6.6.3 Summary of Classification 3: Based on Age

Table 57 shows the summary of characteristics of the classification based on age. Firstly, important attributes of each classification are stated, followed by the percent of "apostles" of the destination, overall satisfaction change in time perspective 2007–2014 and the main reasons for visiting the destination. The uniqueness of each segment is explained in the last column.

Table 57. Summary of Characteristics of the Classification Based on Age

Age group	Important attributes	% of very satisfied tourists – "apostles" of the destination	Overall satisfaction change in time perspective 2007 - 2014	Main reason for visiting the destination	Uniqueness of segment
18 – 25	- Friendliness of the local people. - Personal safety and security. - Overall cleanliness of the destination. - Unspoiled nature. - The destination can be easily reached.	2007: 50.0% 2014: 37.5%	6.94	Rest and relaxation Religious reasons Fun	Tend to be less satisfied with destination attributes than elderly tourists; attribute 'Organisation of the local transportation services' needs attention
26 – 35	- Opportunity for rest. - Overall cleanliness of the destination. - Personal safety and security. - Unspoiled nature. - The quality of the accommodation.	2007: 50.0% 2014: 52.2%	2.69	Rest and relaxation Sports and recreation Business	'The quality of accommodation' is an important attribute

(table continues)

Age group	Important attributes	% of very satisfied tourists – "apostles" of the destination	Overall satisfaction change in time perspective 2007 - 2014	Main reason for visiting the destination	Uniqueness of segment
36 - 45	• Unspoiled nature. • Personal safety and security. • Friendliness of the local people. • Overall cleanliness of the destination. • The destination can be easily reached.	2007: 42.5% 2014: 60.9%	3.17	Rest and relaxation Sports and recreation Health	Tend to appreciate unspoiled nature and local cuisine; 'Wellness offer' and 'Thermal Spa offer' are not priorities
46 – 55	• Unspoiled nature. • Personal safety and security. • Overall cleanliness of the destination. • Opportunity for rest. • Friendliness of the local people.	2007: 42.4% 2014: 48.6%	0.79	Rest and relaxation Sports and recreation Conference	Tend to appreciate unspoiled nature
56 - 65	• Personal safety and security. • Overall cleanliness of the destination. • Friendliness of the local people. • The destination can be easily reached. • Wellness offerings.	2007: 72.4% 2014: 50.0 %	-7.77	Rest and relaxation Health Sports and recreation	Satisfied with destination; 'Personal safety and security' is an important element; good apostles of the destination
66+	• Friendliness of the local people. • Personal safety and security. • The destination can be easily reached. • The quality of the accommodation. • Overall cleanliness of the destination.	2007: 71.7% 2014: 81.0%	1.97	Health Rest and relaxation Sports and recreation	'Diversity of cultural/historical attributes' is important; good apostles of the destination; 'Friendliness of the local people' is an important element

5.6.6.4 Summary of Classification 4: Based on Economic Status

Table 58 shows the summary of characteristics of the classification based on economic status. Firstly, important attributes of each classification are stated, followed by the percent of "apostles" of the destination, overall satisfaction change in time perspective 2007–2014 and the main reasons for visiting the destination. The uniqueness of each segment is explained in the last column.

Table 58. Summary of Characteristics of the Classification Based on Economic Status

Economic Status	Important attributes	% of very satisfied tourists – "apostles" of the destination	Overall satisfaction change in time perspective 2007 - 2014	Main reason for visiting the destination	Uniqueness of segment
Students	- Overall cleanliness of the destination. - Personal safety and security. - Opportunity for rest.	2007: 40.6% 2014: 42.9%	1.96	Rest and relaxation Sports and recreation Visiting relatives and friends	'Night life and entertainment' at the destination possibly important; tend to be less satisfied with destination attributes
Employed persons	- Personal safety and security. - Overall cleanliness of the destination. - Unspoiled nature.	2007: 51.5% 2014: 54.9%	-0.36	Rest and relaxation Sports and recreation Business	Tend to live in harmony with nature (important attributes are 'Overall cleanliness of destination' and 'Unspoiled nature')
Retired persons	- Climate conditions. - Friendliness of the local people. - Personal safety and security.	2007: 74.6% 2014: 67.7 %	-2.13	Health Rest and relaxation Sports and recreation	'Diversity of cultural/historical attributes' is important; 'Organisation of the local transportation services' is important

5.7 Evaluation of the Key Research Findings from the Viewpoint of the Mainstream Literature

The core aim of the current thesis was the implementation of the Makovec Brenčič model with the goal of a repeat measurement of tourist satisfaction at the destination Rogla – Pohorje in Slovenia. The model was used as a tool for analysing overall tourist satisfaction at the destination over time, resulting from literature review.

All of the key elements included in the Makovec Brenčič model were tested in the current study. The destination quality attributes were tested with significance testing as well as the antecedents of tourist satisfaction, such as the overall image of the destination, prices at the destination, quality of services at the destination and perceived value. On the other hand, the further-reaching benefits of tourist satisfaction, such as overall tourist satisfaction and tourist loyalty towards the destination were also tested. All the key elements were measured in 2014. Results are presented for the time perspective 2007–2014.

The Importance Performance Paradigm was tested with IPA (Importance Performance Analysis). With IPA, attributes of the destination such as 'Personal safety and security', 'The destination can be easily reached', 'Overall cleanliness of the destination', 'Unspoiled nature', etc. were analysed. Two aspects of each attribute were tested – their Importance to the individual tourist and their Performance according to the opinion of the individual tourist. In addition, the recommendations of Dolnicar and Le (2008) were followed, i.e., to link customer satisfaction by segmentation of the tourists at the destination. In our case, demographic segmentation was performed (Kotler et al., 2003). The sample has been segmented according to age, gender, nationality and economic status.

The results of the analysis of all destination attributes were further used for the implementation of Heskett et al. (1994) findings. According to the authors, the segment of tourists that is highly satisfied with the destination and is most likely to spread positive word of mouth is called 'apostles'. Therefore, the percentage of potential apostles was calculated in order to provide a better overview of the qualities of the segments.

In conclusion, all the results of the research were collected with the aim of providing suggestions for improvement to the Destination Management. According to Makovec Brenčič et al. (2007), UNWTO (2005) recommendations and Buhalis (2000), customer satisfaction measurement must be an integral part of Destination Management in order to (cf. Neumann, 1995) achieve sustainable improvements in the destination. By taking tourist opinions into consideration and by further including these opinions in the planning process, sustainable management of the destination can be realised.

Since theory is used as the basis for deriving practical implications for the management, a set of suggestions for the Destination Management will be presented.

5.8   Key Research Findings and Their Practical Implications

The broader frame of measuring tourist satisfaction at the destination Rogla – Pohorje in Slovenia was used for researching various practical implications, such as the number of tourists at the destination, proposing and researching key tourist markets and their structure, assessing overall tourist satisfaction at the destination and assessing accessibility of the destination.

The number of tourists at the destination was analysed in the time perspective 2009–2013 since these were the available statistics received from the Management of the local tourist organisation (Destination Management Rogla – Pohorje, 2014). Available statistics offer numbers of tourist arrivals at the destination by Slovenians and foreigners according to their country of origin. For the purpose of our research, three types of statistics have been presented: number of Slovenians, number of foreigners and number of total arrivals. From the statistical data, it was observed that the total number of visitors declined in the time period from 2009 to 2013 Thus, the proportion of foreigners at the destination increased and the proportion of domestic tourists at the destination decreased. The numbers correlate with the overall downward trend in domestic tourism in Slovenia and with the upward trend of foreign tourists in Slovenia during the same time period.

Based on our findings, four types of demographic segmentation can be proposed to the management. These are gender (men, women), age (18–25, 26–35, 36–45, 46–55, 56–65, 66+), nationality (Slovenians and foreigners) and economic status (students, employed persons and retired persons). The segments were derived according to their evaluation of antecedents and benefits of their satisfaction with the destination, Importance and Performance of destination attributes, overall change in satisfaction in 2014 compared to 2007, percentage of very satisfied tourists within the segment (most potential apostles) and their main reasons for visiting the destination. The whole picture on segmentation and characteristics of each segment will be presented to the Destination Management. The management should then decide which segmentation to put into practice (if any) with minimal funding and maximal synergy effect. The management should also define a clear strategy to target that population by product development and communication.

The Destination Management is advised to pay attention to the satisfaction of the local people and to include them when possible in tourism development because they are (as the results have shown) an important factor of tourist satisfaction. The attribute 'Friendliness of the local people' is an attribute that has appeared as number one among all the important attributes at the destination in segments of men, foreigners, young tourists (18–25) and elderly tourists (66+). Among all the segments, this attribute is among the top five important attributes at the

destination. The Destination Management should foster positive relations of locals with tourists, by organising actions in which local people should be directly involved (round tables, projects and events). The local people should also have benefits from natural resources at the destination (discounts with swimming at the spa, skiing, etc.).

Other attributes with typical sustainable character that appeared to be very important to the tourists are 'Overall cleanliness of the destination' and 'Unspoiled nature'. Again, both attributes appear among the top five important attributes appealing to tourists at the destination. The destination obviously attracts segments that are environmentally conscious. The Destination Management is advised to implement more elements that promote sustainable relations with the nature (e.g., quality signs that promote a sustainable attitude towards nature: eco labels, green tourism elements, sustainable destination, etc.).

Another important attribute is 'Personal safety and security', especially in segments of women, Slovenians, the 56–65 age group and among employed people. The element has not gained the appropriate attention within tourism practice, but will become one of the most important ones in the following decades, as we are being faced with natural or human-made catastrophes (diseases, terrorist attacks, earthquakes, etc.) that have an immediate impact on tourism at the destinations. The destination Rogla – Pohorje is objectively very safe and the marketing of this element should gain more importance nowadays.

Another suggestion to the Destination Management is to pay more attention to the attributes 'Organisation of the local transportation services' and 'The destination can be easily reached'. Results of the research show that satisfaction with both attributes increased. The Performance of the attribute 'The destination can be easily reached' increased by 3.1% in comparison to 2007 and the Performance attribute 'Organisation of the local transportation services' increased by 13.8% from 2007. The attribute 'Organisation of the local transportation services' turned out to be an important factor for tourist satisfaction at the destination in relation to the results which show that an important means of transportation for coming to the destination is the car, followed by the bus. Better transportation connections to the destination and within the destination are also part of the Slovenian Tourism Development Strategy; therefore, it would be a great benefit to devote more attention to this aspect.

The results of the research indicate that the general quality of the destination as well as the overall satisfaction of tourists declined in 2014 compared to 2007. On the other hand, there are higher percentages of more loyal tourists at the destination, as the percentage of repeat visits increased from 48.5% in 2007 to 72.8% in 2014. In this case, the theory that loyalty is derived from tourist satisfaction (Dmitrović et al., 2009; Makovec Brenčič et al., 2007; Oom do Valle et al., 2006; Oroian, 2013) cannot be confirmed. It is thus proposed to Destination Management to conduct further research in this field. Also, further research for benchmarking

the destination with other similar destinations in Slovenia or in the same area (e.g., Pohorje) is suggested.

More focus on the presentation of the local cuisine and local products is needed. Since the development of the quality sign 'Tastes of Rogla', more effort in implementation and promotion of the brand is needed to ensure that tourists recognise the brand and its benefits to the local environment. Since the implementation of the brand implies sustainable development at the destination and could benefit to the local people's satisfaction, more attention is likely to yield positive results.

Another focus is needed on incentivising tourists to express their compliment about the destination or to submit their complaints. This suggestion applies not only to Destination Management, but also to other stakeholders at the destination. The platform for the communication of/with the tourists could be internet pages, special questionnaires or other means. The information on complaint and praise behaviour of the tourists at the destination is recognised as a very valuable source of information regarding tourist satisfaction.

Another suggestion is with regard to the local tourism development strategy. The existing strategy is a version from 2005, revised in 2008. The existing strategy is vague and has no measurable or concrete suggestions, and it is additionally out-of-date. The local tourism strategy should be at least in accordance with the Slovenian Tourism Development Strategy at the national level (dating from 2012). We would strongly support the revision of the existing strategy and the setting of new and fresh proposals for sustainable solutions for tourism development at the destination.

CONCLUSION

This Master's thesis is based on the replication of the Makovec Brenčič model at the Rogla – Pohorje destination. With the application of the model, answers to the research question have been provided. Broadly, these results show how overall tourist satisfaction at the destination Rogla – Pohorje has changed over the last seven years. The number of tourists at the destination, key tourist markets and their structure, overall tourist satisfaction at the destination and accessibility of the destination have been presented within the time perspective 2007 and 2014. During the research process and evaluation, several limitations of the current study were identified.

Firstly, the breakdown of visitors by nationality in 2014 is 25% of foreigners and 75% of Slovenians. The convenience sampling method was applied; nonetheless, the statistics on arrivals of tourists at the destination in 2013 (statistics provided by Destination Management) show the proportion of 29.2% (18,932) of foreigners and 70.8% (45,932) of Slovenians. Within the research period, it was not possible to obtain a different proportion between the

segments because the sampling reflected the actual structure of tourists at the destination. Nevertheless, the comparison within the segments and their overall satisfaction at the destination have been performed. For future research and better comparison of research results, it is suggested that the structure of the pattern ought to be 30% of foreigners and 70% of Slovenians.

Secondly, an additional research question regarding the accessibility of the destination in the time period was posed. Since the questionnaire of Makovec Brenčič et al. (2007) did not include a direct question about how the destination was accessed by tourists, the results and answers to the research question had to be derived indirectly from questionnaire parts that referred to destination accessibility. For further research on this subject, it is advised to include more direct questions on destinations accessibility in the questionnaire for tourists on the field.

Thirdly, the success of the research on the destination is partially dependent on local stakeholders, including Destination Management. In our case, full support of local companies and destination middle-management was provided. In the second half of 2014, the Destination Management at the destination changed. Until April 2015, when an interview to derive research conclusions should have been conducted, the Destination Management was not able to provide relevant and professional answers in order for them to have been included in the research.

Finally, the time frame of the collected data of the 2014 sample differs from the sample of 2007. The sample in 2014 includes winter and summer tourists. The sample in 2007 includes summer tourists. Thus, the results cannot fully be compared and generalised.

Within the Master's thesis, the presentation of a framework for the continuous measuring of tourist satisfaction at the destination has been performed. Taken together, the UNWTO (2004 and 2005), the Slovenian Tourism Development Strategy 2012–2016 (Ministry of Economic Development and Technology, 2012) and the Makovec Brenčič model represent a sufficiently broad and scientifically sound framework for the continuous measuring of tourist satisfaction at the most visited tourist destinations across Slovenia. Benefits of measuring tourist satisfaction at the destination can be summarised and supported with relevant theorists' opinions.

Additionally, one benefit that has not yet received adequate attention in the field, but has been researched by e.g., Dolnicar and Le (2008), should be underscored. Dolnicar and Le conducted research on satisfaction and satisfaction patterns based on the segmenting of tourists. Their research was the inspiration for the upgrade of the results of our analysis based on the Makovec Brenčič model.

It is recommended to continue the research regularly over the coming years. Additionally, more in-depth research would facilitate a better comparison between target markets at the destination. More research is also suggested to allow better benchmark analysis with other competitive destinations in the Pohorje area.

Finally, because further research would contribute to the application of the presented framework for tourist satisfaction measurement at the destination (UNWTO, 2004 and 2005, Slovenian Tourism Development Strategy 2012–2016 and the Makovec Brenčič model), it is our opinion that continuous research should be applied at all of the most visited destinations in Slovenia.

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APPENDICES

Table of Appendices

Appendix A: An Extensive Summary of the Basic Findings in Slovenian

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V skladu s trendom storitvenega sektorja po individualiziranosti potrošnje in ponudbe se je v 70. in 80. letih spremenila tudi turistična ponudba, ki je poleg klasičnih "3S destinacij", ki so množici turistov ponujale kombinacijo sonca, peska in kopanja, začela ponujati individualizirane turistične produkte na do takrat neodkritih destinacijah, s poudarkom na kakovosti izkušnje turista (Holloway & Taylor, 2006; Leiper, 2004; Richards, 2011). V skladu s celotno spremembo perspektive je zadovoljstvo turista na destinaciji postalo eno ključnih vprašanj teoretikov (turističnega) marketinga.

V 80. letih je Pizam (1978, str. 315) podal naslednjo definicijo zadovoljstva turistov: "Zadovoljstvo turista na destinaciji je posledica kombinacije med pričakovanji turista glede obiska destinacije ter njegovo dejansko izkušnjo obiska." Omenjena definicija je močno vplivala na razumevanje in raziskovanje koncepta zadovoljstva turistov na destinaciji. Nadaljnje definicije zadovoljstva turistov so tako v dojemanje vključile še posamezne atribute (značilnosti) destinacije, ki prav tako vplivajo na celotno zadovoljstvo turista na destinaciji (namestitev, transport, kulinarična ponudba, ponudba kulturnih dogodkov itd.). Neozirajoč se na teorijo z omenjenega področja, ima koncept zadovoljstva tolikšno paleto interpretacij, kot je široka paleta (ne)zadovoljnih deležnikov na destinaciji, ki sodelujejo v procesu nastajanja turistove izkušnje bivanja (turistični delavci, turisti, menedžment destinacije). Vsak izmed omenjenih deležnikov si lahko namreč po svoje interpretira kakovost destinacije, in v skladu s tem tudi lastno zadovoljstvo (Postma & Jenkins, 1997). Merjenje zadovoljstva turistov na destinaciji je tako postalo pomemben dejavnik marketinških aktivnosti na destinaciji.

Teoretiki kot prednosti merjenja zadovoljstva pogosto navajajo učinek oglaševanja "word-of-mouth" ("od ust do ust") in ponovni obisk destinacije. Oboje ima za posledico pozitivne finančne učinke na turistično dejavnost (Chakrapani, 1998; Hallowell, 1996; Kozak & Remmington, 2000; Lam & So, 2013; Swarbrooke & Horner, 2001; UNWTO, 2007; Žabkar, Makovec Brenčič & Dmitrović, 2010;). Merjenje zadovoljstva turistov na destinaciji je tudi pomemben dejavnik ugotavljanja konkurenčnosti destinacije (Gallegati, 2012; Kozak & Baloglu, 2011). Pozitivne učinke merjenja zadovoljstva in, posledično, potrebo po implementaciji slednjega v prakso navajata tudi Svetovna turistična organizacija (UNWTO, 2004; UNWTO 2005) in Strategija razvoja slovenskega turizma 2012–2016 (Ministrstvo za gospodarski razvoj in tehnologijo, 2012). Strateški dokumenti obeh organizacij navajajo kot pozitiven učinek merjenja zadovoljstva turistov na destinaciji tudi trajnostni razvoj le-te, saj turisti tako postanejo sooblikovalci ponudbe na destinaciji.

Teoretiki so predlagali več modelov za merjenje zadovoljstva turistov na destinaciji. Med njimi izpostavljamo model po Makovec Brenčič et al. iz leta 2007. Ključni elementi omenjenega modela (Makovec Brenčič et al., 2007) so: podoba destinacije (mnenje turistov o posamezni destinaciji), cene (ali dojemajo turisti cene na destinaciji kot sprejemljive oziroma primerne), kakovost (zaznana kakovost oziroma odličnost različnih vidikov turistične ponudbe), vrednost (zaznana vrednost v sorazmerju za plačilo, t.i. "value for money"), zadovoljstvo (celotna ocena izkušenj z bivanjem na destinaciji) in zvestoba (ponovni obisk na destinaciji ter priporočila o obisku prijateljem in znancem). Omenjeni elementi modela so, hkrati z ocenami atributov destinacije, vključeni v vprašalnik, ki je bil razvit s strani avtorjev, z namenom stalnega spremljanja zadovoljstva turistov na destinacijah.

Pričujoča magistrska naloga predstavlja implementacijo modela po Makovec Brenčič et al. in Metodologije za stalno spremljanje zadovoljstva turistov (Makovec Brenčič et al., 2007) na destinaciji Rogla – Pohorje. Raziskava je ponovitev študije iz leta 2007 na isti destinaciji.

Empirični del naloge zajema tri sklope. Najprej bodo rezultati raziskave iz leta 2014 primerjani z rezultati raziskave, ki je bila na isti destinaciji opravljena v letu 2007 (Žabkar, Dmitrović, Knežević Cvelbar, Makovec Brenčič & Ograjenšek, 2007). Nadalje bodo ključni elementi modela analizirani v povezavi s štirimi skupinami turistov (glede na spol, narodnost, starost in ekonomski status). Hkrati bodo z implementacijo modela analizirani tudi ostali elementi metodologije. V naslednjem koraku bodo rezultati analize zadovoljstva turistov na destinaciji predstavljeni primerjalno v obeh časovnih intervalih (2007 in 2014). V tretjem delu predstavlja naloga zaključke in priporočila menedžmentu destinacije, ki naj bodo osnova za povečanje konkurenčnosti destinacije in komuniciranje s ciljnimi skupinami na destinaciji.

1 ZADOVOLJSTVO KUPCA/TURISTA

1.1 Opredelitev koncepta zadovoljstva kupca/turista

Yi (1989) definira zadovoljstvo kupca/turista kot proces ali kot posledico. Oliver (1981, str. 27) opredeljuje zadovoljstvo kupca kot posledico in pravi, da je zadovoljstvo "psihološko stanje, ki je posledica dejstva, da se kupčevo prednakupno pričakovanje sklada s kasnejšo dejansko izkušnjo nakupa in pri tem ne prihaja do neskladja med obema stanjema". Yi (1989) zadovoljstvo kupca opredeljuje tudi kot proces. V tem primeru zadovoljstvo kupca pojmuje kot "popolno nakupno izkušnjo", ki zajema in povezuje celoten nakupni proces (od prednakupne izkušnje, nakupa samega, do ponakupne izkušnje) in ga reflektira v odnosu do kupčevih pričakovanj (Oliver, 2010).

Teorija razume zadovoljstvo kupca kot koncept, ki ga je potrebno primerjati z neko predhodno izkušnjo, ki jo v tem primeru razumemo kot primerjalni standard (Ölander, 1977; Yüksel & Yüksel, 2001; Yüksel, 2003). V našem primeru definicije je kot t.i. standard razumljeno prednakupno pričakovanje.

Oliverjeva definicija zadovoljstva kupca je v teoriji najbolj razširjena in je hkrati pomembno prispevala k nadaljnjemu preučevanju pojma in njegovi operacionalizaciji. Operacionalizacija koncepta je tako povezana z dvema modeloma:

– *Expectancy Disconfirmation Paradigm* – EDP (Model razkoraka med pričakovanjem in nakupno izkušnjo) in
– *Importance Performance Paradigm* – IPP (Model razkoraka med pomembnimi in dejanskimi atributi).

1.1.1 Model razkoraka med pričakovanjem in nakupno izkušnjo (EDP)

Model ponazarja razkorak med kupčevim pričakovanjem in nakupno izkušnjo, ki se s pričakovanjem (ne) ujema. Posledica razkoraka je tako kupčevo (ne)zadovoljstvo z nakupom (Homburg & Stock, 2006; Pizam & Ellis, 1999; Yi, 1989; Yüksel & Remmington, 1998; Yüksel & Yüksel, 2008).

V skladu z modelom pride do kupčevega zadovoljstva, če je ponudnik dosegel ali presegel kupčeva pričakovanja glede nakupa, proizvoda in/ali storitve. V primeru, ko ponudnik ni dosegel kupčevih pričakovanj, pride do razkoraka med pričakovanim in dejanskim rezultatom nakupa, kar vodi v nezadovoljstvo kupca/turista (Bolton & Drew, 1991; Hill, 1996; Kornmeier & Schneider, 2006). Operacionalizacija modela je prikazana s shemo SERVQUAL, ki so jo leta 1985 predlagali Parasuraman, Zeithaml in Berry. Model se uporablja kot standardni model za razumevanje in merjenje zadovoljstva kupcev. Hkrati predstavlja neposredno povezavo med kakovostjo storitev in kupčevim zadovoljstvom. V skladu z modelom SERVQUAL (Cronin & Taylor, 1994) je kakovost storitev posledica razlike med zaznavanjem dejanskega stanja in pričakovanji. Model je tako v neposredni povezavi z *Modelom razkoraka med pričakovanjem in nakupno izkušnjo*, ki ga predstavi Oliver.

1.1.2 Model razkoraka med pomembnimi in dejanskimi atributi (IPP)

Model razkoraka med pomembnimi in dejanskimi atributi sta Martilla in James predstavila leta 1977. Avtorja sta zadovoljstvo kupca definirala kot funkcijo pričakovanj, ki jih kupec goji do določenega atributa, in dejanske realizacije tega atributa. Razkorak med pričakovanji in dejansko realizacijo atributa je prikazan v dvodimenzionalni mreži. Mreža je razdeljena na štiri področja, ki prikazujejo nizko oziroma visoko stopnjo pričakovanj in realizacije (Dutka, 1995). Iz mreže je razvidno, kateri atributi so za organizacijo/destinacijo bolj pomembni in kateri manj. Os x prikazuje, kako kakovostno je atribut izveden, os y pa, kako je atribut posamezniku pomemben. Skala ima razpon od 1 – manj pomembno do 5 – zelo pomembno.

Mnogo teoretikov (Tyrrell & Okrant, 2004; Yüksel & Yüksel, 2001) navaja pozitivne strani uporabe IPP. Med njimi izpostavljajo nizke stroške analize, njeno prikazno sporočilnost ter jasnost informacij.

1.2 Dejavniki, ki vplivajo na zadovoljstvo kupca/turista

Za teorijo s področja marketinga je pomembna opredelitev dejavnikov, ki vplivajo na zadovoljstvo kupca/turista. Če dobijo ponudniki na trgu informacijo o tem, kateri dejavnik vpliva na kupčevo/turistovo zadovoljstvo, potrebujejo manj časa za razvoj novega proizvoda. Hkrati imajo zagotovilo, da bo kupec/turist zadovoljen, saj bo dobil natanko to, kar išče in želi. Poleg tega bo pripravljen za to plačati tudi primerno ceno (Reis, Pena & Lopes, 2003).

Med najpomembnejše dejavnike, ki vplivajo na zadovoljstvo kupca/turista, teorija šteje: pričakovanja, nakupno izkušnjo (Churchill & Surprenant, 1982), kakovost in koristnost proizvoda (Fornell, Johnson, Anderson, Cha & Bryant, 1996) ter ceno proizvoda (Anderson, 1996).

1.3 Prednosti, ki izhajajo iz kupčevega zadovoljstva

Med prednostmi, ki izhajajo iz zadovoljstva kupcev, navajajo teoretiki nizke stroške promocije organizacije (Hill, 1996; Lam & So, 2013; Meister & Meister, 1998; Oliver, 2010), ki vodijo v večji tržni delež (Edvardsson, Johnson, Gustafsson & Strandvik, 2000; Fornell & Anderson, 1994; Fornell & Wernerfelt, 1987; Rust & Zahornik, 1993). Končna posledica zadovoljstva kupcev je povečanje dobička (Helgesen, 2006; Vavra, 2002).

1.4 Merjenje zadovoljstva kupcev/turistov

Pizam in Ellis (1999) ter Makovec Brenčič et al. (2007) izpostavljajo, da ima merjenje zadovoljstva kupcev/turistov dvojno funkcijo: zbiranje informacij o potrebah kupcev, njihovem (ne)zadovoljstvu in morebitnih izboljšavah poslovanja; merjenje zadovoljstva omogoča tudi komuniciranje s kupci/turisti.

Neumann (1995) predstavlja naslednjih pet prednosti, ki se nanašajo na merjenje zadovoljstva kupcev: 1. zbližanje s kupci (spoznavanje njihovega nakupnega procesa, poznavanje pomembnosti atributov in vedenje o tem, kako kakovostno so slednji izvedeni), 2. merjenje napredka pri izvedbi storitev, 3. doseganje izboljšav, ki so jih predlagali kupci, 4. merjenje konkurenčnih prednosti in slabosti, 5. doseganje povezave med merjenjem zadovoljstva kupcev in internimi sistemi.

Za razumevanje merjenja zadovoljstva je ključnega pomena razumevanje modela SERVQUAL. Bistvo modela je razkorak med pričakovano in zaznano kakovostjo storitve.

Bistvo modela se torej konceptualno nanaša na prej opisani model EDP. Razkorak je mogoč na petih stopnjah, ki spremljajo izvajanje storitev v podjetju: 1. razkorak med pričakovanji strank in zaznavanjem menedžmenta o pričakovanjih strank, 2. razkorak med percepcijo menedžmenta glede pričakovanj strank (razkorak je pogosto posledica pomanjkanja usposobljenega kadra), 3. razkorak med standardom kakovostne storitve (vključno s prednakupno in ponakupno obravnavo stranke) in dejansko kakovostjo izvedbe storitve, 4. razkorak med dejansko izvedbo storitve in zunanjo komunikacijo s kupcem (mediji in korporativno komuniciranje ustvarjajo pričakovanja kupcev, ki ob nakupu so ali pa niso realizirana), 5. razkorak med pričakovano ravnijo izvedbe storitve in zaznano storitvijo.

Razumevanje modela je pomembno predvsem za uspešno merjenje ključnih dejavnikov in faz znotraj modela. Teoretiki izpostavljajo (Maass, 2012), da je vrednost modela predvsem v identifikaciji faktorjev, ki vplivajo na (ne)zadovoljstvo kupca znotraj procesa izvedbe storitve in njegovi primerjalni vrednosti.

Naslednja pozitivna lastnost modela je možnost njegove aplikacije na več področij znotraj storitvenih dejavnosti. V sled temu je bilo razvitih več modifikacij modela SERVQUAL: LODGSERV (merjenje kakovosti storitev v nastanitvenem sektorju), DINESERV (orodje za merjenje kakovosti storitev v gostinskih obratih), HOLSAT (zadovoljstvo na destinaciji). Model SERVQUAL je bil tudi osnova za razvijanje t.i. ACSI-ja (American Customer Satisfaction Index), Ameriškega indeksa za merjenje zadovoljstva kupcev.

Orodje ACSI med dejavnike, ki najpomembneje vplivajo na zadovoljstvo kupca, prištevajo: "zaznano kakovost", "zaznano vrednost" in "zadovoljstvo kupca". Vsi našteti dejavniki, ki torej predstavljajo razlog za zadovoljstvo kupca, se nahajajo levo v modelu. Posledice, ki izhajajo iz zadovoljstva kupca, se nahajajo desno v modelu in vključujejo "pripadnost kupca" in "kupčevo pritožbeno vedenje". ACSI model je predstavljen v Sliki 1.1.

Slika A.1. ACSI Model
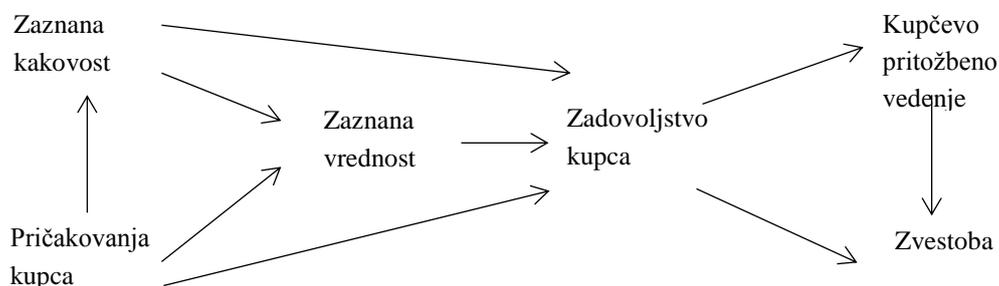
Vir: ACSI, *The Science of Customer Satisfaction*, n.d.

Model je v uporabi v Združenih državah Amerike, na Švedskem, v Nemčiji in drugod (Foster, 2000; Vavra, 1997). Zaradi enostavne aplikacije modela in primerjalne možnosti je

model v uporabi tako znotraj turistične dejavnosti kot tudi v ostalih storitvenih dejavnostih. Omenjeni model je bil podlaga za razvoj Metodologije za merjenje zadovoljstva turistov na destinaciji (Makovec Brenčič et al., 2007).

V skladu z modelom po Makovec Brenčič et al. (2007) je zadovoljstvo turistov pojmovano kot kombinacija "zaznane podobe destinacije", "zaznanih cen na destinaciji", "zaznane kakovosti na destinaciji" in "zaznane vrednosti". Zadovoljstvo turistov privede do njihove zvestobe do destinacije. Slika 1.2 prikazuje model po Makovec Brenčič et al. (2007).

Slika 1.2. Model po Makovec Brenčič et al. (2007)
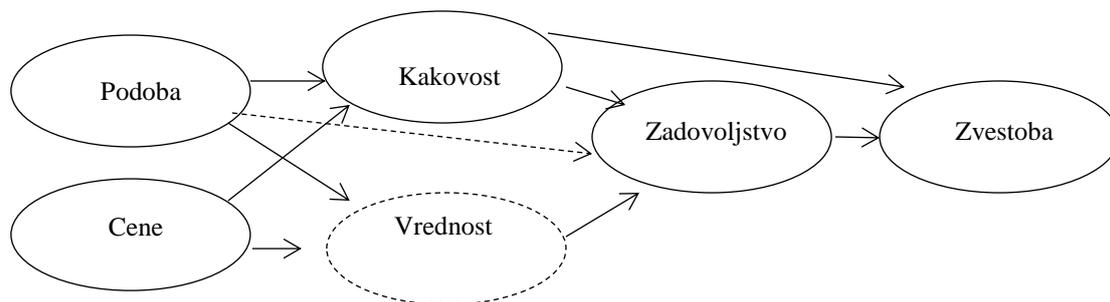
Vir: M. Makovec Brenčič et al.,
Metodologija za stalno spremljanje zadovoljstva turistov, 2007, str. 6.

2 METODOLOGIJA

Magistrska naloga podaja odgovor na raziskovalno vprašanje: Kako se je v skladu z modelom po Makovec Brenčič et al. zadovoljstvo turistov na destinaciji Rogla – Pohorje spremenilo v preteklih sedmih letih?

Naloga zajema tri sklope. V prvem sklopu bodo rezultati raziskave iz leta 2014 primerjani z rezultati raziskave, ki je bila izvedena na isti destinaciji v letu 2007 s strani Žabkar et al. V drugem sklopu je vzorec turistov razdeljen v skupine glede na starost, spol, narodnost in ekonomski status. Za vsako izmed navedenih skupin so, glede na izsledke raziskave, navedeni najpomembnejši atributi, glavni razlogi za obisk destinacije ter njene značilnosti. Tretji del naloge zajema sklop priporočil za destinacijski manedžment za posamezno skupino.

Kvantitativni podatki so bili na destinaciji zbrani s pomočjo vprašalnika, ki je del Metodologije za spremljanje zadovoljstva turistov na destinaciji in vsebuje model Makovec Brenčič et al. (2007). Vprašalniki so na voljo v štirih jezikih: angleškem, nemškem, italijanskem in slovenskem.

Vprašalnik je smiselno razdeljen na več sklopov. Prvi sklop vprašanj vsebuje splošna vprašanja glede prihoda na destinacijo. Drugi sklop se navezuje na podobo o destinaciji in na

atribute destinacije. Vsak posamičen atribut turisti ocenijo dvakrat. Najprej ocenijo, kako pomemben je zanje atribut, potem ocenijo, kako kakovostno je slednji izvajan oziroma je prisoten na destinaciji.

Vprašalnik navaja seznam naslednjih atributov:

1. Osebna varnost med bivanjem v turističnem kraju.
2. Dostopnost turističnega kraja.
3. Čistoča turističnega kraja.
4. Neokrnjena narava.
5. Klimatske razmere.
6. Raznovrstnost kulturne dediščine (npr. arhitektura, tradicija in običaji).
7. Kakovost namestitve (hotel, motel, apartma…).
8. Gostoljubnost domačega prebivalstva.
9. Organiziranost lokalnega transporta v turističnem kraju.
10. Ponudba lokalne kulinarike.
11. Možnost nakupov.
12. Ponudba zabave in nočno življenje.
13. Možnost za počitek.
14. Razpoložljivost športne infrastrukture in rekreacijskih dejavnosti.
15. Ponudba kulturnih in drugih prireditev.
16. Zdraviliška ponudba.
17. Velneška ponudba.
18. Igralniška ponudba.
19. Kongresna ponudba.

Naslednji sklop vprašanj zajema vprašanja glede podobe destinacije, cen na destinaciji, splošne kakovosti na destinaciji ter dojemanja vrednosti. Nadaljnja vprašanja se nanašajo na posledice (ne)zadovoljstva turistov, splošno zadovoljstvo in zvestobo turistov. Zadnji sklop vprašanj zajema demografska vprašanja.

Vzorec zajema turiste, ki so na destinaciji prenočili vsaj eno noč. Vprašalnik je bil razdeljen turistom na različnih lokacijah po destinaciji, v okolici nastanitvenih zmogljivosti (hotelov, apartmajev, turističnih kmetij). Raziskava je potekala na destinaciji med decembrom 2013 in julijem 2014 ter v vzorec zajela tako sezonske kot izvensezonske goste. Velikost vzorca je 195, kar sovpada z velikostjo vzorca raziskave iz leta 2007.

Podatki so bili analizirani s pomočjo orodja SPSS. Za potrebe poznavanja strukture vzorca so uporabljene metode deskriptivne statistike. S pomočjo t-testa smo preverili statistične značilnosti razlik med povprečnimi ocenami pričakovanih in dejanskih atributov. S pomočjo indeksa smo prikazali spremembe zadovoljstva v časovni perspektivi.

Pregled operacionalizacije uporabljenih konceptov v raziskavi je prikazan v Tabeli 1.1.

Tabela A.1. Pregled operacionalizacije konceptov

Koncept	Operacionalizacija	Preverjeni dejavniki
Analiza atributov destinacije	Model petih razkorakov (*GAP – Analysis*) – Izračun razlik med povprečnimi ocenami atributov po skupinah glede na narodnost, starost, spol in ekonomski status	Dejavniki, ki vplivajo na kakovost destinacije
	Uporaba odvisnega in neodvisnega t-testa za izračun razlik med povprečnimi vrednostmi med skupinami glede na spol in narodnost	Dejavniki, ki vplivajo na kakovost destinacije Dejavniki, ki vlivajo na zadovoljstvo turistov in na njihovo zadovoljstvo
Model razkoraka med pomembnimi in dejanskimi atributi (IPP)	Uporaba Modela razkoraka med pomembnimi in dejanskimi atributi za skupine glede na narodnost, starost, spol in ekonomski status	Dejavniki, ki vplivajo na kakovost destinacije
Zadovoljstvo turistov in zvestoba	Časovna perspektiva sprememb, prikazana z uporabo indeksov	Zadovoljstvo turistov in zvestoba
Dejavniki, ki vplivajo na zadovoljstvo turistov	Časovna perspektiva sprememb, prikazana z uporabo indeksov	Podoba Vrednost Cene Splošna kakovost destinacije

3 PRIKAZ POMEMBNEJŠIH REZULTATOV RAZISKAVE

Razmerje med spoloma v obeh časovnih obdobjih je približno 46% moških in 54% žensk. Večina anketirancev v letu 2014 je v starostni skupini med 36 in 45 let, v letu 2007 pa je večina anketirancev v starostni skupini 66+. Vzorec iz leta 2007 je sestavljen iz 60% Slovencev in 40% tujcev. Leta 2014 se je struktura spremenila in zajema 75% Slovencev in 25% tujcev. Slovenci predstavljajo večino vzorca v obeh časovnih obdobjih.

V dveh časovnih obdobjih so bile primerjane tudi potovalne navade oseb iz vzorca. Rezultati so pokazali, da se je odstotek oseb, ki počitnice rezervirajo nekaj mesecev pred dejanskim odhodom na destinacijo, v letu 2014, v primerjavi z letom 2007, zmanjšal. Kljub temu večina oseb v 2014 počitnic ni rezervirala v zadnjem trenutku – *"last minute"*.

Avto ostaja najbolj pogosto prevozno sredstvo za prihod na destinacijo tudi v letu 2014. Rezultati so pokazali tudi, da je internet pomemben vir informacij pred prihodom na destinacijo. Turistična destinacija ima visok delež turistov, ki so ji zvesti in se tja vračajo

vsako leto. Kljub temu se je povprečna dolžina bivanja zmanjšala, s povprečnega 5,3 dneva v 2007 na 4,9 dneva v 2014.

Prav tako so bili analizirani dejavniki, ki pomembno vplivajo na zadovoljstvo na destinaciji. Povprečje spremenljivke "dojemanje kakovosti na destinaciji" se je v 2014 zmanjšalo za 6,1% v primerjavi z letom 2007. Spremenljivka "dojemanje vrednosti" se je v tem obdobju prav tako zmanjšala.

Splošno zadovoljstvo na destinaciji se je v obdobju 2007–2014 zmanjšalo za 1,2%. Odstotek oseb, ki so "zadovoljne, da so obiskale destinacijo", se je v opazovanih intervalih zmanjšal za 2,1%. Število oseb, ki so mnenja, da "so bila njihova pričakovanja na destinaciji presežena", se je prav tako zmanjšalo za 3,7%. Odstotek oseb, ki "so vesele, da so obiskale destinacijo", se je zmanjšal za 2,1%.

V letu 2014 je 15% vzorca imelo razlog za pritožbo. 48,3% je slednjo izrazilo v pisni ali ustni obliki. Vrednosti iz leta 2014 se razlikujejo od vrednosti iz leta 2007. Takrat je imelo razlog za pritožbo 8% turistov, več kot polovica (56,3%) je slednjo tudi podala v pisni ali ustni obliki. Če povzamemo, je v letu 2014 imelo več turistov razlog za pritožbo, vendar pa je delež oseb, ki je pritožbo tudi podal, nižji. V letu 2014 je imelo razlog za pohvalo na destinaciji 73% ljudi, 60% je pohvalo podalo v pisni ali ustni obliki. Odstotek lahko nakazuje povezavo do povečanega odstotka zvestobe na destinaciji.

Prav tako smo preverjali pomembnost posameznih atributov na destinaciji. V letu 2014 je zaznana povečana pomembnost naslednjih atributov: raznovrstnost kulturne dediščine, gostoljubnost domačega prebivalstva, organiziranost lokalnega transporta, ponudba lokalne kulinarike, ponudba zabave in nočnega življenja, igralniška ponudba, velneška ponudba ter zdraviliška ponudba.

V letu 2014 je bila zaznana povečana kakovost izvedbe/ponudbe naslednjih atributov: dostopnost kraja, organiziranost lokalnega transporta, ponudba lokalne kulinarike, ponudba zabave in nočnega življenja ter velneška ponudba.

V nadaljevanju predstavljamo klasifikacijo vzorca glede na spol, narodnost, ekonomski status in starost.

Tabela A.2. Klasifikacija glede na spol

Spol	Najpomembnejši atributi destinacije	% zelo zadovoljnih turistov na destinaciji	Sprememba splošnega zadovoljstva na destinaciji v dveh časovnih intervalih (2007 in 2014)	Glavni razlogi za obisk destinacije	Značilnosti klasifikacije
Moški	• Gostoljubnost domačega prebivalstva • Čistoča turističnega kraja • Neokrnjena narava • Možnost za počitek • Klimatske razmere	2007: 60,2 % 2014: 52,9 %	2,64	Počitek in sprostitev Šport in rekreacija Zdravje	V segmentu moških je "gostoljubnost domačega prebivalstva" pomemben element, zato je potreben večji poudarek na slednjem
Ženske	• Osebna varnost med bivanjem kraju • Čistoča turističnega kraja • Neokrnjena narava • Dostopnost turističnega kraja • Gostoljubnost domačega prebivalstva	2007: 54,2 % 2014: 57,1 %	0,00	Počitek in sprostitev Šport in rekreacija Zdravje	Pomemben element v segmentu žensk je "osebna varnost med bivanjem" Element "raznovrstnost kulturne dediščine" je pomemben element, hkrati so ženske za omenjeni element pripravljene odšteti štirikrat več kot moški

Tabela A.3. Klasifikacija glede na narodnost

Narodnost	Najpomembnejši atributi destinacije	% zelo zadovoljnih turistov na destinaciji	Sprememba splošnega zadovoljstva na destinaciji v dveh časovnih intervalih (2007 in 2014)	Glavni razlogi za obisk destinacije	Značilnosti klasifikacije
Slovenci	• Osebna varnost med bivanjem v kraju • Čistoča turističnega kraja • Dostopnost turističnega kraja • Neokrnj na narava • Gostoljubnost domačega prebivalstva	2007: 65,8 % 2014: 58,3 %	-2,10	Počitek in sprostitev Šport in rekreacija Zdravje	Na destinacijo pridejo z avtomobilom, zato potrebuje element "organiziranost lokalnega transporta" več pozornosti
Tujci	• Gostoljubnost domačega prebivalstva • Neokrnjena narava • Čistoča turističnega kraja • Možnost za počitek • Razpoložljivost športne infrastrukture in rekreacijskih dejavnosti	2007: 43,8 % 2014: 45,8 %	-1,32	Počitek in sprostitev Šport in rekreacija Zdravje	Za prevoz na destinaciji odštejejo v povprečju trikrat več denarja kot Slovenci, zato element "organiziranost lokalnega transporta" potrebuje več pozornosti; več pozornosti potrebuje tudi element "zdraviliška in velneška ponudba" "Gostoljubnost domačega prebivalstva" je pomemben element zadovoljstva tega segmenta, zato je na slednjem potreben večji poudarek

Tabela A.4. Klasifikacija glede na starost

Starostne skupine (v letih)	Najpomembnejši atributi destinacije	% zelo zadovoljnih turistov na destinaciji	Sprememba splošnega zadovoljstva na destinaciji v dveh časovnih intervalih (2007 in 2014)	Glavni razlogi za obisk destinacije	Značilnosti klasifikacije
18–25	• Gostoljubnost domačega prebivalstva • Osebna varnost med bivanjem v kraju • Čistoča turističnega kraja • Neokrnjena narava • Dostopnost turističnega kraja	2007: 50,0 % 2014: 37,5 %	6,94	Počitek in sprostitev Verski razlogi Zabava	V povprečju so z elementi destinacije manj zadovoljni kot starejši turisti Element "organiziranost lokalnega transporta" potrebuje več pozornosti
26–35	• Možnost za počitek • Čistoča turističnega kraja • Osebna varnost med bivanjem v kraju • Neokrnjena narava • Kakovost namestitve	2007: 50,0% 2014: 52,2%	2,69	Počitek in sprostitev Šport in rekreacija Poslovni razlogi	"Kakovost namestitve" je pomemben element zadovoljstva
36-45	• Neokrnjena narava • Osebna varnost med bivanjem v kraju • Gostoljubnost domačega prebivalstva • Čistoča turističnega kraja • Dostopnost turističnega kraja	2007: 42,5 % 2014: 60,9 %	3,17	Počitek in sprostitev Šport in rekreacija Zdravje	V povprečju bolj cenijo neokrnjeno naravo in lokalno kuhinjo, velneška in zdraviliška ponudba nista prioriteti

Starostne skupine (v letih)	Najpomembnejši atributi destinacije	% zelo zadovoljnih turistov na destinaciji	Sprememba splošnega zadovoljstva na destinaciji v dveh časovnih intervalih (2007 in 2014)	Glavni razlogi za obisk destinacije	Značilnosti klasifikacije
46–55	• Neokrnjena narava • Osebna varnost med bivanjem v kraju • Čistoča turističnega kraja • Možnost za počitek • Gostoljubnost domačega prebivalstva	2007: 42,4 % 2014: 48,6 %	0,79	Počitek in sprostitev Šport in rekreacija Konferenca	V povprečju bolj cenijo neokrnjeno naravo
56-65	• Osebna varnost med bivanjem v kraju • Čistoča turističnega kraja • Gostoljubnost domačega prebivalstva • Dostopnost turističnega kraja • Velneška ponudba	2007: 72,4 % 2014:50,0 %	-7,77	Počitek in sprostitev Zdravje Šport in rekreacija	V povprečju so na destinaciji zelo zadovoljni; "osebna varnost med bivanjem v kraju" je zanje pomemben element zadovoljstva
66+	• Gostoljubnost domačega prebivalstva • Osebna varnost med bivanjem v kraju • Dostopnost turističnega kraja • Kakovost namestitve • Čistoča turističnega kraja	2007: 71,7 % 2014: 81,0 %	1,97	Zdravje Počitek in sprostitev Šport in rekreacija	"Raznovrstnost kulturne dediščine" je pomemben element zadovoljstva; so dobri promotorji destinacije; "gostoljubnost domačega prebivalstva" je pomemben element zadovoljstva

Tabela A.5. Klasifikacija glede na ekonomski status

Ekonomski status	Najpomembnejši atributi destinacije	% zelo zadovoljnih turistov – "apostolov" na destinaciji	Sprememba splošnega zadovoljstva na destinaciji v dveh časovnih intervalih (2007 in 2014)	Glavni razlogi za obisk destinacije	Značilnosti klasifikacije
Študenti	• Čistoča turističneg kraja • Osebna varnost med bivanjem v kraju • Možnost za počitek • Gostoljubnost domačega prebivalstva • Neokrnjena narava	2007: 40,6 % 2014: 42,9 %	1,96	Počitek in sprostitev Šport in rekreacija Obisk sorodnikov/prijateljev	"Ponudba zabave in nočno življenje" je pomemben element zadovoljstva; v povprečju so manj zadovoljni z elementi destinacije
Zaposlene osebe	• Osebna varnost med bivanjem v kraju • Čistoča turističnega kraja • Neokrnjena narava • Gostoljubnost domačega prebivalstva • Možnost za počitek	2007: 51,5 % 2014: 54,9 %	-0,36	Počitek in sprostitev Šport in rekreacija Poslovni razlogi	V povprečju so jim narava in elementi narave bolj pomembni (čistoča in neokrnjena narava)
Upokojene osebe	• Klimatske razmere • Gostoljubnost domačega prebivalstva • Osebna varnost med bivanjem v kraju • Dostopnost turističnega kraja • Kakovost namestitve	2007: 74,6 % 2014: 67,7 %	-2,13	Zdravje Počitek in sprostitev Šport in rekreacija	"Raznovrstnost kulturne dediščine" je pomemben element zadovoljstva; element "organiziranost lokalnega transporta" je pomemben

4 PRIPOROČILA ZA TRAJNOSTNI RAZVOJ DESTINACIJE IN ZAKLJUČEK

Glavni namen raziskave je bila aplikacija modela Makovec Brenčič et al. za merjenje zadovoljstva turistov na destinaciji ter Metodologije za stalno spremljanje zadovoljstva turistov na destinaciji (Makovec Brenčič et al., 2007). Analiza zadovoljstva turistov na destinaciji je bila opravljena v dveh časovnih intervalih, v letu 2007 in 2014.

Na podlagi raziskave se lahko destinacijskemu menedžmentu predlagajo štirje tipi klasifikacije, ki temeljijo na spolu (moški, ženske), starosti (18–25, 26–35, 36–45, 46–55, 56–65, 66+), narodnosti (Slovenci, tujci) in ekonomskem statusu (študenti, zaposleni in upokojenci).

Destinacijskemu menedžmentu se prav tako predlaga, da nameni več pozornosti zadovoljstvu lokalnega prebivalstva, saj izsledki raziskave nakazujejo, da je element "gostoljubnost domačega prebivalstva" pomemben za zadovoljstvo turistov na destinaciji. Naslednji pomemben element je "osebna varnost med bivanjem v kraju", ki je posebnega pomena predvsem za segment žensk in Slovencev, osebe starosti 56–65 let in zaposlene osebe.

Naslednji predlog menedžmentu se navezuje na področje organiziranosti lokalnega transporta. Rezultati kažejo, da je zadovoljstvo z elementom v časovni perspektivi 2007–2014 naraslo. Element "organiziranost lokalnega transporta" je posebnega pomena za razvoj turistične destinacije in je opredeljen tudi v Strategiji razvoja turizma v Sloveniji.

Rezultati raziskave nakazujejo, da je splošna kakovost na destinaciji in splošno zadovoljstvo v obdobju 2007–2014 upadlo. Na drugi strani je odstotek turistov, ki so destinaciji zvesti, očitno višji (v 2007 je bil odstotek zvestih turistov 48,5%, v 2014 je odstotek narasel na 72,8%). Teoretičnega izhodišča, ki nakazuje, da je zvestoba posledica zadovoljstva (Dmitrović et al., 2009; Makovec Brenčič et al., 2007; Oom do Valle, Silva, Mendes & Guerreiro, 2006; Oroian, 2013), torej ne moremo potrditi. Destinacijskemu menedžmentu predlagamo, da v sled temu razkoraku opravi podrobnejšo analizo. Prav tako predlagamo primerjalno raziskavo z destinacijami, ki imajo podobne značilnosti kot destinacija Rogla – Pohorje (razvit tako zimski kot letni turizem). Primerjalna raziskava bi bila pokazatelj dejanske konkurenčnosti destinacije Rogla – Pohorje.

Destinacijskemu menedžmentu se predlaga večji poudarek na razvoju in trženju lokalnih produktov in lokalne kuhinje. Glede na to, da je znamka "Okusi Rogle" razvita, se svetuje, da je slednjo potrebno napraviti prepoznavno tako za domače kot tuje turiste. Večji poudarek na promociji znamke bi pripomogel tudi k večji prodaji lokalnih produktov in bi morda pozitivno vplival na zadovoljstvo lokalnega prebivalstva, zato sta nadaljnji razvoj in promocija znamke smiselna.

Predlaga se, da se večji poudarek nameni razvoju orodja, ki bi omogočilo podajanje pritožb in pohval s strani turistov na destinaciji. Vrsta orodja (spletno, fizično) je stvar odločitve menedžmenta. Glede na to, da so turisti hkrati navedli, da je internet pomembno orodje za zbiranje informacij o destinaciji pred prihodom na destinacijo, se predlaga, da destinacijski menedžment razmisli o razvoju spletne platforme, ki bi omogočala ponakupni stik s turisti. V vsakem primeru je potrebna nadgradnja spletne strani, saj obstoječa verzija obeh aktivnosti ne omogoča.

Namesto zaključka naj poudarimo, da je raziskava pokazala, da so informacije o zadovoljstvu turistov na destinaciji pomemben vir informacij za destinacijski menedžment, ki želi turistične aktivnosti na destinaciji razvijati trajnostno. Mnenja turistov so tako izjemen vir informacij, katerega potencial ostaja neizkoriščen. Glede na to, da Strategija razvoja slovenskega turizma 2012–2016 v Ukrepu 1.3 predvideva uvedbo programa za spremljanje zadovoljstva turistov na destinaciji, je torej do implementacije Metodologije za spremljanje zadovoljstva turistov na destinaciji (Makovec Brenčič et al., 2007) zgolj še majhen korak, ki pa zahteva predvsem voljo in znanje destinacijskih menedžerjev v Sloveniji.

Appendix B: Frequently Used Abbreviations

ACSI – American Customer Satisfaction Index

ANOVA – Analysis of Variance

Approx. – Approximately

DINESERV – Tool for measuring Service quality attributes; specialised for restaurants

e.g. – *Exempli Gratia* (For example)

EDP – Expectancy-Disconfirmation Paradigm

etc. – *Et Cetera*

GDP – Gross Domestic Product

HOLSAT – Tool for measuring Service quality attributes by comparing attributes' importance and performance; specialised for package holidays

IPA – Importance Performance Analysis

IPP – Importance Performance Paradigm

LODGSERV – Tool for measuring Service quality attributes by comparing attributes' importance and performance; specialised for accommodation facilities

n – Number of units in a sample

s.d. – Standard deviation

SERVQUAL – Tool for measuring Service quality attributes by comparing attributes' importance and performance

Sig. – Significance

SPSS – Software package used for statistical analysis

UNWTO – United Nations World Tourism Organization

WEF – World Economic Forum

Appendix C: Terminology Glossary

Antecedents of tourist satisfaction – Factors that drive tourist satisfaction

Hypothesis – A statement of assumption that is tested during a research process

Last minute holidays – Booking of holidays in the last days before departure

Mean – Average value

Mean difference – Difference between two mean scores

Sampling – The process of population selection in a study

Student's t-test – Statistical method for testing a hypothesis by comparing two populations

Thermal Spa offer – Tourist offer based on therapeutic baths

Tourist package – Bundle of single tourist products and services sold together as one product

Tourist/Customer satisfaction – Consumer/tourist response to the evaluation of the perceived discrepancy between prior expectations and actual performance of the product, perceived after its consumption

Welch test – A non-parametric method for testing a hypothesis – the counterpart of the student's t-test

Appendix D: Questionnaire in English Language

Tourist Destination Questionnaire

Dear Sir or Madam!
Good morning/afternoon and welcome to our tourist destination. We are pleased that you decided to stay here. If you have spent at least one night at our destination we kindly ask you to participate in a survey which will help us make your future stay here even more pleasant. The interview will take about 10-15 minutes and is conducted anonymously.

1. How did you arrive to Slovenia? *(mark the appropriate answer)*
   1. By car.
   2. By bus.
   3. With low-cost airline.
   4. With major airline.
   5. By train.
   6. Other, what:_____

2. Where did you hear about this tourist destination? *(mark the appropriate answer, more answers possible)*
   1. I already knew of it.
   2. The Internet.
   3. Friends and relatives.
   4. Media.
   5. Books and guides.
   6. Travel agency.
   7. Fairs and/or exhibitions.
   8. It was part of the travel package.
   9. Other, what:_____

3. Is this your first visit to this tourist destination? *(mark the appropriate answer)*
   1. No. → How many times have you visited this tourist destination in the past? _____
   2. Yes.

4. How many nights are you planning to stay at this tourist destination? _____

5. What are the main reasons for your visit to this tourist destination? *(mark the appropriate answer)*

   1. Rest and relaxation.
   2. Visiting relatives and friends.
   3. Business reasons.
   4. Attending a conference, congress, seminar, and other forms of education.
   5. Culture.
   6. Fun.
   7. Sports and recreation.
   8. Health.
   9. Religious reasons.
   10. Other, what: _____

6. Below are listed some statements which refer to the <u>general image</u> of this tourist destination. For each statement please indicate to what extent you agree with it. »1« means you completely disagree with it, and »5« means you agree with it completely.

	I completely disagree			I ompletely agree		I don't know
	1	2	3	4	5	
1. I think most people have a positive opinion about this tourist destination.						
2. The staff at this tourist destination is friendly towards the guests.						
3. This tourist destination has a unique image.						
4. I think this tourist destination is popular.						
5. The staff at this tourist destination always puts guests						
6. This tourist destination respects the natural environment.						

7-8. Below are listed some elements that you might consider when you chose a tourist destination. We ask you to evaluate them twice. First, please indicate HOW IMPORTANT each of these elements is to you when you chose <u>any tourist destination</u> (in general) (rate them on a scale »1« – completely unimportant to »5« – very important). Then we ask you to indicate on a scale from 1 to 5 to what extent you agree with the statement that these elements are EXCEPTIONAL or are at an EXCEPTIONALLY HIGH LEVEL <u>at this tourist destination</u> (where »1« means – I completely disagree, »5« – I completely agree).

ELEMENTS OF TOURIST DESTINATION	»HOW IMPORTANT IS THIS ELEMENT?«						»AT THIS DESTINATION, THIS ELEMENT IS EXCEPTIONAL/AT AN EXCEPTIONALLY HIGH LEVEL«					
	Completely unimportant				Very important	I don't know	I completely disagree				I completely agree	I don't know
	1	2	3	4	5		1	2	3	4	5	
1. Personal safety and security.												
2. The destination can be easily reached.												
3. Overall cleanliness of the destination.												
4. Unspoiled nature.												
5. Climate conditions.												
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).												
7. The quality of the accommodation (hotel, motel, apartment…).												
8. Friendliness of the local people.												
9. Organisation of the local transportation services.												
10. The offer of local cuisine.												
11. Possibilities for shopping.												
12. Night life and entertainment.												
13. Opportunity for rest.												
14. Availability of sport facilities and recreational												
15. Offer of cultural and other events.												
16. Thermal Spa offer.												
17. Wellness offer.												
18. Casino and gambling offer.												
19. Conference offer.												

9. Next, we would like to ask you to rate the general quality of this tourist destination offer on a scale from 1 to 5, where »1« means the quality of the offer is very poor and »5« that the quality is excellent.

	Very low				Very high	I don't know
	1	2	3	4	5	
General quality of this tourist destination offer is …						

10. Was your trip to this tourist destination organised by a travel agency / another organiser? (*mark the appropriate answer*)

> 1. Yes. → *Please continue with question 12.*
> 2. No.

11. The next set of questions refers to expenses connected with your stay at this tourist destination. For each of the following statements please indicate to what extent you agree with them, where »1« means you completely disagree and »5« that you completely agree with the statement.

	I completely disagree				I completely agree	I don't know
	1	2	3	4	5	
1. Making a booking at this tourist destination was easy.						
2. The price of B&B/half board/full board in this tourist destination is reasonable.						
3. The prices of additional offer at this tourist destination (i.e., prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programmes) are favourable.						

12. This part of the questionnaire refers to your feelings and comprehension of the value of your stay at this tourist destination. For each of the following statements, please tell us to what extent you agree wit it. »1« means you completely disagree and »5« that you completely agree with the statement.

	I completely disagree				I completely agree	I don't know
	1	2	3	4	5	
1. Overall, staying in this tourist destination has been very valuable to me.						
2. I have gained a lot of new knowledge and experiences in this tourist destination.						
3. Staying at this tourist destination is worth every Euro paid.						

13. In this part of the questionnaire we ask you to rate your <u>overall satisfaction</u> with your visit to this tourist destination on a scale from 1 to 5. Here »1« means you are completely dissatisfied and »5« that you are completely satisfied.

	Completely satisfied				Completely dissatisfied	I don't know
	1	2	3	4	5	
What is your overall satisfaction with your visit to this tourist destination?						

14. Now we would like to ask you to tell us to what extent you agree with the following statements (»1« means you completely disagree and »5« that you completely agree with it).

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. I am pleased that I decided to visit this tourist destination.						
2. The visit to this tourist destination exceeded my expectations.						
3. I will speak highly of this tourist destination to my friends and colleagues.						

15. Have you had any reason to complain since you have been staying in this tourist destination? *(mark the appropriate answer)*

        1. Yes. → Have you filed a complaint? *(mark the appropriate answer)*

                1. Yes.

                2. No.

        2. No.

16. On the other hand, have you had any reason to praise this tourist destination since the beginning of your stay? *(mark the appropriate answer)*

        1. Yes. → Have you expressed your compliment? *(mark the appropriate answer)*

                1. Yes.

                2. No.

        2. No.

17. We would like to ask you again to indicate whether you agree or disagree with the following statements and to what extent on a scale »1« (I completely disagree) to »5« (I completely agree).

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. If I had to decide again I would choose this tourist destination again.						
2. I will recommend this tourist destination to my friends and relatives.						
3. I will return to this tourist destination.						
4. I feel at home in this tourist destination.						

Now a few questions about your holiday or travel:

18. Who is accompanying you on your current visit to this tourist destination? *(mark the appropriate answer)*

        1. No one.

        2. Partner.

        3. Family and/or relatives. → How many children under the age of 15 are accompanying you?__

        4. Friends.

        5. Co-workers.

        6. Business partners.

        7. Other, what:

19. When did you decide to stay at this tourist destination? (*mark the appropriate answer*)
>   1. Less than a month ago.
>   2. 1 to 3 months ago.
>   3. More than 3 months ago. → *Please continue with question 20.*

19a. Was it a last minute offer? (*mark the appropriate answer*)
>   1. Yes.
>   2. No.

20. How often do you go on holidays lasting at least 5 days? (*mark the appropriate answer*)
>   1. Every few years.
>   2. Once a year.
>   3. Several times (2-4 times) a year.
>   4. More than 4 times a year.

21. How much do you plan to spend <u>per person</u> during your visit to this tourist destination on the following items?

Transportation (plane ticket, bus ticket, taxi, etc.).	Approx.
Accommodation.	Approx.
Restaurants, cafés.	Approx.
Souvenirs.	Approx.
Food (not in restaurants).	Approx.
Other shopping.	Approx.
Entertainment, entrance fees (theatre, cinema, exhibitions,	Approx.
Other expenses.	Approx.
TOTAL expenditure (only if undividable).	Approx.

22. Do you expect your expenses whilst staying at this tourist destination to be: *(mark the appropriate answer)*

>   1. Within what was planned.
>   2. Higher than planned.
>   3. Lower than planned.

<u>For the very end, a few questions about you.</u>

23. Please, name your country of residence: _____

24. What is your employment status? *(mark the appropriate answer)*
>   1. Employed.
>   2. Self-employed.
>   3. Unemployed.
>   4. Retired / renter.
>   5. Student / pupil.
>   6. Other, what: _____

25. Year of birth: _____

26. Gender *(mark the appropriate answer):*
>   1. Male.
>   2. Female.

Thank you very much for your time and answers!

Appendix E: Computer Data Using the SPSS Analytical Software Package

Frequencies

Table E.1. Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	88	45,1	45,4	45,4
Valid	Female	106	54,4	54,6	100,0
	Total	194	99,5	100,0	
Missing	99	1	,5		
Total		195	100,0		

Table E.2. Age Groups

Age Groups		Frequency	Percent	Valid Percent	Cumulative Percent
	18-25	16	8,2	8,2	8,2
	26-35	46	23,6	23,6	31,8
	36-45	47	24,1	24,1	55,9
Valid	46-55	35	17,9	17,9	73,8
	56-65	28	14,4	14,4	88,2
	66+	23	11,8	11,8	100,0
	Total	195	100,0	100,0	

Table E.3. Economic Status

Economic Status		Frequency	Percent	Valid Percent	Cumulative Percent
	Employed	135	69,2	72,2	72,2
Valid	Retired	31	15,9	16,6	88,8
	Students	21	10,8	11,2	100,0
	Total	187	95,9	100,0	
Missing	System	8	4,1		
Total		195	100,0		

Table E.4. Slovenians and Foreigners

Slovenians and Foreigners		Frequency	Percent	Valid Percent	Cumulative Percent
	Slovenians	146	74,9	74,9	74,9
Valid	Foreigners	49	25,1	25,1	100,0
	Total	195	100,0	100,0	

Table E.5. Country of Origin

Country of Origin		Frequency	Percent	Valid Percent	Cumulative Percent
	Slovenia	146	74,9	74,9	74,9
	Germany	11	5,6	5,6	80,5
	Italy	4	2,1	2,1	82,6
	Hungary	2	1,0	1,0	83,6
	Austria	13	6,7	6,7	90,3
Valid	Croatia	3	1,5	1,5	91,8
	Norway	2	1,0	1,0	92,8
	Serbia	7	3,6	3,6	96,4
	USA	3	1,5	1,5	97,9
	Canada	4	2,1	2,1	100,0
	Total	195	100,0	100,0	

Table E.6. How did you Arrive to Slovenia?

Type of Arrival to Slovenia		Frequency	Percent	Valid Percent	Cumulative Percent
	By car	173	88,7	88,7	88,7
	By bus	12	6,2	6,2	94,9
	Low-cost airline	1	,5	,5	95,4
Valid	Major airline	7	3,6	3,6	99,0
	By train	1	,5	,5	99,5
	Other	1	,5	,5	100,0
	Total	195	100,0	100,0	

Table E.7. Where did you hear about this Tourist Destination?

Where did you hear about this Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
	0	1	0,5	0,5	0,5
	I already knew of it	125	64,1	64,4	64,9
	Internet	28	14,4	14,4	79,4
	Friends and relatives	23	11,8	11,9	91,2
Valid	Media	3	1,5	1,5	92,8
	Part of travel package	4	2,1	2,1	94,8
	Other	10	5,1	5,2	100,0
	Total	194	99,5	100,0	
Missing	99	1	0,5		
Total		195	100,0		

Table E.8. Is this your First Visit to this Dourist Destination?

First Visit to this Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
	No	142	72,8	72,8	72,8
Valid	Yes	53	27,2	27,2	100,0
	Total	195	100,0	100,0	

Table E.9. How many Times have you Visited this Tourist Destination in the Past?

How many Times have you Visited this Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
	1	11	5,6	8,6	8,6
	2	22	11,3	17,2	25,8
	3	17	8,7	13,3	39,1
	4	5	2,6	3,9	43,0
	5	14	7,2	10,9	53,9
	6	8	4,1	6,3	60,2
	7	3	1,5	2,3	62,5
	8	4	2,1	3,1	65,6
	9	1	0,5	0,8	66,4
Valid	10	7	3,6	5,5	71,9
	12	1	0,5	0,8	72,7
	15	15	7,7	11,7	84,4
	20	7	3,6	5,5	89,8
	22	2	1,0	1,6	91,4
	30	6	3,1	4,7	96,1
	35	1	0,5	0,8	96,9
	50	3	1,5	2,3	99,2
	100	1	0,5	0,8	100,0
	Total	128	65,6	100,0	
Missing	System	67	34,4		
Total		195	100,0		

Table E.10. How many Nights do you Plan to Stay at the Destination?

How many Nights do you Plan to Stay at the Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	11,8	12,9	12,9
	2	55	28,2	30,9	43,8
	3	22	11,3	12,4	56,2
	4	19	9,7	10,7	66,9
	5	10	5,1	5,6	72,5
	6	9	4,6	5,1	77,5
	7	11	5,6	6,2	83,7
	8	1	0,5	0,6	84,3
	9	1	0,5	0,6	84,8
	10	1	0,5	0,6	85,4
	11	1	0,5	0,6	86,0
	12	8	4,1	4,5	90,4
	13	1	0,5	0,6	91,0
	14	12	6,2	6,7	97,8
	24	3	1,5	1,7	99,4
	30	1	0,5	0,6	100,0
	Total	178	91,3	100,0	
Missing	99	17	8,7		
Total		195	100,0		

Table E.11. Who is Accompanying you on your Current Visit to this Tourist Destination?

Who is Accompanying you on your Current Visit to this Tourist Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No one	20	10,3	10,3	10,3
	Partner	80	41,0	41,0	51,3
	Family/Relatives	46	23,6	23,6	74,9
	Friends	31	15,9	15,9	90,8
	Co-workers	10	5,1	5,1	95,9
	Business partners	4	2,1	2,1	97,9
	Other	4	2,1	2,1	100,0
	Total	195	100,0	100,0	

Table E.12. How many Children under the Age of 15 are Accompanying you?

How many Children under the Age of 15 are Accompanying you?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	6,2	35,3	35,3
	2	20	10,3	58,8	94,1
	3	1	0,5	2,9	97,1
	4	1	0,5	2,9	100,0
	Total	34	17,4	100,0	
	99	140	71,8		
Missing	System	21	10,8		
	Total	161	82,6		
Total		195	100,0		

Table E.13. When did you Decide to Stay at this Tourist Destination?

When did you Decide to Stay at this Tourist Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a month ago	79	40,5	40,9	40,9
	1 to 3 months ago	69	35,4	35,8	76,7
	More than 3 months ago	45	23,1	23,3	100,0
	Total	193	99,0	100,0	
	99	1	0,5		
Missing	System	1	0,5		
	Total	2	1,0		
Total		195	100,0		

Table E.14. Was it a Last Minute Offer?

Was it a Last Minute Offer?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	13,3	13,3	13,3
	No	167	85,6	85,6	99,0
	99	2	1,0	1,0	100,0
	Total	195	100,0	100,0	

Table E.15. How Often do you go on Holidays Lasting at Least 5 Days?

How Often do you go on Holidays Lasting at Least 5 Days?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	1,0	1,0	1,0
	Every few years	26	13,3	13,5	14,5
	Once a year	164	84,1	85,0	99,5
	More than 4 times a year	1	0,5	0,5	100,0
	Total	193	99,0	100,0	
Missing	99	2	1,0		
Total		195	100,0		

Table E.16. Expenditures on Transportation (Plane Ticket, Bus Ticket, Taxi, etc.)

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	9	4,6	10,2	10,2
	15	4	2,1	4,5	14,8
	20	14	7,2	15,9	30,7
	30	14	7,2	15,9	46,6
	35	1	0,5	1,1	47,7
	36	1	0,5	1,1	48,9
	40	6	3,1	6,8	55,7
	50	16	8,2	18,2	73,9
	60	3	1,5	3,4	77,3
	70	4	2,1	4,5	81,8
	100	5	2,6	5,7	87,5
	160	3	1,5	3,4	90,9
	250	1	0,5	1,1	92,0
	300	4	2,1	4,5	96,6
	600	1	0,5	1,1	97,7
	1000	1	0,5	1,1	98,9
	1200	1	0,5	1,1	100,0
	Total	88	45,1	100,0	
Missing	System	107	54,9		
Total		195	100,0		

Table E.17. Expenditures on Accommodation

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	4	2,1	4,5	4,5
	30	2	1,0	2,3	6,8
	40	1	0,5	1,1	8,0
	45	2	1,0	2,3	10,2
	50	6	3,1	6,8	17,0
	60	3	1,5	3,4	20,5
	70	2	1,0	2,3	22,7
	72	2	1,0	2,3	25,0
	80	6	3,1	6,8	31,8
	90	1	0,5	1,1	33,0
	100	18	9,2	20,5	53,4
	120	6	3,1	6,8	60,2
	150	8	4,1	9,1	69,3
	160	1	,5	1,1	70,5
	170	1	,5	1,1	71,6
	200	5	2,6	5,7	77,3
	250	2	1,0	2,3	79,5
	300	6	3,1	6,8	86,4
	350	2	1,0	2,3	88,6
	400	1	0,5	1,1	89,8
	420	1	0,5	1,1	90,9
	500	1	0,5	1,1	92,0
	600	4	2,1	4,5	96,6
	700	1	0,5	1,1	97,7
	1200	1	0,5	1,1	98,9
	1400	1	0,5	1,1	100,0
	Total	88	45,1	100,0	
Missing	System	107	54,9		
Total		195	100,0		

Table E.18. Expenditures on Restaurants, Cafés

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
	5	2	1,0	2,1	2,1
	10	11	5,6	11,7	13,8
	15	2	1,0	2,1	16,0
	20	16	8,2	17,0	33,0
	25	4	2,1	4,3	37,2
	30	3	1,5	3,2	40,4
	40	6	3,1	6,4	46,8
	50	13	6,7	13,8	60,6
	60	5	2,6	5,3	66,0
Valid	70	1	0,5	1,1	67,0
	80	2	1,0	2,1	69,1
	84	1	0,5	1,1	70,2
	90	1	0,5	1,1	71,3
	100	16	8,2	17,0	88,3
	150	2	1,0	2,1	90,4
	200	7	3,6	7,4	97,9
	500	1	0,5	1,1	98,9
	840	1	0,5	1,1	100,0
	Total	94	48,2	100,0	
Missing	System	101	51,8		
Total		195	100,0		

Table E.19. Expenditures on Souvenirs

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
	5	3	1,5	10,3	10,3
	10	7	3,6	24,1	34,5
	20	7	3,6	24,1	58,6
	30	3	1,5	10,3	69,0
Valid	40	3	1,5	10,3	79,3
	50	4	2,1	13,8	93,1
	90	1	0,5	3,4	96,6
	150	1	0,5	3,4	100,0
	Total	29	14,9	100,0	
Missing	System	166	85,1		
Total		195	100,0		

Table E.20. Expenditures on Food (Not in Restaurants)

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	5	2,6	7,2	7,2
	10	13	6,7	18,8	26,1
	15	1	,5	1,4	27,5
	20	12	6,2	17,4	44,9
	30	3	1,5	4,3	49,3
	40	9	4,6	13,0	62,3
	50	10	5,1	14,5	76,8
	80	3	1,5	4,3	81,2
	100	9	4,6	13,0	94,2
	150	1	0,5	1,4	95,7
	180	1	0,5	1,4	97,1
	200	2	1,0	2,9	100,0
	Total	69	35,4	100,0	
Missing System		126	64,6		
Total		195	100,0		

Table E.21. Expenditures on Shopping

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	1,0	5,1	5,1
	10	5	2,6	12,8	17,9
	20	7	3,6	17,9	35,9
	30	3	1,5	7,7	43,6
	48	1	,5	2,6	46,2
	50	16	8,2	41,0	87,2
	80	2	1,0	5,1	92,3
	100	1	,5	2,6	94,9
	360	1	,5	2,6	97,4
	600	1	,5	2,6	100,0
	Total	39	20,0	100,0	
Missing	System	156	80,0		
Total		195	100,0		

Table E.22. Expenditures on Entertainment, Entrance Fees (Theatre, Cinema, Exhibitions, Museum…)

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	1,0	8,0	8,0
	10	5	2,6	20,0	28,0
	20	5	2,6	20,0	48,0
	30	1	,5	4,0	52,0
	50	7	3,6	28,0	80,0
	100	4	2,1	16,0	96,0
	150	1	,5	4,0	100,0
	Total	25	12,8	100,0	
Missing	System	170	87,2		
Total		195	100,0		

Table E.23. Other Expenses

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	,5	2,2	2,2
	10	3	1,5	6,7	8,9
	20	5	2,6	11,1	20,0
	30	5	2,6	11,1	31,1
	50	7	3,6	15,6	46,7
	70	1	,5	2,2	48,9
	100	9	4,6	20,0	68,9
	200	1	,5	2,2	71,1
	250	2	1,0	4,4	75,6
	300	3	1,5	6,7	82,2
	400	5	2,6	11,1	93,3
	420	2	1,0	4,4	97,8
	470	1	,5	2,2	100,0
	Total	45	23,1	100,0	
Missing	System	150	76,9		
Total		195	100,0		

Table E.24 Total Expenditures

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
	10	1	,5	,6	,6
	20	1	,5	,6	1,2
	30	4	2,1	2,4	3,6
	40	3	1,5	1,8	5,4
	50	3	1,5	1,8	7,2
	55	1	,5	,6	7,8
	70	1	,5	,6	8,4
	90	3	1,5	1,8	10,2
	95	1	,5	,6	10,8
	100	5	2,6	3,0	13,8
	110	3	1,5	1,8	15,6
	120	1	,5	,6	16,2
	130	1	,5	,6	16,8
	140	2	1,0	1,2	18,0
	147	1	,5	,6	18,6
	150	3	1,5	1,8	20,4
	160	2	1,0	1,2	21,6
	172	1	,5	,6	22,2
Valid	180	1	,5	,6	22,8
	190	1	,5	,6	23,4
	200	16	8,2	9,6	32,9
	210	4	2,1	2,4	35,3
	220	1	,5	,6	35,9
	230	2	1,0	1,2	37,1
	240	6	3,1	3,6	40,7
	245	2	1,0	1,2	41,9
	250	8	4,1	4,8	46,7
	255	1	,5	,6	47,3
	260	1	,5	,6	47,9
	270	2	1,0	1,2	49,1
	280	1	,5	,6	49,7
	288	1	,5	,6	50,3
	290	1	,5	,6	50,9
	295	1	,5	,6	51,5
	300	1	,5	,6	52,1
	310	1	,5	,6	52,7
	320	3	1,5	1,8	54,5

(table continues)

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EURO	Frequency	Percent	Valid Percent	Cumulative
330	1	,5	,6	56,3
350	2	1,0	1,2	57,5
365	1	,5	,6	58,1
400	15	7,7	9,0	67,1
410	1	,5	,6	67,7
420	3	1,5	1,8	69,5
430	1	,5	,6	70,1
440	1	,5	,6	70,7
450	4	2,1	2,4	73,1
460	2	1,0	1,2	74,3
470	1	,5	,6	74,9
480	1	,5	,6	75,4
500	4	2,1	2,4	77,8
510	2	1,0	1,2	79,0
520	1	,5	,6	79,6
540	1	,5	,6	80,2
550	3	1,5	1,8	82,0
600	3	1,5	1,8	83,8
670	1	,5	,6	84,4
700	1	,5	,6	85,0
750	2	1,0	1,2	86,2
800	2	1,0	1,2	87,4
950	1	,5	,6	88,0
990	1	,5	,6	88,6
1000	10	5,1	6,0	94,6
1100	1	,5	,6	95,2
1120	1	,5	,6	95,8
1130	2	1,0	1,2	97,0
1380	1	,5	,6	97,6
1400	1	,5	,6	98,2
1440	1	,5	,6	98,8
1690	1	,5	,6	99,4
2300	1	,5	,6	100,0
Total	167	85,6	100,0	
Missing System	28	14,4		
Total	195	100,0		

Table E.25. Do you Expect your Expenses whilst Staying at this Tourist Destination to be…?

EURO		Frequency	Percent	Valid Percent	Cumulative Percent
	Within what was planned	151	77,4	82,5	82,5
Valid	Higher than planned	25	12,8	13,7	96,2
	Lower than planned	7	3,6	3,8	100,0
	Total	183	93,8	100,0	
Missing	99	12	6,2		
Total		195	100,0		

Table E.26. Have you had any Reason to Complain Since you have been
Staying in this Tourist Destination?

Have you had any Reason to Complain?		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	29	14,9	15,0	15,0
Valid	No	164	84,1	85,0	100,0
	Total	193	99,0	100,0	
Missing	99	2	1,0		
Total		195	100,0		

Table E.27. Have you Filled a Complaint?

Have you Filled a Complaint?		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	14	7,2	48,3	48,3
Valid	No	15	7,7	51,7	100,0
	Total	29	14,9	100,0	
	99	163	83,6		
Missing	System	3	1,5		
	Total	166	85,1		
Total		195	100,0		

Table E.28. Have you had any Reason to Praise this Tourist Destination Since the Beginning of your Stay

Have you had Reasons to Praise the Destination?		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	138	70,8	73,0	73,0
Valid	No	51	26,2	27,0	100,0
	Total	189	96,9	100,0	
Missing	99	6	3,1		
Total		195	100,0		

Table E.29.Have you Expressed your Compliment?

Have you Expressed your Compliment?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	39,0	59,4	59,4
	No	52	26,7	40,6	100,0
	Total	128	65,6	100,0	
Missing	99	64	32,8		
	System	3	1,5		
	Total	67	34,4		
Total		195	100,0		

Table E.30. What is your Current Status?

What is your Current Status?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	126	64,6	64,9	64,9
	Self-employed	9	4,6	4,6	69,6
	Unemployed	3	1,5	1,5	71,1
	Retired/renter	31	15,9	16,0	87,1
	Student/pupil	21	10,8	10,8	97,9
	Other	4	2,1	2,1	100,0
	Total	194	99,5	100,0	
Missing	99	1	,5		
Total		195	100,0		

Table E.31. What are the Main Reasons for your Visit to this Tourist Destination?

The Main Reasons for your Visit?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest and relaxation	93	47,7	47,7	47,7
	Visiting relatives and friends	8	4,1	4,1	51,8
	Business reasons	8	4,1	4,1	55,9
	Conference/Congress	6	3,1	3,1	59,0
	Culture	2	1,0	1,0	60,0
	Fun	6	3,1	3,1	63,1
	Sports and recreation	43	22,1	22,1	85,1
	Health	23	11,8	11,8	96,9
	Religious reasons	4	2,1	2,1	99,0
	Other	2	1,0	1,0	100,0
	Total	195	100,0	100,0	

Table E.32. General Image

General Image	N	Minimum	Maximum	Mean	Std. Deviation
1. I think most people have a positive opinion about this tourist destination.	186	3	5	4,47	,617
2. The staff at this tourist destination is friendly towards the guests.	189	2	5	4,58	,610
3. This tourist destination has a unique image.	188	1	5	4,26	,895
4. I think this tourist destination is popular.	187	2	5	4,36	,722
5. The staff at this tourist destination always puts guests first.	188	1	5	4,40	,757
6. This tourist destination respects the natural environment.	187	3	5	4,52	,599
Valid N (listwise)	185				

Table 5.33. Importance of Attributes

Importance of Attributes	N	Minimum	Maximum	Mean	Std. Deviation
1. Personal safety and security.	183	1	5	4,61	,739
2. The destination can be easily reached.	182	1	5	4,46	,890
3. Overall cleanliness of the destination.	185	1	5	4,59	,678
4. Unspoiled nature.	181	1	5	4,56	,747
5. Climate conditions.	173	1	5	4,42	,843
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).	179	1	5	3,76	1,138
7. The quality of the accommodation (hotel, motel, apartment...).	181	1	5	4,41	,774
8. Friendliness of the local people.	177	1	5	4,56	,681
9. Organisation of the local transportation services.	161	1	5	3,95	1,166
10. The offer of the local cuisine.	172	1	5	4,27	,824
11. Possibilities for shopping.	177	1	5	3,50	1,310
12. Night life and entertainment.	175	1	5	3,34	1,307

(table continues)

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Importance of Attributes	N	Minimum	Maximum	Mean	Std. Deviation
13. Opportunity for rest.	172	1	5	4,48	,882
14. Availability of sport facilities and recreational activities.	179	1	5	4,28	,895
15. Offer of cultural and other events.	170	1	5	3,56	1,231
16. Wellness offer.	171	1	5	4,13	1,099
17. Thermal Spa offer.	172	1	5	4,09	1,139
18. Casino and gambling offer.	167	1	5	2,60	1,560
19. Conference offer.	161	1	5	2,84	1,583
Valid N (listwise)	134				

Table E.34. Performance of Attributes

Performance of Attributes	N	Minimum	Maximum	Mean	Std. Deviation
1. Personal safety and security.	170	2	5	4,55	,689
2. The destination can be easily reached.	171	0	5	4,48	,792
3. Overall cleanliness of the destination.	172	2	5	4,44	,642
4. Unspoiled nature.	170	2	5	4,53	,706
5. Climate conditions.	167	1	5	4,40	,828
6. Diversity of cultural/historical attractions (architecture, tradition and customs...).	158	1	5	3,95	,929
7. The quality of the accommodation (hotel, motel, apartment...).	170	1	5	4,30	,798
8. Friendliness of the local people.	155	3	5	4,56	,646
9. Organisation of the local transportation services.	116	1	5	4,03	1,042
10. The offer of local cuisine.	157	1	5	4,24	,796
11. Possibilities for shopping.	162	0	5	3,41	1,303
12. Night life and entertainment.	153	1	5	3,41	1,195
13. Opportunity for rest.	163	1	5	4,51	,789
14. Availability of sport facilities and recreational activities.	163	1	5	4,41	,784
15. Offer of cultural and other events.	145	1	5	3,62	1,087

(table continues)

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(continued)

Performance of Attributes	N	Minimum	Maximum	Mean	Std. Deviation
16. Thermal Spa offer.	161	1	5	4,27	,886
17. Wellness offer.	156	1	5	4,31	,914
18. Casino and gambling offer.	127	1	5	2,87	1,471
19. Conference offer.	131	1	5	3,47	1,399
Valid N (listwise)	87				

Table E.35. General Quality of the Destination

General Quality	N	Minimum	Maximum	Mean	Std. Deviation
General quality of this tourist destination offer is...	193	1	5	4,19	,719
Valid N (listwise)	193				

Table E.36. Perceived Prices at the Destination

Perceived Prices at the Destination	N	Minimum	Maximum	Mean	Std. Deviation
1. Making a booking at this tourist destination was easy.	159	1	98	5,19	7,459
2. The price of R&B/half board/full board in this tourist destination is reasonable.	162	2	98	5,04	7,411
3. The prices of additional offer at this tourist destination (i.e., prices of food and drink, prices of souvenirs, prices of beauty and relaxing programmes) are favourable.	163	1	98	4,69	7,433
Valid N (listwise)	158				

Table E.37. Perceived Value

Perceived Value	N	Minimum	Maximum	Mean	Std. Deviation
Overall, staying in this tourist destination has been very valuable to me.	190	1	5	4,43	,743
I have gained a lot of new knowledge and experiences in this tourist destination.	187	1	5	3,61	1,201
Staying at this tourist destination is worth EURO paid.	187	1	5	4,27	,832
Valid N (listwise)	182				

Table E.38. Overall Satisfaction

Overall Satisfaction	N	Minimum	Maximum	Mean	Std. Deviation
What is your overall satisfaction with your visit to this tourist destination?	192	3	5	4,48	,622
Valid N (listwise)	192				

Table E.39. Satisfaction

Satisfaction	N	Minimum	Maximum	Mean	Std. Deviation
I am pleased that I decided to visit this tourist destination.	187	3	5	4,54	,624
The visit to this tourist destination exceeded my expectations.	190	1	5	3,83	,967
I will speak highly of this tourist destination to my friends and colleagues.	190	1	5	4,43	,715
Valid N (listwise)	184				

Table 5.40. Loyalty

Loyalty	N	Minimum	Maximum	Mean	Std. Deviation
1. If I had to decide again I would choose this tourist destination again.	192	1	5	4,43	,816
2. I will recommend this tourist destination to my friends and relatives.	193	1	5	4,43	,755
3. I will return to this tourist destination.	189	1	5	4,49	,769
4. I feel at home in this tourist destination.	191	1	5	4,04	1,144
Valid N (listwise)	188				

Table E.41. Expenditures

Expenditures approx. in EURO	N	Minimum	Maximum	Mean	Std. Deviation
Transportation (plane ticket, bus ticket, taxi, etc.).	88	10	1200	86,94	178,970
2. Accommodation.	88	20	1400	189,48	226,657
3. Restaurants, cafés.	94	5	840	73,34	105,807
4.Souvenirs.	29	5	150	30,17	30,044
5. Food (not in restaurants).	69	5	200	46,81	45,608
6. Other shopping.	39	5	600	60,46	104,904
7. Entertainment, entrance fees (theatre, cinema, exhibitions, museum...	25	5	150	43,60	38,690
8. Other expenses	45	5	470	144,78	149,598
9. TOTAL expenditures (only if undividable)	167	10	2300	401,45	354,290
Valid N (listwise)	3				

t-tests

Table E.42. Paired Samples Test – Importance and Performance of Attributes

Paired Sample Test		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	1. Personal safety and security.	,072	,733	,057	-,040	,184	1,267	166	,207
Pair 2	2. The destination can be easily reached.	,024	,906	,070	-,114	,161	,340	168	,735
Pair 3	3. Overall cleanliness of the destination.	,195	,734	,056	,084	,307	3,458	168	,001
Pair 4	4. Unspoiled nature.	,078	,794	,062	-,043	,200	1,271	165	,206
Pair 5	5. Climate conditions.	,050	,933	,074	-,096	,196	,680	158	,498
Pair 6	6. Diversity of cultural/historical attractions (architecture, tradition and customs…).	-,163	1,054	,085	-,332	,005	1,917	152	,057
Pair 7	7. The quality of the accommodation (hotel, motel, apartment...).	,133	1,027	,080	-,025	,291	1,667	164	,097
Pair 8	8. Friendliness of the local people.	,013	,739	,060	-,106	,132	,220	150	,826
Pair 9	9. Organisation of the local transportation services.	,133	,950	,089	-,044	,310	1,486	112	,140
Pair 10	10. The offer of the local cuisine.	,072	,950	,077	-,080	,225	,939	151	,349
Pair 11	11. Possibilities for shopping.	,148	1,395	,112	-,073	,370	1,325	154	,187
Pair 12	12. Night life and entertainment.	,131	1,324	,110	-,086	,348	1,192	144	,235
Pair 13	13. Opportunity for rest.	,006	,755	,060	-,113	,125	,106	156	,916
Pair 14	14. Availability of sport facilities and recreational activities.	-,089	,899	,071	-,230	,053	1,240	157	,217
Pair 15	15. Offer of cultural and other events.	,022	,900	,077	-,130	,173	,284	137	,777
Pair 16	16. Wellness offer. - 17. Wellness offer.	-,075	1,031	,085	-,244	,093	-,883	145	,379
Pair 17	17. Thermal Spa offer.	-,160	1,056	,086	-,330	,010	1,856	149	,065
Pair 18	18. Casino and gambling offer. - 18. Casino and gambling offer.	-,050	1,015	,092	-,232	,133	-,537	120	,592
Pair 19	19. Conference offer. - 19. Conference offer.	-,464	1,161	,104	-,670	-,258	4,469	124	,000

Table E.43. Independent Samples Test between Genders on Importance of Attributes

Indepent Sample Test between Genders on Importance of Attributes		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
1. Personal safety and security.	Equal variances assumed	18,157	,000	-2,870	181	,005	-,310	,108	-,523	-,097
	Equal variances not assumed			-2,752	136,598	,007	-,310	,113	-,533	-,087
2. The destination can be easily reached.	Equal variances assumed	3,789	,053	-1,256	180	,211	-,167	,133	-,429	,095
	Equal variances not assumed			-1,231	153,505	,220	-,167	,136	-,435	,101
3. Overall cleanliness of the destination.	Equal variances assumed	,146	,702	-,165	183	,869	-,017	,101	-,215	,182
	Equal variances not assumed			-,164	169,012	,870	-,017	,101	-,217	,183
4. Unspoiled nature.	Equal variances assumed	,406	,525	,410	179	,683	,046	,112	-,176	,268
	Equal variances not assumed			,412	169,777	,681	,046	,112	-,174	,267
5. Climate conditions.	Equal variances assumed	1,641	,202	1,262	171	,209	,163	,129	-,092	,417
	Equal variances not assumed			1,278	167,637	,203	,163	,127	-,089	,414
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).	Equal variances assumed	7,500	,007	-3,341	177	,001	-,558	,167	-,888	-,229
	Equal variances not assumed			-3,233	140,592	,002	-,558	,173	-,900	-,217
7. The quality of the accommodation (hotel, motel, apartment...).	Equal variances assumed	1,432	,233	-1,933	179	,055	-,223	,115	-,450	,005
	Equal variances not assumed			-1,891	150,594	,061	-,223	,118	-,456	,010
8. Friendliness of the local people.	Equal variances assumed	2,155	,144	,778	175	,438	,081	,104	-,124	,285
	Equal variances not assumed			,803	174,445	,423	,081	,100	-,117	,278
9. Organisation of the local transportation services.	Equal variances assumed	3,012	,085	-1,608	159	,110	-,298	,186	-,665	,068
	Equal variances not assumed			-1,576	131,359	,118	-,298	,189	-,673	,076
10. The offer of the local cuisine.	Equal variances assumed	,260	,611	-1,065	170	,289	-,136	,127	-,387	,116
	Equal variances not assumed			-1,055	148,021	,293	-,136	,128	-,389	,118
11. Possibilities for shopping.	Equal variances assumed	,547	,460	,906	175	,366	,181	,200	-,213	,575
	Equal variances not assumed			,912	161,065	,363	,181	,198	-,211	,573
12. Night life and entertainment.	Equal variances assumed	,327	,568	,240	173	,811	,048	,200	-,348	,444
	Equal variances not assumed			,242	162,249	,809	,048	,199	-,344	,440
13. Opportunity for rest.	Equal variances assumed	,638	,426	,659	170	,511	,090	,136	-,179	,359

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(table continues)

Indepent Sample Test between Genders on Importance of Attributes		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
	Equal variances not assumed			,672	164,618	,503	,090	,134	-,174	,354	
14. Availability of sport facilities and recreational activities.	Equal variances assumed	,003	,957	-,926	177	,355	-,125	,135	-,391	,141	
	Equal variances not assumed			-,928	168,729	,355	-,125	,134	-,390	,141	
15. Offer of cultural and other events.	Equal variances assumed	,458	,500	-,351	168	,726	-,067	,191	-,444	,310	
	Equal variances not assumed			-,346	146,411	,730	-,067	,194	-,450	,316	
16. Wellness offer.	Equal variances assumed	,155	,694	,385	169	,701	,066	,171	-,271	,402	
	Equal variances not assumed			,383	149,640	,703	,066	,172	-,273	,405	
17. Thermal Spa offer.	Equal variances assumed	2,236	,137	-,590	170	,556	-,104	,176	-,451	,243	
	Equal variances not assumed			-,570	132,565	,570	-,104	,182	-,465	,257	
18. Casino and gambling offer.	Equal variances assumed	1,598	,208	,913	165	,363	,223	,245	-,260	,707	
	Equal variances not assumed			,899	140,610	,370	,223	,248	-,268	,714	
19. Conference offer.	Equal variances assumed	,008	,928	1,126	159	,262	,286	,254	-,216	,788	
	Equal variances not assumed			1,123	136,175	,263	,286	,255	-,218	,790	

Table E.44. Independent t-test between Genders on Performance of Attributes

Independent t-test between Genders on Performance ofAttributes		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
1. Personal safety and security.	Equal variances assumed	11,604	,001	-2,153	168	,033	-,227	,105	-,435	-,019	
	Equal variances not assumed			-2,057	123,924	,042	-,227	,110	-,445	-,009	
2. The destination can be easily reached.	Equal variances assumed	12,331	,001	-1,463	169	,145	-,178	,122	-,419	,062	
	Equal variances not assumed			-1,373	112,312	,172	-,178	,130	-,436	,079	
3. Overall cleanliness of the destination.	Equal variances assumed	,177	,674	-,033	170	,973	-,003	,099	-,199	,192	
	Equal variances not assumed			-,034	163,697	,973	-,003	,098	-,197	,191	
4. Unspoiled nature.	Equal variances assumed	1,431	,233	,939	168	,349	,102	,109	-,113	,318	
	Equal variances not assumed			,952	165,595	,343	,102	,108	-,110	,315	
5. Climate conditions.	Equal variances assumed	4,555	,034	1,463	165	,145	,188	,129	-,066	,442	
	Equal variances not assumed			1,505	164,930	,134	,188	,125	-,059	,435	
6. Diversity of cultural/historical attractions (architecture, tradition and customs...).	Equal variances assumed	,016	,899	,437	156	,662	,065	,149	-,229	,360	
	Equal variances not assumed			,440	150,726	,661	,065	,148	-,228	,359	
7. The quality of the accommodation (hotel, motel, apartment...).	Equal variances assumed	,223	,637	-,483	168	,630	-,060	,124	-,304	,184	
	Equal variances not assumed			-,488	164,384	,626	-,060	,122	-,301	,182	

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Independent t-test between Genders on Performance ofAttributes		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
8. Friendliness of the local people.	Equal variances assumed	6,825	,010	1,945	153	,054	,201	,103	-,003	,405
	Equal variances not assumed			1,975	152,791	,050	,201	,102	,000	,402
9. Organisation of the local transportation services.	Equal variances assumed	,095	,758	,317	114	,752	,063	,197	-,328	,453
	Equal variances not assumed			,316	99,930	,753	,063	,198	-,330	,455
10. The offer of local cuisine.	Equal variances assumed	1,543	,216	-,190	155	,850	-,024	,128	-,278	,229
	Equal variances not assumed			-,192	153,416	,848	-,024	,127	-,274	,226
11. Possibilities for shopping.	Equal variances assumed	1,686	,196	,460	160	,646	,095	,206	-,312	,502
	Equal variances not assumed			,455	144,768	,650	,095	,209	-,318	,508
12. Night life and entertainment.	Equal variances assumed	1,675	,198	-,573	151	,567	-,111	,194	-,495	,272
	Equal variances not assumed			-,577	150,634	,565	-,111	,193	-,492	,270
13. Opportunity for rest.	Equal variances assumed	,014	,907	-,433	161	,666	-,054	,125	-,300	,192
	Equal variances not assumed			-,437	158,950	,663	-,054	,123	-,297	,190
14. Availability of sport facilities and recreational activities.	Equal variances assumed	,043	,836	-,166	161	,869	-,020	,124	-,264	,223
	Equal variances not assumed			-,164	151,779	,870	-,020	,124	-,266	,225
15. Offer of cultural and other events.	Equal variances assumed	,589	,444	-,359	143	,720	-,065	,182	-,425	,294
	Equal variances not assumed			-,355	129,590	,723	-,065	,184	-,430	,299
16. Thermal Spa offer.	Equal variances assumed	,968	,327	-,398	159	,691	-,056	,141	-,334	,222
	Equal variances not assumed			-,389	135,798	,698	-,056	,144	-,341	,228
17. Wellness offer.	Equal variances assumed	,006	,939	-,118	154	,906	-,017	,148	-,310	,275
	Equal variances not assumed			-,118	144,578	,906	-,017	,148	-,311	,276
18. Casino and gambling offer.	Equal variances assumed	,086	,770	1,853	125	,066	,487	,263	-,033	1,008
	Equal variances not assumed			1,862	111,767	,065	,487	,262	-,031	1,006
19. Conference offer.	Equal variances assumed	2,664	,105	1,906	129	,059	,472	,247	-,018	,961
	Equal variances not assumed			1,955	118,238	,053	,472	,241	-,006	,949

Table E.45. Independent Samples Test between Genders on General Quality

Independent Samples Test between Genders on General Quality		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
General quality of this tourist destination offer is...	Equal variances assumed	4,689	,032	-,155	190	,877	-,016	,104	-,221	,189
	Equal variances not assumed			-,156	187,211	,876	-,016	,103	-,220	,188

Table E.46.Independent Samples Test Between Genders on Perceived Prices

Independent Samples Test Between Genders on Perceived Prices		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
1. Making a booking at this tourist destination was easy.	Equal variances assumed	2,373	,125	,910	157	,364	1,077	1,184	-1,262	3,415	
	Equal variances not assumed			,893	77,887	,375	1,077	1,206	-1,325	3,479	
2. The price of R&B/half board/full board in this tourist destination is reasonable.	Equal variances assumed	2,089	,150	,786	160	,433	,918	1,167	-1,387	3,222	
	Equal variances not assumed			,758	78,189	,451	,918	1,210	-1,492	3,327	
3. The prices of additional offer at this tourist destination (i.e., prices of food and drink, prices of souvenirs, prices of beauty and relaxing programmes) are favourable.	Equal variances assumed	1,711	,193	1,027	161	,306	1,197	1,165	-1,104	3,497	
	Equal variances not assumed			,997	79,791	,322	1,197	1,200	-1,192	3,586	

Table E.47.Independent Samples Test Between Genders on Perceived Value

Independent Samples Test Between Genders on Perceived Value		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Overall, staying in this tourist destination has been very valuable to me.	Equal variances assumed	,523	,471	-1,992	188	,048	-,214	,107	-,426	-,002	
	Equal variances not assumed			-1,966	170,589	,051	-,214	,109	-,429	,001	
I have gained a lot of new knowledge and experiences in this tourist destination.	Equal variances assumed	,293	,589	-,277	185	,782	-,049	,177	-,398	,300	
	Equal variances not assumed			-,275	172,990	,783	-,049	,178	-,401	,303	
Staying at this tourist destination is worth EURO paid.	Equal variances assumed	2,791	,097	1,367	185	,173	,166	,122	-,074	,406	
	Equal variances not assumed			1,388	183,974	,167	,166	,120	-,070	,403	

Table E.48. Independent Samples Test Between Genders on Overall Satisfaction

Independent Samples Test Between Genders on Overall Satisfaction		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
What is your overall satisfaction with your visit to this tourist destination?	Equal variances assumed	,021	,884	-,498	190	,619	-,045	,090	-,223	,133	
	Equal variances not assumed			-,498	183,094	,619	-,045	,090	-,223	,133	

Table E.48 Independent Samples Test of Loyalty between Genders

Independent Samples Test of Loyalty between Genders		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1. If I had to decide again I would choose this tourist destination again.	Equal variances assumed	,365	,547	,212	189	,833	,025	,119	-,210	,260
	Equal variances not assumed			,214	187,817	,831	,025	,118	-,208	,258
2. I will recommend this tourist destination to my friends and relatives.	Equal variances assumed	,393	,532	-1,076	190	,283	-,118	,110	-,334	,098
	Equal variances not assumed			-1,070	179,088	,286	-,118	,110	-,335	,099
3. I will return to this tourist destination.	Equal variances assumed	1,774	,185	-1,065	186	,288	-,120	,113	-,343	,102
	Equal variances not assumed			-1,063	178,112	,289	-,120	,113	-,343	,103
4. I feel at home in this tourist destination.	Equal variances assumed	,867	,353	,294	188	,769	,049	,167	-,281	,380
	Equal variances not assumed			,292	174,584	,770	,049	,169	-,284	,382

Table E.49. Independent Samples Test

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1. Transportation (plane ticket, bus ticket, taxi, etc.). Approx. (EURO)	Equal variances assumed	2,056	,155	,811	85	,420	31,626	38,986	-45,889	109,141
	Equal variances not assumed			,775	62,847	,441	31,626	40,791	-49,893	113,145
2. Accommodation. Approx. (EURO)	Equal variances assumed	4,893	,030	-1,103	85	,273	-55,740	50,552	-156,251	44,770
	Equal variances not assumed			-1,314	81,640	,193	-55,740	42,422	-140,137	28,656
3. Restaurants, cafés. Approx. (EURO)	Equal variances assumed	1,556	,215	-,439	91	,662	-9,880	22,532	-54,637	34,876
	Equal variances not assumed			-,499	78,052	,619	-9,880	19,805	-49,308	29,548
4. Souvenirs. Approx. (EURO)	Equal variances assumed	,000	,990	-,239	26	,813	-2,861	11,954	-27,432	21,710
	Equal variances not assumed			-,254	25,206	,801	-2,861	11,260	-26,041	20,320
5. Food (not in restaurants). Approx. (EURO)	Equal variances assumed	10,123	,002	-1,158	67	,251	-13,191	11,394	-35,934	9,552
	Equal variances not assumed			-1,373	66,071	,174	-13,191	9,607	-32,371	5,989
6. Other shopping. Approx. (EURO)	Equal variances assumed	,076	,785	-,024	37	,981	-,818	34,330	-70,378	68,742
	Equal variances not assumed			-,025	36,284	,980	-,818	32,618	-66,952	65,315
7. Entertainment, entrance fees (theatre, cinema, exhibitions, museum... Approx. (EURO)	Equal variances assumed	,001	,974	-,355	23	,726	-7,000	19,707	-47,767	33,767
	Equal variances not assumed			-,363	6,328	,729	-7,000	19,302	-53,642	39,642
8. Other expenses Approx. (EURO)	Equal variances assumed	,298	,588	-,032	43	,974	-1,481	46,047	-94,344	91,381
	Equal variances not assumed			-,031	33,187	,975	-1,481	47,298	-97,689	94,726
9. TOTAL expenditures (only if undividable Approx. (EURO)	Equal variances assumed	3,352	,069	-,770	164	,443	-42,801	55,607	-152,598	66,996
	Equal variances not assumed			-,793	163,993	,429	-42,801	53,978	-149,382	63,780

Table E.50. ANOVA of Remaining Variables between Genders

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
1. Personal safety and security.	Between Groups	4,329	1	4,329	0,063	,802
	Within Groups	95,124	181	,526		
	Total	99,454	182			
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).	Between Groups	13,683	1	13,683	0,012	,912
	Within Groups	216,987	177	1,226		
	Total	230,670	178			
1. Personal safety and security.	Between Groups	2,152	1	2,152	4,636	,033
	Within Groups	77,972	168	,464		
	Total	80,124	169			
5. The staff at this tourist destination always puts guests first.	Between Groups	,359	1	,359	,0,035	,852
	Within Groups	106,721	186	,574		
	Total	107,080	187			
2. The destination can be easily reached.	Between Groups	1,335	1	1,335	2,141	,145
	Within Groups	105,344	169	,623		
	Total	106,678	170			
5. Climate conditions.	Between Groups	1,459	1	1,459	2,141	,145
	Within Groups	112,457	165	,682		
	Total	113,916	166			
8. Friendliness of the local people.	Between Groups	1,548	1	1,548	3,783	,054
	Within Groups	62,619	153	,409		
	Total	64,168	154			
2. Accommodation. Approx. (EURO)	Between Groups	62853,962	1	62853,962	1,216	,273
	Within Groups	4394264,314	85	51697,227		
	Total	4457118,276	86			
5. Food (not in restaurants). Approx. (EURO)	Between Groups	2773,914	1	2773,914	1,340	,251
	Within Groups	138674,636	67	2069,771		
	Total	141448,551	68			
7. Entertainment, entrance fees (theatre, cinema, exhibitions, museum... Approx. (EURO)	Between Groups	196,000	1	196,000	,126	,726
	Within Groups	35730,000	23	1553,478		
	Total	35926,000	24			

Table E.51. Robust Tests of Equality of Means of Remaining Variables between Genders

Robust Tests of Equality of Means		Statistica	df1	df2	Sig.
1. Personal safety and security.	Welch	7,576	1	136,598	,007
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).	Welch	10,449	1	140,592	,002
1. Personal safety and security	Welch	4,230	1	123,924	,042
5. The staff at this tourist destination always puts guests first.	Welch	,648	1	185,961	,422
2. The destination can be easily reached.	Welch	1,886	1	112,312	,172
5. Climate conditions.	Welch	2,265	1	164,930	,134
8. Friendliness of the local people.	Welch	3,901	1	152,791	,050
2. Accommodation. Approx. (EURO)	Welch	1,726	1	81,640	,193
5. Food (not in restaurants). Approx. (EURO)	Welch	1,885	1	66,071	,174
7. Entertainment, entrance fees (theatre, cinema, exhibitions, museum... Approx. (EURO)	Welch	,132	1	6,328	,729

a. Asymptotically F distributed.

Table E.52. Independent Samples Test Between Country of Origin and Importance of Attributes

Independent Samples Test Between Country of Rrigin of Importance of Attributes		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1. Personal safety and security.	Equal variances assumed	10,550	,001	1,977	181	,050	,253	,128	,001	,505
	Equal variances not assumed			1,656	55,621	,103	,253	,153	-,053	,559
2. The destination can be easily reached.	Equal variances assumed	17,892	,000	1,823	180	,070	,279	,153	-,023	,581
	Equal variances not assumed			1,488	55,683	,142	,279	,187	-,097	,655
3. Overall cleanliness of the destination.	Equal variances assumed	3,860	,051	1,459	183	,146	,169	,116	-,060	,398
	Equal variances not assumed			1,276	61,569	,207	,169	,132	-,096	,434
4. Unspoiled nature.	Equal variances assumed	2,084	,151	-1,115	179	,266	-,145	,130	-,403	,112
	Equal variances not assumed			-1,115	70,132	,269	-,145	,130	-,406	,115
5. Climate conditions.	Equal variances assumed	3,789	,053	1,418	171	,158	,211	,149	-,083	,506
	Equal variances not assumed			1,262	58,600	,212	,211	,167	-,124	,546
6. Diversity of cultural/historical attractions (architecture, tradition and customs…).	Equal variances assumed	2,199	,140	,961	177	,338	,195	,203	-,205	,594
	Equal variances not assumed			,902	60,093	,371	,195	,216	-,237	,626
7. The quality of the accommodation (hotel, motel, apartment...).	Equal variances assumed	6,914	,009	2,263	179	,025	,300	,133	,038	,562
	Equal variances not assumed			1,979	60,159	,052	,300	,152	-,003	,603
8. Friendliness of the local people.	Equal variances assumed	5,502	,020	-1,901	175	,059	-,224	,118	-,456	,009
	Equal variances not assumed			-2,084	87,376	,040	-,224	,107	-,437	-,010
9. Organisation of the local transportation services.	Equal variances assumed	1,401	,238	,346	159	,730	,076	,219	-,357	,509
	Equal variances not assumed			,332	55,594	,741	,076	,229	-,382	,534
10. The offer of the local cuisine.	Equal variances assumed	,374	,542	-,112	170	,911	-,016	,147	-,306	,273
	Equal variances not assumed			-,104	62,116	,917	-,016	,158	-,332	,299
11. Possibilities for shopping.	Equal variances assumed	,455	,501	,285	175	,776	,066	,232	-,392	,524
	Equal variances not assumed			,272	63,998	,786	,066	,243	-,419	,551
12. Night life and entertainment.	Equal variances assumed	,104	,747	,932	173	,353	,217	,233	-,243	,678
	Equal variances not assumed			,907	63,719	,368	,217	,240	-,262	,696
13. Opportunity for rest.	Equal variances assumed	,076	,783	,361	170	,718	,057	,158	-,255	,369
	Equal variances not assumed			,375	71,058	,709	,057	,153	-,247	,361
14. Availability of sport facilities and recreational activities.	Equal variances assumed	,805	,371	-1,323	177	,188	-,207	,156	-,515	,102
	Equal variances not assumed			-1,334	71,601	,186	-,207	,155	-,515	,102
15. Offer of cultural and other events.	Equal variances assumed	,205	,651	,132	168	,895	,029	,221	-,408	,466
	Equal variances not assumed			,130	65,446	,897	,029	,225	-,421	,479
16. Wellness offer.	Equal variances assumed	9,463	,002	1,692	169	,093	,328	,194	-,055	,712
	Equal variances not assumed			1,412	54,490	,164	,328	,232	-,138	,794
17. Thermal Spa offer.	Equal variances assumed	5,917	,016	1,671	170	,097	,336	,201	-,061	,733
	Equal variances not assumed			1,511	59,922	,136	,336	,222	-,109	,780
18. Casino and gambling offer.	Equal variances assumed	5,737	,018	-,439	165	,661	-,122	,279	-,673	,428
	Equal variances not assumed			-,405	62,050	,687	-,122	,303	-,727	,482
19. Conference offer.	Equal variances assumed	3,972	,048	1,246	159	,215	,372	,299	-,218	,963
	Equal variances not assumed			1,157	51,456	,252	,372	,322	-,273	1,018

Table E.53. Independent Samples Test Between Country of Origin and Performance of Attributes

Independent Samples Test Between Country of Origin of Performance of Attributes		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1. Personal safety and security.	Equal variances assumed	,255	,614	,756	168	,451	,094	,125	-,152	,340
	Equal variances not assumed			,764	65,932	,448	,094	,123	-,152	,340
2. The destination can be easily reached.	Equal variances assumed	,616	,434	1,414	169	,159	,202	,143	-,080	,483
	Equal variances not assumed			1,332	59,297	,188	,202	,151	-,101	,505
3. Overall cleanliness of the destination.	Equal variances assumed	,421	,517	1,603	170	,111	,185	,115	-,043	,412
	Equal variances not assumed			1,466	56,926	,148	,185	,126	-,068	,437
4. Unspoiled nature.	Equal variances assumed	5,623	,019	2,114	168	,036	,267	,126	,018	,517
	Equal variances not assumed			1,868	54,841	,067	,267	,143	-,019	,554
5. Climate conditions.	Equal variances assumed	,200	,655	,311	165	,756	,047	,152	-,253	,347
	Equal variances not assumed			,308	61,992	,759	,047	,153	-,259	,354
6. Diversity of cultural/historical attractions (architecture, tradition and customs...).	Equal variances assumed	1,474	,227	1,496	156	,137	,265	,177	-,085	,616
	Equal variances not assumed			1,403	50,412	,167	,265	,189	-,114	,645
7. The quality of the accommodation (hotel, motel, apartment...).	Equal variances assumed	,622	,431	1,362	168	,175	,196	,144	-,088	,480
	Equal variances not assumed			1,286	59,590	,203	,196	,153	-,109	,501
8. Friendliness of the local people.	Equal variances assumed	,365	,547	,255	153	,799	,031	,120	-,206	,267
	Equal variances not assumed			,246	61,665	,807	,031	,124	-,218	,279
9. Organisation of the local transportation services.	Equal variances assumed	,001	,970	1,711	114	,090	,412	,241	-,065	,889
	Equal variances not assumed			1,788	35,685	,082	,412	,230	-,055	,879
10. The offer of local cuisine.	Equal variances assumed	1,395	,239	-,130	155	,897	-,019	,147	-,310	,272
	Equal variances not assumed			-,144	79,150	,886	-,019	,133	-,284	,245
11. Possibilities for shopping.	Equal variances assumed	1,019	,314	-,064	160	,949	-,015	,238	-,485	,455
	Equal variances not assumed			-,067	73,732	,946	-,015	,225	-,463	,433
12. Night life and entertainment.	Equal variances assumed	,064	,801	,650	151	,517	,151	,233	-,309	,611
	Equal variances not assumed			,651	53,476	,518	,151	,232	-,315	,617
13. Opportunity for rest.	Equal variances assumed	,125	,725	,318	161	,751	,047	,149	-,247	,342
	Equal variances not assumed			,323	57,647	,748	,047	,147	-,247	,342
14. Availability of sport facilities and recreational activities.	Equal variances assumed	,391	,533	,526	161	,600	,077	,147	-,213	,367
	Equal variances not assumed			,508	55,991	,613	,077	,152	-,227	,382
15. Offer of cultural and other events.	Equal variances assumed	,070	,791	,664	143	,508	,140	,211	-,278	,558
	Equal variances not assumed			,650	55,482	,518	,140	,216	-,292	,572
16. Thermal Spa offer.	Equal variances assumed	,001	,969	1,155	159	,250	,195	,169	-,139	,529
	Equal variances not assumed			1,085	50,145	,283	,195	,180	-,166	,557
17. Wellness offer.	Equal variances assumed	,077	,782	,292	154	,771	,052	,180	-,303	,408
	Equal variances not assumed			,311	55,324	,757	,052	,169	-,286	,391
18. Casino and gambling offer.	Equal variances assumed	,640	,425	-1,741	125	,084	-,576	,331	-1,231	,079
	Equal variances not assumed			-1,824	36,513	,076	-,576	,316	-1,216	,064
19. Conference offer.	Equal variances assumed	,216	,643	1,435	129	,154	,459	,320	-,174	1,093
	Equal variances not assumed			1,372	30,709	,180	,459	,335	-,224	1,142

Table E.54. Independent Samples Test Between Country of Origin and General Quality

Independent Samples Test Between Country of Origin of General Quality		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
General quality of this tourist destination offer is...	Equal variances assumed	,016	,901	,878	191	,381	,106	,121	-,132	,344
	Equal variances not assumed			,786	66,309	,434	,106	,135	-,163	,375

Table E.55. Independent Samples Test Between Country of Origin and Perceived Price

Independent Samples Test Between Country of Origin and Perceived Price		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1. Making a booking at this tourist destination was easy.	Equal variances assumed	,725	,396	,513	157	,609	,675	1,316	-1,925	3,275
	Equal variances not assumed			,809	118,796	,420	,675	,834	-,978	2,327
2. The price of R&B/half board/full board in this tourist destination is reasonable.	Equal variances assumed	,765	,383	,553	160	,581	,712	1,286	-1,828	3,251
	Equal variances not assumed			,858	119,504	,392	,712	,829	-,930	2,353
3. The prices of additional offer at this tourist destination (i.e., prices of food and drink, prices of souvenirs, prices of beauty and relaxing programmes) are favourable.	Equal variances assumed	,657	,419	,471	161	,638	,607	1,288	-1,938	3,151
	Equal variances not assumed			,731	122,289	,466	,607	,830	-1,036	2,249

Table E.56. Independent Samples Test Between Country of Origin and Perceived Value

Independent Samples Test Between country of origin perceived Value		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Overall, staying in this tourist destination has been very valuable to me.	Equal variances assumed	,024	,877	1,368	188	,173	,171	,125	-,075	,417
	Equal variances not assumed			1,359	77,567	,178	,171	,126	-,079	,421
I have gained a lot of new knowledge and experiences in this tourist destination.	Equal variances assumed	,058	,810	-,855	185	,394	-,173	,203	-,573	,226
	Equal variances not assumed			-,880	83,213	,382	-,173	,197	-,565	,218
Staying at this tourist destination is worth EURO paid.	Equal variances assumed	,036	,851	-,088	185	,930	-,012	,141	-,290	,265
	Equal variances not assumed			-,088	79,954	,930	-,012	,140	-,290	,266

Table E.57. Independent Samples Test Between Country of Origin and Overall Satisfaction

Independent Samples Test Between Country of Origin and Overall Satisfaction		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
What is your overall satisfaction with your visit to this tourist destination?	Equal variances assumed	,936	,335	1,682	190	,094	,174	,103	-,030	,377	
	Equal variances not assumed			1,597	74,133	,115	,174	,109	-,043	,390	

Table E.58. Independent Samples Test Between Country of Origin and Satisfaction

Independent Samples Test Between Country of Origin and Satisfaction		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
I am pleased that I decided to visit this tourist destination.	Equal variances assumed	5,250	,023	1,596	185	,112	,166	,104	-,039	,371	
	Equal variances not assumed			1,457	70,623	,149	,166	,114	-,061	,393	
The visit to this tourist destination exceeded my expectations.	Equal variances assumed	,148	,701	-2,271	188	,024	-,365	,161	-,682	-,048	
	Equal variances not assumed			-2,195	74,252	,031	-,365	,166	-,697	-,034	
I will speak highly of this tourist destination to my friends and colleagues.	Equal variances assumed	3,887	,050	,536	188	,592	,065	,120	-,173	,302	
	Equal variances not assumed			,465	63,995	,643	,065	,139	-,213	,342	

Table E.59. Independent Samples Test Between Country of Origin and Loyalty

Independent Samples Test Between Country of Origin and Loyalty		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
1. If I had to decide again I would choose this tourist destination again.	Equal variances assumed	,875	,351	1,302	190	,194	,178	,137	-,092	,448	
	Equal variances not assumed			1,231	71,544	,222	,178	,145	-,110	,466	
2. I will recommend this tourist destination to my friends and relatives.	Equal variances assumed	4,855	,029	1,247	191	,214	,156	,125	-,091	,404	
	Equal variances not assumed			1,097	66,574	,277	,156	,143	-,128	,441	
3. I will return to this tourist destination.	Equal variances assumed	11,835	,001	2,088	187	,038	,270	,129	,015	,525	
	Equal variances not assumed			1,736	59,458	,088	,270	,155	-,041	,581	
4. I feel at home in this tourist destination.	Equal variances assumed	,539	,464	,101	189	,920	,020	,194	-,363	,403	
	Equal variances not assumed			,105	80,625	,917	,020	,187	-,352	,392	

Table E.60. Independent Samples Test Between Country of Origin and Expenditure

Independent Samples Test Between Country of Origin and Expenditure		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
1. Transportation (plane ticket, bus ticket, taxi, etc.). Approx. (EURO)	Equal variances assumed	68,918	,000	-4,952	86	,000	-229,156	46,279	-321,156	-137,157
	Equal variances not assumed			-2,205	13,094	,046	-229,156	103,936	-453,532	-4,780
2. Accommodation. Approx. (EURO)	Equal variances assumed	1,228	,271	,336	86	,738	22,313	66,398	-109,682	154,308
	Equal variances not assumed			,529	37,975	,600	22,313	42,169	-63,056	107,681
3. Restaurants, cafés. Approx. (EURO)	Equal variances assumed	1,686	,197	-,013	92	,990	-,388	29,962	-59,895	59,118
	Equal variances not assumed			-,025	77,282	,980	-,388	15,518	-31,288	30,511
4. Souvenirs. Approx. (EURO)	Equal variances assumed	,904	,350	-,634	27	,532	-9,458	14,930	-40,092	21,176
	Equal variances not assumed			-1,072	16,274	,299	-9,458	8,825	-28,141	9,225
5. Food (not in restaurants). Approx. (EURO)	Equal variances assumed	5,246	,025	1,656	67	,102	25,508	15,401	-5,232	56,249
	Equal variances not assumed			3,187	42,852	,003	25,508	8,003	9,367	41,650
6. Other shopping. Approx. (EURO)	Equal variances assumed	1,686	,202	-,618	37	,540	-29,000	46,941	-124,112	66,112
	Equal variances not assumed			-,499	6,032	,635	-29,000	58,107	-170,999	112,999
7. Entertainment, entrance fees (theatre, cinema, exhibitions, museum... Approx. (EURO)	Equal variances assumed	,076	,786	-,776	23	,446	-18,636	24,012	-68,309	31,036
	Equal variances not assumed			-,831	2,693	,473	-18,636	22,438	-94,875	57,602
8. Other expenses Approx. (EURO)	Equal variances assumed	1,949	,170	-1,127	43	,266	-88,049	78,123	-245,599	69,502
	Equal variances not assumed			-,848	3,303	,454	-88,049	103,841	-401,995	225,897
9. TOTAL expenditures (only if undividable) Approx. (EURO)	Equal variances assumed	1,723	,191	-2,487	165	,014	-158,686	63,812	-284,679	-32,693
	Equal variances not assumed			-2,359	58,282	,022	-158,686	67,283	-293,353	-24,019

Table E.61. ANOVA of Remaining Variables between Slovenans and Foreigners

ANOVA between Slovenians and Foreigners		Sum of Squares	df	Mean Square	F	Sig.
1. Personal safety and security.	Between Groups	2,103	1	2,103	3,909	,050
	Within Groups	97,351	181	,538		
	Total	99,454	182			
2. The destination can be easily reached.	Between Groups	2,597	1	2,597	3,324	,070
	Within Groups	140,634	180	,781		
	Total	143,231	181			
7. The quality of the accommodation (hotel, motel, apartment...).	Between Groups	2,996	1	2,996	5,120	,025
	Within Groups	104,750	179	,585		
	Total	107,746	180			
8. Friendliness of the local people.	Between Groups	1,652	1	1,652	3,614	,059
	Within Groups	79,975	175	,457		
	Total	81,627	176			
16. Wellness offer.	Between Groups	3,416	1	3,416	2,861	,093
	Within Groups	201,754	169	1,194		
	Total	205,170	170			
17. Thermal Spa offer.	Between Groups	3,582	1	3,582	2,792	,097
	Within Groups	218,110	170	1,283		
	Total	221,692	171			
18. Casino and gambling offer.	Between Groups	,472	1	,472	,193	,661
	Within Groups	403,648	165	2,446		
	Total	404,120	166			
19. Conference offer.	Between Groups	3,877	1	3,877	1,552	,215
	Within Groups	397,241	159	2,498		
	Total	401,118	160			
4. Unspoiled nature.	Between Groups	2,186	1	2,186	4,469	,036
	Within Groups	82,167	168	,489		
	Total	84,353	169			
3. This tourist destination has a unique image.	Between Groups	,887	1	,887	1,109	,294
	Within Groups	148,857	186	,800		
	Total	149,745	187			
I will speak highly of this tourist destination to my friends and colleagues.	Between Groups	,147	1	,147	,287	,592
	Within Groups	96,463	188	,513		
	Total	96,611	189			
3. I will return to this tourist destination.	Between Groups	2,534	1	2,534	4,360	,038
	Within Groups	108,683	187	,581		
	Total	111,217	188			
1. Transportation (plane ticket, bus ticket, taxi, etc.). Approx. (EURO)	Between Groups	618217,015	1	618217,015	24,519	,000
	Within Groups	2168401,701	86	25213,973		
	Total	2786618,716	87			
5. Food (not in restaurants). Approx. (EURO)	Between Groups	5563,805	1	5563,805	2,743	,102
	Within Groups	135884,746	67	2028,131		
	Total	141448,551	68			

Table E.62. Robust Tests of Equality of Means of Remaining Variables between Slovenians and Foreigners

Robust Tests of Equality of Means		Statistica	df1	df2	Sig.
1. Personal safety and security.	Welch	2,741	1	55,621	,103
2. The destination can be easily reached.	Welch	2,215	1	55,683	,142
7. The quality of the accommodation (hotel, motel, apartment...).	Welch	3,915	1	60,159	,052
8. Friendliness of the local people.	Welch	4,344	1	87,376	,040
16. Wellness offer.	Welch	1,995	1	54,490	,164
17. Thermal Spa offer.	Welch	2,284	1	59,922	,136
18. Casino and gambling offer.	Welch	,164	1	62,050	,687
19. Conference offer.	Welch	1,339	1	51,456	,252
4. Unspoiled nature.	Welch	3,491	1	54,841	,067
3. This tourist destination has a unique image.	Welch	1,641	1	108,960	,203
I will speak highly of this tourist destination to my friends and colleagues.	Welch	,217	1	63,995	,643
3. I will return to this tourist destination.	Welch	3,015	1	59,458	,088
1. Transportation (plane ticket, bus ticket, taxi, etc.). Approx. (EURO)	Welch	4,861	1	13,094	,046
5. Food (not in restaurants). Approx. (EURO)	Welch	10,159	1	42,852	,003

a. Asymptotically F distributed.