

VISITING AND RE-VISITING TOURIST DESTINATION DUBROVNIK

Marija Dragicevic Curkovic

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Abstract

Purpose – According to the researchers there are different factors influence visiting and revisiting tourist destination. The paper present the results of the research referring to the customers satisfaction with the elements of tourist offer, as well as the factors important for the first visit and re-visit to the tourist destination Dubrovnik. The aim of the paper is to explore the customers' satisfaction with components of the tourist destination product and importance of chosen factors during the first visit and re-visit to the tourist destination Dubrovnik.

Methodology – For the purpose of this paper the primary research has been carried out in Dubrovnik in 2018. including the sample of 420 tourists. The 25% of tourists have been re-visitors. The questionnaire has had three different groups of questions. The first group of questions referred to the sociodemographic characteristics of respondents, the second to the source of information, third group of questions to the customers' satisfaction with elements of tourist offer and the fourth group of questions referred to the factors important for visiting and re-visiting tourist destination Dubrovnik.

Findings – According to the data which has been collected in Dubrovnik there is no significant difference in customers' satisfaction level with accomodation facilities during the first visit and revisit. The similar situation is in the area of food and restaurants services, entertainment facilities and excursions, but there is a decreasing satisfaction with transport and shopping. It is also visible that the price of the tourist product is not the important element for first itme visitors and re-visitors. Reducing the risk of an unsatisfactory experience is important for the first time visitors, and also for re-visitors to tourist destination Dubrovnik. To experience some aspects which were omitted on a previous visit is especially important for re-visitors. The return visitors have pointed out the importance of achieving some experience in a different/ new way and they have stated it as very high priority element.

Contribution – The paper defines new elements important for re-visiting tourist destination Dubrovnik. The results of the primary reseach and provided recommendations based on the results of the research could be used in planning and creating tourist destination offer.

Keywords: first visit, revisit, factors, tourist destination, Dubrovnik.

INTRODUCTION

The repeat visitation is very important in the tourism industry (Ayuningtiyas, Nirman and Hamid 2014). Research shows that some visitors tend to revisit the destination when they feel satisfied with the particular attributes during their first visit (Kozak 2001). Although satisfaction with the particular destination appears to be necessary condition for explaining repeat visitations, it is not sufficient to explain this phenomenon since many respondents reported satisfactory experiences did not return to the same destinations (Pereda 2002).

Perceived service quality involves customer perceptions of service quality based on a comparison of their desires or expectations and the actual received service (Ratanavaraha et al. 2016). The current visitors may affect also other people's likelihood when they show their own perception of the visit and their intention for a second visit (Darnell & Johnson 2001). Customer satisfaction can be assessed in terms of interest, enjoyment, surprise, wise choice and doing the right thing (Horvath and Michalkova 2012). Berezina et al. (2012) found that satisfaction, revisit intention and word of mouth all have significant impact on customer perceptions of service quality. Soleimani and Einolahzadeh have carried out the research in 2016. and 2017. included the 500 travellers. The results showed that good quality of travel agencies leads to an intention to revisit destination. Moreover, the service quality had direct impact on customer satisfaction and image and there was a direct, positive relationship between customer satisfaction and word-of-mouth (Soleimani and Einolahzadeh 2018). Pleasure and arousal are two important dimensions of customer motions. In service encounters, consumers emotions have been shown to affect customer satisfaction, loyalty and future behavioural intentions (Mishra, Bakshi and Singh 2016). Ha and Im (2012) found out that consumer emotion in the area of pleasure and arousal together with cognitive element have influenced on customers' satisfaction. Positive WOM have been considered as a result of consumers' satisfaction with actions provided by service encounters and has been connected with positive attitudes towards service recovery.

The satisfaction according to the Hui et al (2007) model shows that the satisfaction and repeat visit are in the connection. In their model for measuring tourist satisfaction they explain the dependence of customers' repeat purchase and tourists' experience.

A comparative empirical study done by Kozak (2001) was conducted in two destinations (Spain and Turkey). The results were described as different between a mature and less-developed destinations. The study used model that shows how four factors affect the intention to return: satisfaction level, number of past visits to the destination, number of past visits to the country and the factors such as politic, economic and temporal. The intention to revisit according to the findings included the same visited destination as well as others in the same country. The findings may lead to the conclusion that maturity of the destination is excluded when there is a intention to revisit some other destination in the same the country. Novelty has been explored by Patrick (2002) and according to the results of the research it is visible that novelty play a role in tourists' decision towards destination. Bigne et al. (2009) find out that novelty is more important than satisfaction for the return intention. Assaker et al. (2010) also point out the importance of novelty and they connect novelty with the customers' satisfaction, what is both important for revisiting intention.

The goal of the paper was to explore the tourist perceptions towards the elements of tourist destination product and to define the other elements (besides the quality), important for the first visit and revisit to tourist destination Dubrovnik.

THE RESULTS OF THE RESEARCH CARRIED OUT IN TOURIST DESTINATION DUBROVNIK

Research methodology

For the purpose of this paper the primary research has been carried out in Dubrovnik including the sample of 420 tourists. The questionnaire has had four different groups of questions. The first group of questions referred to the sociodemographic characteristics of respondents, the second to the source of information, third group of questions to the customers' satisfaction with elements of tourist offer and the fourth group of questions referred to the factors important for visiting and re-visiting tourist destination Dubrovnik. The aim of the research was to find out the satisfaction level with elements of tourist supply and define the factors influenced on visiting/ revisiting tourist destination Dubrovnik. The share of 25% of tourists have been re-visitors. The descriptive statistic has been used for analysing the data.

The results of the research and discussion

According to the data obtained from the primary research the share of 45% belonged to the woman, and 55% to the man. The share of 25% of tourists were from USA, 38% from Great Britain, 15% from Korea, 17% from Japan and 5% of tourists have been from different another countries. In the research the tourist of different ages have been included, so the 38% of respondents were up to the 35, 46% between 36 and 50, and 16% older than 51. Most of the respondents have finished secondary school, 56% of them, 42% of them have had university diploma and 2% of respondents have had doctoral or master degree. The share of 25% of the tourists were in category until 1000 euro referring to the criterion of income, 30% of the respondents have had more than 1500 euro, and 45% have had between 1000 and 1500 euro. The share of 25% have been re-visitors and the rest have been first time visitors.

According to the results of the research it is visible that the share of 72% of respondents informed themselves through Internet as the source of information when they plan their first visit and 25% of them were very satisfied, 35% were satisfied, 35% were partially satisfied, 3% were unsatisfied and 2% were completely unsatisfied with this source of information. The situation is just a little bit different with re-visitors, who were mostly very satisfied and satisfied with Internet as the source of information. The first time visitors also used the advice of travel agency (65% of them) and the share of 35% of respondents were very satisfied, 30% were satisfied, 25 % were partially satisfied, 5% were unsatisfied and 5% were completely unsatisfied with travel agency as the source of information. The re-visitors used less travel agency advice and they shown higher level of satisfaction with information provided by travel agencies, so they were mostly satisfied and very satisfied, 85% of them and the rest of 15% were partially satisfied with the travel agency as service provider. Tourist also contacted their friend and relatives and they shown the high level of satisfaction with the information provided from their friends and relatives, what was the especially the case of the first time visitors. The share of 95% of respondents find out that they were very satisfied and satisfied with this source of information. The tourists have been asked to assess the factors which have influenced on the their first visit.

Table 1: **The first time visitors factors' assessment**

Factors	Importance				
	Very Important (%)	Important (%)	Partially Important (%)	Has less Importance (%)	Completely Unimportant (%)
Be in a familiar and comfortable place	42	40	11	3,5	3,5
To experience some aspects which were omitted on a previous occasion	-	62	30	5	3
Emotionally attached to the destination	8	34	34	10	14
No alternatives	10	25	25	5	35
To expose others to the experiences which previously have been satisfying	17	35	23	12	13
To reduce the risk of an unsatisfactory experience	20	25	25	15	15
Because of partners' influence	14	30	31	18	7
Because of proximity to other destinations	16	40	26	16	2

Source: author

Table 2: **The re- visitors assessment**

Factors	Importance				
	Very Important (%)	Important (%)	Partially Important (%)	Has less Importance (%)	Completely Unimportant (%)
Be in a familiar and comfortable place	53	38	-	4	5
To experience some aspects which were omitted on a previous occasion	27	54	17	2	-
To experience something in a different way	42	55	3	-	-
Emotionally attached to the destination	36	18	36	10	-
No alternatives	-	12	45	14	30
To expose others to the experiences which previously have been satisfying	37	46	-	9	8
To reduce the risk of an unsatisfactory experience	20	38	-	21	21
Because of partners' influence	41	40	-	19	-
Because of proximity to other destinations	18	37	18	20	7

Source: author

According to the results of the primary research it is visible that 82% of first time visitors considered that to be in a familiar and comfortable place was important and very important 11% of them thought it was partially important, 3,5% considered it had low level of

importance and 3,5% of them think it was not important at all. According to the results of the primary research referred to the re- visitors it was visible that 91% of return visitors considered that be in a familiar and comfortable place was important, 4% considered it had low level of importance and 5% of them thought it was not important at all.

To experience some aspects which were omitted on a previous occasion was important for 62%, partially important for 30%, had small importance for 5% and was not important at all for 3% of first time visitors. The same indicator was important for 81% of re-visitors, had small importance for 17% of them and was not important at all for 2% of them.

To be emotionally attached to the destination was important for 42% of first time visitors, partially important for 34% of them, had small importance for 10% of them and was not important at all for 14% of tourists. To be emotionally attached to the destination was important for 54% of re-visitors, partially important for 36% of them, had small importance for 10% of them.

To expose others to the experiences which previously was important for 52% of first time visitors, partially important for 23%, had low level of importance for 12% of them and it was not important at all for 13% of tourists. To expose others to the experiences which previously was important for 83% of re-visitors, had low level of importance for 9% of them and it was not important at all for 8% of tourists. So, it is visible that there is no significant difference between first time visitors and re-visitors. According to the primary data it is visible that re-visitors expected that they should experience something in a different way and it was very important and important for 97% of them and for only 3% of re-visitors it was partially important.

To reduce the risk of an unsatisfactory experience was important for 45% of first time visitors, 25% of them thought it was partially important, 15% consider it had small importance and 15% think it was not important at all. To reduce the risk of an unsatisfactory experience was important for 58% of re-visitors, 21% considered it had small importance and 21% thought it was not important.

The share of 44% of tourists considered that the partners' influence was very important for their first visit, 33% of them considered it was partially important, 18% thought it had low level of importance and 7% of tourist thought it was not important. The share of 44% of tourists considered that the partners' influence was very important for their first visit, 33% of them considered it was partially important, 18% thought it had low level of importance and 7% of tourist thought it was not important. The results of the research shown that 81% of re-visitors thought that partners' influence was important and 19% consider that it was not important at all.

The results referred to the first time visitors shown that 56% of them thought that proximity to other destinations was important, for 26% it was partially important, 16% considered that it had small level of importance and 2% considered it was not important at all. The share of 55% of re-visitors found out that the proximity to other destination was important, for 18% of them it was partially important, 20% of tourists thought it had low level of importance and 7% thought that the proximity to other destinations was not important at all.

The share of 35% of first time tourists thought that no alternatives solution was important, while 25% of them thought that it was partially important, 7,5% considered that it had low level of importance and 35% considered that it was not important at all. The results of the research referred to the re-visitors shown that 12% of tourists who were re-visitors considered that no alternative solution was important, 45% thought it was partially important, 14% of them considered it had low level of importance and 30% of them thought that it was not important at all.

It was visible that the factors influenced the first visit to the tourist destination Dubrovnik were in some areas similar like the factors which have influenced the re-visit to the tourist destination Dubrovnik.

The next group of questions referred to the satisfaction with the elements of tourist destination product.

Table 3: The first time visitors assessment

Service	Satisfaction				
	Very satisfied (%)	Satisfied (%)	Partially Satisfied (%)	Unsatisfied (%)	Completely unsatisfied (%)
Accommodation	53	35	10	2	
Food/restaurants	32	39	23	6	
Entertainment	15	50	30	5	
Transport	35	33	22	10	
Shopping	9	18	38	23	12
Excursions	28	51	17	4	

Source: author

Table 4: The re- visitors assessment

Service	Satisfaction				
	Very satisfied (%)	Satisfied (%)	Partially Satisfied (%)	Unsatisfied (%)	Completely unsatisfied (%)
Accommodation	42	42	14	2	
Food/restaurants	66	25	9	-	
Entertainment	16	58	19	7	
Transport	41	16	35	8	
Shopping	23	22	30	25	
Excursions	27	49	20	4	

Source: author

According to the results of the research referred to the first time visitors it was visible that 88% of clients were satisfied with accommodation, 10% of them were in the category of partially satisfied and 2% were unsatisfied. According to the results of the research 84% of clients who revisited Dubrovnik were satisfied clients, 14% of them were partially satisfied and 2% of them were unsatisfied with the accommodation facilities. It is visible that there is no significant difference between first time visitors and re-visitors. The share of 71% of clients were satisfied with food and restaurants services, 23% of them were partially satisfied and 6% were unsatisfied in the first visit. According to the results of the research 91% of tourists who re-visited Dubrovnik were satisfied with food and restaurants services

and 9% were partially satisfied. There was no tourists in the category of unsatisfied, so it could be stated that the re-visitors had higher level of satisfaction with food and restaurants services.

According to the results of the research referring to the first time visitors the share of 65% of tourists considered that they were satisfied with entertainment, 30% of them were partially satisfied and 5% of them were not satisfied with entertainment facilities. The share of 74% of re-visitors were satisfied with the entertainment facilities, 19% of them were partially satisfied and 7% were not satisfied with entertainment services. There was a growth of satisfied clients and decreasing number of partially satisfied tourists, but there was also a slight growth of unsatisfied clients. The share of 68% of tourists were satisfied with transport, 22% of them were partially satisfied and 10% of them were not satisfied with transport in Dubrovnik in the first visit. The results of the research shown that 57% of re-visitors were satisfied with transport, 35% of them were partially satisfied and 8% of them were not satisfied with transport. It is visible that there was a decreasing number of satisfied tourist who are re-visitors.

According to the results of the research the share of 27% of tourists who were first time visitors were satisfied with shopping, 38% of them were partially satisfied and 35% were not satisfied with shopping facilities. The results of the research shown that 45% of tourists who were re-visitors were satisfied shopping services, 30% of them were partially satisfied and 25% were not satisfied. According to the results of the research it was visible that re-visitors shown increasing level of satisfaction with the shopping services. The 79% of first visitors were satisfied with excursions, 17% of them were in category of partially satisfied and 4% of them were in category of unsatisfied clients. According to the results of the research it is also visible that 76% of re-visitors were satisfied with excursions, 20% were in the category of partially satisfied and 4% of them were not satisfied with excursions.

CONCLUSION

The challenge for tourist destination is to find out the appropriate strategies and encourage tourists to revisit the destination. They also feel contented when the value of the service they receive matches the price they pay for the service (Lu et al. 2015). According to the results of the research it was visible that the price of the tourist product was not the main element for choosing Dubrovnik. There was no significant difference between first time visitors and return visitors referring to the satisfaction with the quality of elements of tourist destination product in the area of accommodation facilities, entertainment and excursions, but there is a decreasing level of satisfaction of return visitors in the area of transport and increasing level of return visitors' satisfaction in the area of food and restaurant services. Reducing the risk of an unsatisfactory experience was important for first time visitors, and re-visitors of tourist destination Dubrovnik. To experience some aspects which were omitted on a previous occasion and to experience something in a different way were two high positioned element, especially for return visitors, so it should be taken into account in strategic planning and implementation of innovation and creation (co-creation) of new products in the future development.

The limitations of the research have been connected with the number of tourists involved in the research and in time of the research. The research has been carried out in 2018, so the influence of Corona virus has not been explored.

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Marija Dragicevic Curkovic, Associate Professor
University of Dubrovnik
Department of Economics and Business
Lapadska obala 7, Dubrovnik, Croatia
marija.dragicevic@unidu.hr