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UTJECAJ PERCIPIRANE KVALITETE NA NAMJERE PONAŠANJA TURISTA

THE EFFECT OF PERCEIVED QUALITY ON TOURIST BEHAVIOURAL INTENTIONS

SAŽETAK: Cilj ovog istraživanja provedenog u Crnoj Gori je istraživanjem odnosa između percipirane kvalitete destinacije i intencija ponašanja turista pružiti osnovu za kreiranje dva univerzalna popisa indikatora – "osam A" i "četiri R". Empirijsko vrednovanje formativnog modela potvrdilo je valjanost predloženih okvira. Grupa od osam atributa destinacije u znatnoj mjeri utječe na percipiranje kvalitete ponude destinacije što je u pozitivnoj relaciji s intencijama ponašanja turista: ponovni dolazak u destinaciju; preporučivanje destinacije; prepričavanje doživljaja iz destinacije; prisjećanje doživljaja iz destinacije. Ova saznanja omogućuju bolje razumijevanje načina na koje je na razini turističke destinacije moguće mjeriti percipiranu kvalitetu i namjere ponašanja.

KLJUČNE RIJEČI: percipirana kvaliteta, namjere ponašanja, turistička destinacija, formativni indikatori, Crna Gora

SUMMARY: By examining the relationship between perceived destination quality and tourist behavioural intentions, the main purpose of the current study, which was conducted in Montenegro, is to provide a basis for designing two universal indicator lists – "eight A's" and "four R's". A empirical validation of the formative model supported the validity of the proposed frameworks. The group of eight destination attributes significantly affects perceived quality of a destination's offerings, which positively relates to tourist behavioural intention: to return to a destination; to recommend a destination; to retell experiences from a destination; to recall experiences from a destination. These findings provide a better understanding of how to measure perceived quality and behavioural intentions at the tourist destination level.

KEYWORDS: perceived quality, behavioural intentions, tourist destination, formative indicators, Montenegro

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1. UVOD

Ponašanje turista je zbirni pojam koji uključuje donošenje odluke koja prethodi posjeti, iskustva u odredištu, evaluaciju iskustva i namjere ponašanja nakon posjeta (Chen i Tsai, 2007). Na razini destinacije, cilj je ovoga rada predvidjeti posljednju komponentu procesa turističkog ponašanja. Općenito se misli da u turizmu visoka kvaliteta vodi pozitivnim namjerama ponašanja, što u konačnici utječe na bolje financijske rezultate dobavljača uključenih u turizam (Žabkar *et al*., 2010). U skladu s time, a s ciljem omogućavanja što točnijeg predviđanja, ovo istraživanje nastoji istražiti uzročno-posljedični odnos između dva konstrukta: 1) percipirane kvalitete ponude odredišta (PQDO) i 2) namjera ponašanja turista (TBI). U uskoj je vezi s time i drugi jednako važan cilj koji se odnosi na mjerenje i odabir odgovarajućih indikatora. Postoji više nego dovoljno argumenata koji omogućuju određivanje ova dva konstrukta.

Slijedom nedavnih istraživanja (Prašnikar *et al*., 2010; Žabkar *et al*., 2010), konstrukt kvalitete trebalo bi odrediti kao formativan, dok bi konstrukt namjera ponašanja trebalo oblikovati kao refleksivan indikator. Što se tiče pokazatelja, krajnji cilj ovoga rada je ponuditi osnovu za kreiranje dvaju univerzalnih popisa indikatora – prvog, koji se odnosi na percipiranu kvalitetu destinacije, i drugog koji se odnosi na namjere ponašanja. Stoga je doprinos ovoga rada trostruki: vrednuje odnos između PQDO i TBI; potvrđuje točnost teze da je PQDO/TBI formativan/refleksivan konstrukt, te na kraju nudi i dva univerzalno primjenjiva popisa indikatora.

Struktura rada je sljedeća: prvo su razmotreni osnovni pojmovi i formulirane hipoteze rada. Zatim je opisan plan istraživanja. Nakon toga su predstavljeni empirijski rezultati. Na kraju su ukratko navedene teorijske implikacije kao i one koje rad ima na upra-

1. INTRODUCTION

Tourist behaviour is an aggregate term, which includes pre-visit's decision-making, on-site experiences, experience evaluations and post-visit's behavioural intentions (Chen and Tsai, 2007). At the destination level, this paper aims to predict the last component of the tourist behaviour process. It is generally believed that in tourism, high quality leads to positive behavioural intentions, which ultimately affect the financial performance of suppliers associated with the tourism industry (Žabkar et al., 2010). Accordingly, the purpose of this research, in order to make a prediction, is to examine the cause-effect relationship between the two constructs: 1) perceived quality of a destination's offerings (PQDO) and 2) tourist behavioural intentions (TBI). In close connection with that, the second and the main objective relates to measurement issues and selection of corresponding indicators. There are more than enough arguments on how to conceptualize the two involved constructs. Following the recent research efforts (see Prašnikar *et al*., 2010; Žabkar *et al*., 2010), the quality construct should be conceptualized as a formative, while the behavioural intention construct should be modelled as a reflective. Regarding indicators, the end goal of this study is to offer a basis for designing two universal indicator lists – the first one belonging to perceived destination quality, and the second one pertaining to behavioural intentions. Therefore, the contributions of the present study are threefold: it evaluates the relationship between PQDO and TBI; it verifies the correctness of the specifying PQDO/TBI as a formative/reflective construct; and, above all, it offers a two indicator lists in order to provide a basis for universality.

The paper is structured as follows. Firstly, the conceptual background is reviewed and the research hypotheses are formulated. Then, the appropriate research design is specified. After that, the empirical results are presented.

vljanje te su prokomentirana ograničenja istraživanja i ponuđene sugestije za buduća istraživanja.

2. POLAZIŠNE OSNOVE I HIPOTEZE

Općenito govoreći, turistička destinacija je amalgam ili kombinacija različitih proizvoda i mogućih iskustava koji zajedno, pod imenom iste marke, tvore ukupno ili integrirano iskustvo posjećenog područja (Buhalis, 2000; Murphy *et al*., 2000). Tradicionalno, svaka se turistička destinacija neprestano bori kako bi postigla što bolji konkurentski položaj. Međutim, kako navode Mazanec *et al*. (2007), indikatori konkurentnosti destinacije nemaju veliku vrijednost osim ako ne preuzmu ulogu teorijskog konstrukta u sustavu uzročno-posljedničnih odnosa. Stoga je pregledom literature sastavljen uzročno-posljedični model kako bi se na razini turističke destinacije odredio ključni faktor namjera ponašanja, a postavljene hipoteze istraživanja odnose se na uzročno-posljedičnu vezu navedenih konstrukata.

2.1. Mjerenje PQDO-a

Kvaliteta turističke destinacije multidimenzonalni je pojam za čiju je percepciju neophodno uzeti u obzir niz obilježja – materijalnih kao i nematerijalnih, od kojih svako ima svoj jedinstveni, manji ili veći utjecaj na proces formiranja percepcije. Prema tome, u skladu s razmišljanjima Žabkara *et al*. (2010), PQDO predstavlja formativan, a ne refleksivan konstrukt. To znači da kod primjene refleksivnog mjerenja indikatori su manifestacija pripadajućeg konstrukta, dok kod formativnog mjerenja konstrukt predstavlja kombinaciju njezinih indikatora, što znači da svaka promjena kod indikatora uzrokuje odgovarajuću promjenu pripadajućeg formativnog konstrukta (Diamantopoulos *et al*., 2008; Diamantopoulos i Siguaw, 2006; Ed-

Finally, the theoretical as well as managerial implications of the study are briefly outlined, the observed limitation is addressed and suggestions for future research are offered.

2. BACKGROUND AND HYPOTHESES

Generally speaking, a tourist destination is an amalgam or a combination of different products and experience opportunities that combine to form, under the same brand name, a total or integrated experience of the area visited (Buhalis, 2000; Murphy *et al*., 2000). Traditionally, each tourist destination constantly struggles to achieve as better as possible competitive position. However, as Mazanec *et al*. (2007) stated, destination competitiveness indicators are of little value unless they acquire a role as a theoretical construct in a system of cause-effect relationships. Thus, a small cause-effect model is built through the literature survey in order to specify the key determinant of behavioural intentions at the tourist destination level, and the research hypotheses are proposed with reference to causal relationship between the aforementioned constructs.

2.1. Measuring PQDO

Tourist destination quality is a multidimensional concept whose perception requires consideration of a number of features – tangible as well as intangible, and whereby each destination feature has its unique, greater or smaller, influence on the perception-forming process. Consequently, following Žabkar *et al*.'s (2010) line of reasoning, PQDO is conceptualized as a formative construct, rather than reflective. Precisely, the application of reflective measurement means that indicators are a manifestation of the related construct, whereas with formative measurement a construct represents a combination of its indicators, which means that each change in the indicators causes a proper change in the corresponding formative construct (see Diaman-

wards i Bagozzi, 2000; Jarvis *et al*., 2003; MacKenzie *et al*., 2011; Petter *et al*., 2007; Wilcox *et al*., 2008).

Nadalje, Jarvis *et al*. (2003) i McKenzie *et al*. (2005) istaknuli su da je moguće utvrditi kriterije za određivanje prikladnog načina mjerenja (tj. formativne ili refleksivne). Primjena svih njih na PQDO konstrukt sugerira da bi on trebao biti formativno oblikovan. Kao što su utvrdili Žabkar *et al*. (2010), PQDO se definira pomoću svih svojih indikatora, a ne obrnuto; promjena bilo kojeg pojedinog indikatora utječe na PQDO, a ne suprotno; indikatori nužno ne dijele istu pojmovnu domenu i nema razloga očekivati da su u međusobnoj korelaciji; obilježja destinacije nužno nemaju iste antecedente.

Postavlja se pitanje kako grupirati ili selektirati odgovarajuća obilježja destinacije koja bi se mogla upotrijebiti za mjerenje PQDO kao formativnog konstrukta. Za početak, može se koristiti okvir kojega su predložili Cooper *et al*. (1993). Autori su grupirali sva obilježja ili atribute destinacije u okvir nazvan "četiri A". Svaki *A* predstavlja jednu grupu atributa destinacije: znamenitosti, pristup, sadržaji, dodatne usluge *(Attractions, Access, Amenities, Ancillary services)*. Dakle riječ je o četiri formativna indikatora. Međutim, takav okvir potom je razradio Buhalis (2000) predloživši popis koji je više zadovoljava – okvir nazvan "šest A" (znamenitosti, pristup, sadržaji, ponuda aranžmana, aktivnosti i dodatne usluge (*Attractions, Accessibility, Amenities, Available packages, Activities, Ancillary services*). Tako je popis proširen na šest elemenata.

Ako se pažljivo analiziraju navedeni okviri, vjerojatno će se primijetiti da nedostaju još dva atributa destinacije. Smatramo da način na koji domaćini reagiraju na turiste kao i pozitivan proces interakcije između domaćina i gostiju predstavljaju jedne od najvažnijih atributa destinacije (Su i Wall, 2010). U skladu s prethodno navedenim popisima atributa ovaj bi se mogao definirati kao prihvaćanje gosta *(Acceptance)*. Konačno,

topoulos *et al*., 2008; Diamantopoulos and Siguaw, 2006; Edwards and Bagozzi, 2000; Jarvis *et al*., 2003; MacKenzie *et al*., 2011; Petter *et al*., 2007; Wilcox *et al*., 2008, for discussion). Additionally, Jarvis *et al*. (2003) and McKenzie *et al*. (2005) pointed out that it is possible to specify a certain criteria to determine the appropriate measurement approach (i.e. formative or reflective). Applying all of them to the PQDO construct suggests that it should be formatively modelled. As Žabkar *et al*. (2010) stated, PQDO is defined by all its indicators and not vice versa; a change in each indicator affects PQDO and not the other way around; indicators do not necessarily share a common conceptual domain and there is no reason to expect that they are correlated; destination features do not necessarily share the same set of antecedents.

Now the question is how to group or select the appropriate destination features that could be used in measuring PQDO as a formative construct? As a starting point, the framework that Cooper *et al*. (1993) proposed can be used. Namely, the authors grouped all destination features, or attributes, into the "four A's" framework. Each A represents one group of destination attributes (Attractions, Access, Amenities and Ancillary services). So far, there are four formative indicators. However, the framework was further developed by Buhalis (2000), who proposed a more satisfactory grouping – the "six A's" framework (Attractions, Accessibility, Amenities, Available packages, Activities and Ancillary services). Thus, this indicator list counts to six.

If we carefully analyze the above frameworks, we may notice that two destination attributes are probably missing. In our opinion, the host's reactions to tourists as well as the positive host-tourist mutual interaction process is one of the most important destination attribute (see Su and Wall, 2010, for discussion). In line with all previous attributes, this one could also be labelled with A – as Acceptance. Finally, the overall cleanliness of

cjelokupna čistoća turističke destinacije predstavlja najvažniji atribut destinacije, ali se nažalost ne nalazi u predloženim okvirima. Stoga je taj atribut, kao što se moglo i očekivati, dodan popisu atributa i označen kao čistoća prostora. Stoga se konačan popis sastoji se od osam formativnih indikatora koji čine razrađeniji okvir nazvan "osam A". Kako svi navedeni indikatori simultano definiraju PQDO konstrukt, prva hipoteza glasi:

H1: Atributi turističke destinacije pozitivno utječu na PQDO

Podhipoteze glase:

H1.1: Znamenitosti utječu na PQDO

H1.2: Pristup utječe na PQDO

H1.3: Sadržaji utječu na PQDO

H1.4: Dodatne usluge utječu na PQDO

H1.5: Ponuda turističkih aranžmana utječe na PQDO

H1.6: Aktivnosti utječu na PQDO

H1.7: Prihvaćanje gostiju utječe na PQDO

H1.8: Čistoća prostora utječe na PQDO

U teorijskom smislu, predložen popis osam formativnih indikatora mogao bi poslužiti kao osnova za generalizaciju. Ustvari, svaka turistička destinacija, da bi bila pozitivno percipirana, treba se u velikoj mjeri oslanjati na ovaj popis atributa. Ako je bilo koji od njih nezadovoljavajući, percipirana kvaliteta će dugoročno vjerojatno biti dovedena u pitanje. Stoga bi PQDO konstrukt trebalo razraditi za različite tipove destinacija uz pomoć teorijskog okvira osam formativnih indikatora (tj. "osam A").

2.2. Odnos između PQDO i TBI

Namjere ponašanja turista danas predstavljaju temeljni strateški standard mjerenja pri evaluaciji uspjeha turističke destinacije (Wang i Hsu, 2010). Kako navodi Nowacki (2009), za menadžere turističkih znamenitosti namjere ponašanja turista prema turističkim znamenitostima važnije su od

a tourist destination represents the top destination attribute, unfortunately not included in the proposed frameworks. Expectedly, it is included and labelled as Area cleanliness. Therefore, the final list has eight formative indicators representing a more comprehensive framework – the *"eight A's"*. As all of the above specified indicators simultaneously define PQDO construct, the first hypothesis reads:

H1: Tourist destination attributes positively affect PQDO

Separately, sub-hypotheses read:

H1.1: Attractions influence PQDO

H1.2: Accessibility influences PQDO

H1.3: Amenities influence PQDO

H1.4: Ancillary services influence PQDO

H1.5: Available packages influence PQDO

H1.6: Activities influence PQDO

H1.7: Acceptance influences PQDO

H1.8: Area cleanliness influences PQDO

In a theoretical sense, the proposed list of eight formative indicators could serve as a basis for generalization. In fact, each tourist destination, in order to be positively perceived, needs to count heavily on the listed attributes. If any of them is unfavourable, the long-term perceived quality will probably be questionable. Thus, the PQDO construct, across different destination types, should be operationalised with the "eight A's" theoretical framework (i.e. using eight formative indicators).

2.2. Relationship between PQDO and TBI

Nowadays, behavioural intentions have become a fundamental strategic metric to evaluate the success of a tourist destination (Wang and Hsu, 2010). As Nowacki (2009) stated, for managers of tourist attractions, tourists' behavioural intentions towards the attraction

zadovoljstva turista koje je 1970-ih i 1980-ih bilo najvažniji cilj marketinških strategija (Žabkar *et al*., 2010). Baker i Crompton (2000) empirijski su ustanovili da kvaliteta ima jači ukupni učinak na namjere ponašanja nego zadovoljstvo. Međutim, što je još važnije, Petrickov (2004) model pokazao je da je kvaliteta najbolji predskazivač namjera ponašanja. Stoga druga hipoteza glasi:

H2: PQDO pozitivno utječe na TBI

Žabkar *et al*. (2010) naglasili su da značajna veza između percipirane kvalitete i namjera ponašanja implicira da menadžeri destinacija imaju sredstvo izravnog utjecaja na ponašanje turista nakon posjeta. Stoga se nameće pitanje: što se podrazumijeva pod pojmom intencija ponašanja na razini destinacije? Dakle, postavlja se pitanje kako grupirati ili odabrati odgovarajuće indikatore koji se mogu koristiti za operacionaliziranje TBI kao refleksivnog konstrukta.

Recentna literatura (Chen i Kao, 2010; Chen i Tsai, 2007; He i Song, 2009; Nowacki, 2009; Wang i Hsu, 2010; Yoon i Uysal, 2005; Žabkar *et al*., 2010) razlikuje dva aspekta TBI: 1) namjeru da se ponovno posjeti destinacija ili da se opet dođe u destinaciju i 2) i namjeru da se turistička destinacija preporuči drugima. Stoga se može predložiti okvir sličan onima koji su ranije navedeni i nazvati ga okvirom "dva R". Pri tome svaki R predstavlja po jedan indikator konstrukta TBI: Ponovno posjeti, Preporuči (*Revisit, Recommend*). K tomu u relevantnoj je literaturi (Baker i Crompton, 2000; Žabkar *et al*., 2010) moguće naći i neke modifikacije navedenih indikatora. Pažljiva analiza upućuje na to da navedene popise treba dalje razvijati. Naime, opća namjera da se prepričavaju doživljaji s pojedine destinacije, bilo da se pri tome ona preporuči ili ne, predstavlja nezavisni indikator TBI konstrukta. Nadalje, smatramo da namjera prisjećanja doživljaja s pojedine destinacije predstavlja jednu od najčešćih namjera ponašanja turista. S obzirom na sve navedeno

are more important than tourists' satisfaction – an ultimate goal of marketing strategies in the 1970s and 1980s (Žabkar *et al*., 2010). Empirically, Baker and Crompton (2000) found that quality has a stronger total effect on behavioural intentions than satisfaction. However, and much more importantly, the Petrick's (2004) model showed that quality is the best predictor of behavioural intentions. Therefore, the second hypothesis can be posited:

H2: PQDO positively affects TBI

Žabkar *et al*. (2010) stressed that a significant link between perceived quality and behavioural intentions implies that destination managers have a direct means of influencing tourists' post-experience behaviour. Now, the question poses itself: what is meant by behavioural intentions at the destination level? Thus, the question is how to group or select the appropriate indicators that could be used in operationalizing TBI as a reflective construct? A more recent literature (e.g. Chen and Kao, 2010; Chen and Tsai, 2007; He and Song, 2009; Nowacki, 2009; Wang and Hsu, 2010; Yoon and Uysal, 2005; Žabkar *et al*., 2010) suggests two items of TBI:1) intention to revisit or return to a destination and 2) intention to recommend a tourist destination. With respect to these items, a similar framework as in the previous section can be proposed, automatically designating it as the "two R's" framework. Expectedly, each R represents only one indicator of TBI construct (Revisit, Recommend). In addition to this, some modifications of the stated indicators are also found in the relevant literature (see Baker and Crompton, 2000; Žabkar *et al*., 2010). Accordingly, a careful analysis suggests a further development of the above grouping. Namely, a general intention to retell experiences from a destination, with or without any recommendation, stands for an independent indicator of the TBI construct. Furthermore and from our point view, an intention to recall experiences from a destination, usually on an ongoing basis, represents one of the most frequent tourist behavioural

deno, sačinjen je okvir koji sadrži popis od ukupno četiri refleksivna indikatora. Na osnovu njih ustanovljen je teorijski okvir nazvan "četiri R" od kojih svaki R predstavlja jedan reflesivni indikator: Ponovno posjeti, Preporuči, Prepričaj, Prisjeti se (*Revisit, Recommend, Retell, Recall*).

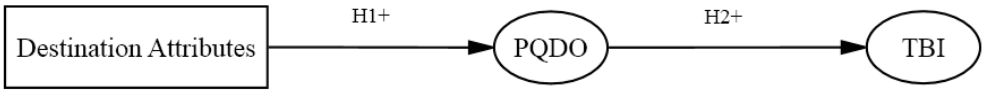
Na osnovu teorijskih pojmova i koncepcijskih modela koji iz njih proizlaze (Prikaz 1), a koji su opisani u prethodnim odlomcima, pomoću osam atributa turističkih destinacija određena je percipirana kvaliteta ponude destinacije (H1), koja je u pozitivnoj relaciji s namjerama ponašanja turista (H2).

intentions. In accordance with the previous discussion, the resulting framework includes in the final list a total of four reflective indicators. They provide a possibility to introduce the *"four R's"* theoretical framework, whereby each R represents one reflective indicator (Revisit, Recommend, Retell, Recall).

Based on the theoretical background discussed above and following the resulting conceptual model (see Figure 1), the perceived quality of a destination's offerings is determined by eight tourist destination attributes (H1), which positively relates to tourist behavioural intentions (H2).

Figure 1: Conceptual model

Prikaz 1: Koncepcijski model



Na osnovu dvaju popisa indikatora i pojmovnog određenja dvaju teorijskih konstrukta u sljedećem ćemo poglavlju predstaviti empirijski okvir.

Having now two indicator lists and knowing how to conceptualize two involved theoretical constructs, the empirical framework is presented in the next section.

3. PLAN ISTRAŽIVANJA

3.1. Prikupljanje podataka, upitnik i uzorak

Empirijsko istraživanje provedeno je u šest turističkih destinacija u obalnom području Crne Gore. Odabrane destinacije godišnje generiraju oko 90% turističkih dolazaka i više od 95% turističkih noćenja u crnogorskom turizmu (Crnogorski statistički godišnjak 2011). Korištenjem osobnih intervjua, podaci su sakupljeni uličnim anketama[1] tijekom kolovoza 2012. Uzimajući u obzir razmišljanja Žabkara *et al*. (2010), u

[1] Anketa izravno na turističkim atrakcijama

3. RESEARCH DESIGN

3.1. Data collection, questionnaire and sample

The empirical study was carried out in six tourist destinations in the coastal area of Montenegro. The selected destinations yearly generate about 90% of tourist arrivals and more than 95% of tourist overnight stays recorded in Montenegrin tourism industry (see Montenegrin Statistical Yearbook 2011, for detailed discussion). Using personal interviews, the data were collected in an intercept survey[1] during August 2012. Following Žabkar *et al*.'s argu-

[1] Intercept at tourist attractions.

istraživanje su uključeni samo oni turisti koji su u turističkoj destinaciji proveli barem jednu noć. Kvotni uzorak za sve destinacije bio je reprezentativan s obzirom na zemlju stalnog boravka turista (Tablica 1). Vidljivo je da dobivene kvote gotovo savršeno odgovaraju stvarnim kvotama. Nadalje, upitnici su napisani prema relevantnim naputcima (Aaker *et al*., 2007; Craig i Douglas, 2005). Upitnik je napisan na crnogorskom jeziku i potom preveden na engleski. Kako bi se osigurala točnost prijevoda, kasnije su upitnici ponovno prevedeni na crnogorski. Prvi probni upitnik testiran je na 30 slučajno odabranih turista. Pilot istraživanje pokazalo je nekoliko nedostataka koji su naknadno uklonjeni.

Tablica 1: Stvarne i dobivene kvote

Zemlja porijekla	Stvarne kvote *	Dobivene kvote
Srbija	27,83%	27,92%
Rusija	19,55%	19,44%
Crna Gora	10,87%	10,97%
Bosna i Hercegovina	7,68%	7,78%
Zemlje Europske Unije	19,91%	19,86%
Druge europske zemlje	12,20%	12,22%
Druge ne-europske zemlje	1,96%	1,81%
Ukupno	100,00%	100,00%

Izvor: Zavod za statistiku Crne Gore

Konačni uzorak obuhvatio je 703 turista. Socio-demografska struktura ispitanika, uključujući njihove zemlje porijekla, prikazana je u Tablici 2. Većina turista bile su žene (51,92%). S obzirom na dobnu strukturu, uzorak je uključivao 30,3% ispitanika mlađih od 35 godina i 43,67% ispitanika u dobi od 35 do 54 godina. Između 55 i 64 godina je 14,37% ispitanika, dok ih je 11,66% starije od 65 godina. U pogledu zemlje stalnog boravka, 27,92% turista je iz Srbije 19,44% iz Rusije, 10,97% iz Crne

ments (2010), only those tourists who had been at the tourist destination for at least one night were included in the survey. The quota sample for all destinations was representative according to the tourists' country of residence (see Table 1). As seen, the obtained quotas nearly perfectly match the actual quotas. Further, according to the relevant guidelines (Aaker *et al*., 2007; Craig and Douglas, 2005), the questionnaires were prepared. Regarding languages, the questionnaire was designed in Montenegrin language and then translated into English. Using back translation, in order to assure the translation quality, it was again translated into the original language. The first draft of the questionnaire was tested with 30 randomly selected tourists. The pilot survey revealed several drawbacks that were corrected.

Table 1: Actual and obtained quotas

Country of origin	Actual quotas*	Obtained quotas
Serbia	27.83%	27.92%
Russia	19.55%	19.44%
Montenegro	10.87%	10.97%
Bosnia and Herzegovina	7.68%	7.78%
EU countries	19.91%	19.86%
Other European countries	12.20%	12.22%
Other non-European countries	1.96%	1.81%
Total	100.00%	100.00%

Source: Statistical office of Montenegro

The final sample included 703 tourists. The socio-demographic structure of the respondents, including their country of origin, is shown in Table 2. The majority of tourists were females (51,92%). According to the age structure, the sample included 30.3% of respondents under the age of 35 and 43.67% from 35 to 54 years. The sample consisted of 14.37% of respondents between 55 and 64 years while 11.66% were over the age of 65. Regarding the country of residence, 27.92% of tourists came from Serbia, 19.44% from Russia, 10.97% from Mon-

Gore, 7,78% iz Bosne i Hercegovine, 19,86% iz zemalja Europske Unije, 12,22% iz drugih europskih zemalja, dok ih 1,81% dolazi iz drugih neeuropskih zemalja. S obzirom na ekonomski status, 61,61% ispitanika je zaposleno, samo 1,56% nezaposleno, 18,92% je u mirovini, 15,78% su učenici ili studenti dok ih 2,13% spada u grupu ostali. Većina turista (49,79%) ima mjesečna primanja između 301 and 700 €, 15,08% ispitanika ima 300 € i manje, 18,78% ih ima od 701 do 1.500 €, a 16,36% ima mjesečna primanja veća od 1.501 €.

tenegro, 7.78% from Bosnia and Herzegovina, 19.86% from EU countries, 12.22% from other European countries while 1.81% of them came from other non-European countries. Regarding economic status, 61.61% were employed, only 1.56% were unemployed, 18.92% were retired, 15.78% were pupils or students while 2.13% were represented by the others. Most of the tourists (49.79%) had a monthly income between 301 and 700 €, 15.08% of them had 300 € and less, 18.78% of the sample had from 701 to 1.500 € and 16.36% had an income of more than 1,501 € per month.

Tablica 2: Socio-demografska obilježja uzorka

Varijabla	Struktura uzorka			
Spol	Muškarci	48,08%	Žene	51,92%
Dob	24 godine i manje	10,82%	25-34 godine	19,48%
	35-54 godine	43,67%	55-64 godine	14,37%
	65 godina i više	11,66%		
Zemlja porijekla	Srbija	27,92%	Rusija	19,44%
	Crna Gora	10,97%	Bosna i Hercegovina	7,78%
	Zemlje EU	19,86%	Druge europske zemlje	12,22%
	Druge neeuropske zemlje	1,81%		
Ekonomski status	Zaposleni	61,61%	Nezaposleni	1,56%
	Umirovljenici	18,92%	Učenici-studenti	15,78%
	Ostali	2,13%		
Mjesečna primanja	300 € i manje	15,08%	301-700 €	49,79%
	701-1.500 €	18,78%	501.501 € i više	16,36%

***Table 2**: Socio-demographic characteristics of the sample*

Variable	Sample structure			
Gender	Male	48.08%	Female	51.92%
Age	24 years and less	10.82%	25-34 years	19.48%
	35-54 years	43.67%	55-64 years	14.37%
	65 years and more	11.66%		
Country of origin	Serbia	27.92%	Russia	19,44%
	Montenegro	10.97%	Bosnia and Herzegovina	7.78%
	EU countries	19.86%	Other European countries	12.22%
	Other non-European countries	1.81%		
Economic status	Employed	61.61%	Unemployed	1.56%
	Retired	18.92%	Pupil-Student	15.78%
	Other	2.13%		
Monthly income	300 € and less	15.08%	301-700 €	49.79%
	701-1.500 €	18.78%	501.501 € and more	16.36%

3.2. Analiza podataka

Odnos između predloženih popisa indikatora i odgovarajućih konstrukata ("osam A" i PQDO; "četiri R" i TBI) i utjecaj PQDO na TBI testirani su simultanim modelom jednadžbi (Structural Equation Modela, SEM). Kao multivarijatna metoda, SEM metoda nastoji objasniti odnose između više varijabli i tako istraživaču omogućiti da simultano istraži niz međuzavisnih relacija među mjerenim indikatorima i konstruktima kao i između nekoliko teorijskih konstrukata (Hair *et al*., 2009). Usto, kako su Žabkar *et al*. (2010) ustvrdili, SEM metoda omogućuje evaluaciju mjere u kojoj predloženi model, koji sadrži i formativne i refleksivne indikatore, odgovara prikupljenim podacima.

Kako predloženi model sadrži formativne indikatore, trebalo je paziti na odabiranje modela (Bollen i Davis, 2009, za daljnju raspravu). Točnije, u svrhu identifikacije formativni bi konstrukt trebao imati barem još dvije poveznice s drugim (refleksivnim) konstruktima ili indikatorima (Diamantopoulos *et al*., 2008; Jarvis *et al*., 2003; MacCallum i Browne, 1993). U našem slučaju (Prikaz 2), u skladu s Prašnikarom *et al*. (2010) i Žabkarom *et al*. (2010), formativno mjerenom konstruktu (tj. PQDO) dodani su samo jedan refleksivni indikator (tj. sveukupna kvaliteta (OQ) destinacije) i refleksivno mjereni konstrukt (tj. TIB).

Predloženi je formativni model bio specificiran programom Amos 20.0.0 u kojemu je za procjenu primijenjena metoda maksimalne vjerodostojnosti (ML).

4. REZULTATI

Predloženi formativni model testiran je, a rezultati SEM analize dani su na prikazu 2. Sve relacije su povezane i nadasve statistički značajne. Usto, model je pokazao da je 60,01% varijance u konstruktu TBI objašnjeno pomoću PQDO.

3.2. Data analysis

The relationships between the proposed indicator lists and the corresponding constructs ("eight A's" and PQDO; "four R's" and TBI), and the effect of PQDO on TBI were tested via Structural Equation Modelling (SEM). As a multivariate technique, SEM seeks to explain the relationships among multiple variables enabling the researcher to simultaneously examine a series of interrelated dependence relationships among the measured indicators and constructs as well as between several theoretical constructs (Hair et al., 2009). Alternatively, as Žabkar et al. (2010) stated, SEM enables an evaluation of how well the proposed model, containing both formative and reflective indicators, fits the collected data.

Due to the fact that the proposed model contains formative indicators, it was necessary to pay attention to the overall model identification (see Bollen and Davis, 2009, for discussion). Precisely, formative construct, for the identification purposes, needs to emit at least two paths to other (reflective) constructs or indicators (Diamantopoulos et al., 2008; Jarvis *et al*., 2003; MacCallum and Browne, 1993). In our case (see Figure 2), following Prašnikar *et al*. (2010) and Žabkar *et al*. (2010), a single reflective indicator (i.e., overall quality (OQ) of the destination) and a reflectively measured construct (i.e., TIB) are added to the formatively measured construct (i.e., PQDO).

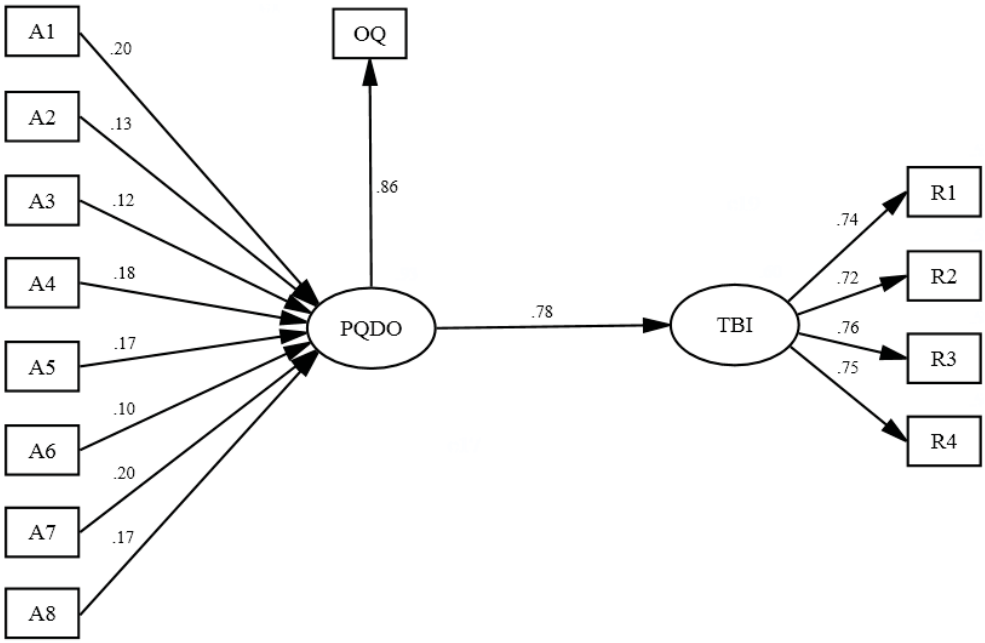
The proposed formative model was specified with the Amos 20.0.0 programme, where the Maximum Likelihood (ML) method of estimation was applied.

4. RESULTS

The proposed formative model was tested, and the results of SEM analysis are depicted in Figure 2. All given relations are illustrated and, above all, statistically significant. In addition, the model showed that 60.01% of the variance in TBI construct is explained by PQDO.

Figure 2: Estimated model

Prikaz 2: Procijenjeni model



S druge strane, pokazatelji adekvatnosti modela su unutar prihvatljivog raspona i objedinjeni su u Tablici 3. Kao što se može vidjeti, sve vrijednosti mjera adekvtnosti modela su iznad zajedničkog praga (Bollen, 1989; Hair *et al*., 2009; Hoyle, 1995; Kline, 2005). To znači da su χ^2-test veličina = 40,6; *p* vrijednost=0,275; χ^2/df = 1,13; korijen srednjekvadratne pogreške reziduala (RMR) = 0,007; indeks adekvatnosti modela (GFI) = 0,991; prilagođen indeks adekvatnosti modela (AGFI) = 0,978; normirani indeks adekvatnosti modela (NFI) = 0,992; relativni indeks adekvatnosti modela (RFI) = 0,982; indeks povećanja (IFI) = 0,999; Tucker Lewis indeks (TLI) = 0,998; komparativni indeks (CFI) = 0,999; srednjekvadratna pogreška aproksimacije (RMSEA) = 0,013.

On the other side, the fit indices are within an acceptable range and are summarized in Table 3. As can be seen, all the measures of the model's fit are above the common threshold level (see Bollen, 1989; Hair *et al*., 2009; Hoyle, 1995; Kline, 2005, for discussion). Specifically: χ^2-statistic = 40,6; *p* value = 0.275; χ^2/df = 1.13; root mean square residual (RMR) = 0.007; goodness of fit index (GFI) = 0.991; adjusted goodness of fit index (AGFI) = 0.978; normed fit index (NFI) = 0.992; relative fit index (RFI) = 0.982; incremental fit index (IFI) = 0.999; Tucker Lewis index (TLI) = 0.998; comparative fit index (CFI) = 0.999; root mean square error of approximation (RMSEA) = 0.013.

***Tablica 3**: Mjere adekvatnosti modela*

Indeksi	Vrijednosti
statistika χ^2-	40,6
Vrijednost *p*	0,275
χ^2/df	1,13
RMR	0,007
GFI	0,991
AGFI	0,978
NFI	0,992
RFI	0,982
IFI	0,999
TLI	0,998
CFI	0,999
RMSEA	0,013

***Table 3**: Goodness of fit indices*

Indices	Values
χ^2-statistic	40.6
p value	0.275
χ^2/df	1.13
RMR	0.007
GFI	0.991
AGFI	0.978
NFI	0.992
RFI	0.982
IFI	0.999
TLI	0.998
CFI	0.999
RMSEA	0.013

Konačno, dokazana je valjanost hipoteza (Tablica 4). Osam atributa turističkih destinacija je značajno i pretpostavljenog predznaka te utječu na PQDO (H1). Konkretno, (tj. od H1.1 do H1.8) koeficijenti uz znamenitosti (0,196), pristup (0,127), sadržaje (0,121), dodatne usluge (0,182), ponudu turističkih aranžmana (0,166), aktivnosti (0,099), prihvaćanje (0,202) i čistoću prostora (0,169) ukazuju na to da atribut svake destinacije predstavlja prediktor PQDO konstrukta. Iako dobiveni koeficijenti nisu visoki, svi su statistički značajni. S druge strane, koeficijent povezanosti između PQDO i TBI (H2) ima visoku vrijednost s predznakom koji je pretpostavljenim u formuliranoj hipotezi (0,775). Štoviše, sve četiri refleksivne mjere TBI konstrukta imaju statistički značajna opterećenja – ponovno posjeti (0,739), preporuči (0,724), prepričaj (0,760) i prisjeti se (0,749). Na kraju, dodatni refleksivni indikator (tj. OQ), koji nam je trebao u svrhu identifikacije, također ima statistički značajno opterećenje na PQDO konstrukt (0,857).

Finally, all hypothesised relations are supported (see Table 4 below). Namely, eight tourist destination attributes significantly, and with the proposed direction, influence PQDO (H1). Specifically (i.e., from H1.1 to H1.8), the coefficients for Attractions (0.196), Accessibility (0.127), Amenities (0.121), Ancillary services (0.182), Available packages (0.166), Activities (0.099), Acceptance (0.202) and Area cleanliness (0.169) indicate that each destination attribute is a predictor of PQDO construct. Although the obtained coefficients are not high, they are all statistically significant. On the other hand, the coefficient for the relationship between PQDO and TBI (H2) is strong with the proposed direction in the formulated hypothesis (0.775). Moreover, all four reflective measures of TBI construct have statistically significant loadings – Return (0.739), Recommend (0.724), Retell (0.760) and Recall (0.749). Finally, the additional reflective indicator (i.e., OQ), needed for the identification purposes, has also statistically significant loading on PQDO construct (0.857).

Tablica 4: Rezultati testiranja hipoteza

Smjer	Smjer	Koeficijenti	Rezultat
H1: Atributi turističkih destinacija → Percipirana kvaliteta ponude odredišta			Potvrđena hipoteza.
H1.1: Znamenitosti → Percipirana kvaliteta ponude destinacije	+	0,196***	Potvrđena pod-hipoteza
H1.2: Pristup → Percipirana kvaliteta ponude destinacije	+	0,127***	Potvrđena pod-hipoteza
H1.3: Sadržaji → Percipirana kvaliteta ponude destinacije	+	0,121***	Potvrđena pod-hipoteza
H1.4: Dodatne ulsuge → Percipirana kvaliteta ponude destinacije	+	0,182***	Potvrđena pod-hipoteza
H1.5: Ponuda turističkih aranžmana → Percipirana kvaliteta ponude destinacije	+	0,166***	Potvrđena pod-hipoteza
H1.6: Aktivnosti → Percipirana kvaliteta ponude destinacije	+	0,099***	Potvrđena pod-hipoteza
H1.7: Prihvaćanje → Percipirana kvaliteta ponude destinacije	+	0,202***	Potvrđena pod-hipoteza
H1.8: Čistoća prostora → Percipirana kvaliteta ponude destinacije	+	0,169***	Potvrđena pod-hipoteza
H2: Percipirana kvaliteta ponude destinacije → Namjere ponašanja turista	+	0,775***	Potvrđena hipoteza

*[a]Standardizirani koeficijenti ***p<0,001*

Table 4: The results of hypotheses testing

Path	Direction	Coefficients[a]	Result
H1: Tourist destination attributes → Perceived quality of a destination's offerings			Hypothesis supported
H1.1: Attractions → Perceived quality of a destination's offerings	+	0.196***	Sub-hypothesis supported
H1.2: Accessibility → Perceived quality of a destination's offerings	+	0.127***	Sub-hypothesis supported
H1.3: Ammenities → Perceived quality of a destination's offerings	+	0.121***	Sub-hypothesis supported
H1.4: Ancillary services → Perceived quality of a destination's offerings	+	0.182***	Sub-hypothesis supported
H1.5: Available packages → Perceived quality of a destination's offerings	+	0.166***	Sub-hypothesis supported
H1.6: Activities → Perceived quality of a destination's offerings	+	0.099***	Sub-hypothesis supported
H1.7: Acceptance → Perceived quality of a destination's offerings	+	0.202***	Sub-hypothesis supported
H1.8: Area cleanliness → Perceived quality of a destination's offerings	+	0.169***	Sub-hypothesis supported
H2: Perceived quality of a destination's offerings → Tourist behavioural intentions	+	0.775***	Hypothesis supported

*[a]Standardized path coefficients ***p<0.001*

5. ZAKLJUČAK

Empirijsko vrednovanje razvijenog formativnog modela potvrdilo je vrijednost predložene hipoteze i podhipoteze istraživanja. Drugim riječima, grupa od osam atributa turističke destinacije utječe na percipiranu kvalitetu ponude destinacije koja na pozitivan način utječe na namjeru turista da se vrate, preporuče, prepričavaju doživljaje iz destinacije i prisjećaju se destinacije. Slijedom dobivenih rezultata moguće je izvesti nekoliko teorijskih implikacija te onih koje se odnose na upravljanje destinacijom.

U teorijskom smislu, rezultati nam omogućuju bolje razumijevanje načina na koje je moguće mjeriti percipiranu kvalitetu destinacije i namjere ponašanja na razini turističke destinacije. S jedne strane, rezultati istraživanja pružaju vrijedan uvid u to kako se mogu poboljšati teorijski okviri nazvani "četiri A" i "šest A". Dobiveni rezultati istraživanja otkrivaju da dva dodatna atributa u znatnoj mjeri određuju PQDO konstrukt. Zbog toga je predloženo povećanje broja atributa koje smo nazvali "osam A". Zanimljivo je da prihvaćanje, koje se navodi kao novi formativni indikator, ima najjači utjecaj na percipiranu kvalitetu ponude destinacije, dok se čistoća prostora, koja je također uključena kao novi indikator, nalazi na četvrtom od ukupno osam mjesta. S druge strane, rezultati istraživanja daju koristan uvid u moguće načine poboljšanja teorijskog okvira nazvanoga "dva R". Dobiveni rezultati pokazali su da dva dodatna refleksivna indikatora pripadaju konceptualnoj domeni koja pokazuje namjere ponašanja na razini destinacije.

U skladu s time, predlaže se ponovno povećanje broja indikatora te je takav okvir nazvan "četiri R". Kao što se može vidjeti, predloženi teorijski okviri predstavljaju dva popisa indikatora. Njihova je krajnja svrha osigurati univerzalnu teorijsku bazu primjenjivu na različite vrste destinacija.

U menadžerskom smislu, rezultati impliciraju da upravitelji destinacija imaju izravno

5. CONCLUSION

The empirical validation of the developed formative model supported the validity of the proposed research hypotheses and sub-hypotheses. Simply stated, the group of eight tourist destination attributes affects the perceived quality of a destination's offerings, which positively relates to tourist intention to return, recommend, retell and recall. Following the obtained results, several theoretical as well as managerial implications may be derived.

In a theoretical sense, the findings provide a better understanding of how to measure perceived destination quality and behavioural intentions at the tourist destination level. On one side, the research results offer valuable insights on how to improve the "four A's" and the "six A's" theoretical frameworks. Namely, the obtained study results reveal that two additional attributes significantly determine PQDO construct. Consequently, a broader grouping was proposed, which was denoted as the *"eight A's"*. It is interesting to note that Acceptance, included as a new formative indicator, has the strongest influence on the perceived quality of a destination's offerings, while Area cleanliness, also included as a new indicator, is at the fourth place among the eight destination attributes. On the other side, the research results provide useful insights on how to improve the "two R's" theoretical framework. Precisely, the obtained study results showed that two additional reflective indicators belong to the conceptual domain that captures behavioural intentions at the destination level. Accordingly, a broader grouping was again proposed and denoted as the *"four R's"* framework. As can be seen, the proposed theoretical frameworks represent two indicator lists. Expectedly, their ultimate aim is to provide a theoretical basis for the universality and applicability to different tourist destination settings.

In a managerial sense, the results imply that destination managers have a direct

sredstvo utjecaja na namjere ponašanja turista. Značajna povezanost percipirane kvalitete destinacije i intencija ponašanja turista sugerira da pri upravljanju ponudom turističkih destinacija menadžeri destinacija trebaju uzeti u obzir veliki broj heterogenih elemenata koji utječu na ponašanje turista nakon posjeta destinaciji. Konkretno, empirijska vrijednost našeg teorijskog okvira nazvanoga "osam A" ukazuje na to da menadžeri destinacija trebaju neprestano posvećivati pažnju sljedećim atributima destinacije: znamenitostima, pristupu, sadržajima, ponudi turističkih aranžmana, aktivnostima i dodatnim uslugama, prihvaćanju i čistoći prostora.

Međutim, radi se o veoma izazovnom problemu. Prvi razlog tomu jest sama priroda pojma turističke destinacije. Turistička destinacija uvijek se percipira kao jedan entitet – jedinstveni skup raznih proizvoda, usluga i mogućnosti za doživljavanje iskustava. S druge strane, percepcija kvalitete turističke destinacije zasniva se na evaluaciji niza individualnih turističkih proizvoda, podproizvoda i s njima vezanih usluga koje nude mnogobrojni dobavljači kao i na reakciji lokalne zajednice na turiste.

Stoga ocjena iskustva turističke destinacije uključuje veliki broj pojedinaca i organizacija koji zajedno određuju ukupni dojam kojega atributi destinacije ostavljaju na turista. U skladu s time, kako bi postigli pozitivne namjere ponašanja turista, menadžeri destinacija trebaju osigurati da su svi aspekti atributa destinacije uspješno i učinkovito organizirani, u skladu sa strategijom turističke destinacije. Dakako, to je proces koji traje i koji, kao što se moglo i očekivati, zahtijeva neprestanu evaluaciju svih relevantih atributa destinacije.

S obzirom na empirijske rezultate, treba istaknuti jedno važno ograničenje ovog istraživanja. Ukratko, znatan broj turista u Crnoj Gori dolazi većinom iz Srbije i Rusije i predstavljaju "atipične" turiste. Taj termin koristi se kako bi se opisali oni turisti koji imaju jače veze s destinacijom nego drugi

means of influencing tourist behavioural intentions. A significant link between the perceived destination quality and the tourist behavioural intentions suggests that destination managers, when managing tourist destination offer, have to take into consideration a great number of heterogeneous elements that affect tourists' post-experience behaviour. Concretely, the empirical validity of our *"eight A's"* theoretical framework indicates that destination managers have to pay constant attention to the following groups of destination attributes: Attractions, Accessibility, Amenities, Available packages, Activities, Ancillary services, Acceptance and Area cleanliness. However, this is a very challenging issue. The primary reason lies in the nature of the tourist destination concept. Namely, a tourist destination is always perceived as a single entity – a unique bundle of different products, services and experience opportunities. On the other side, the perception of the tourist destination quality is based on an evaluation of a variety of individual tourism products, sub-products and related services offered by a great number of tourism-related suppliers as well as on the local community's reactions to tourists. Therefore, the assessment of the tourist destination experiences involves a great number of individuals and organizations that together determine the overall tourists' impression of the destination's attributes. Accordingly, the role of destination managers, in order to assure positive tourist behavioural intentions, is to ensure that all aspects of the destination attributes are organized, effectively and efficiently, according to the tourism destination strategy. Nevertheless, this is an ongoing process and, as should be expected, requests permanent evaluation of the involved destination attributes.

With regard to the empirical results, one important limitation of this research should be addressed. Stated in short, a considerable number of Montenegrin tourists, mostly from Serbia and Russia, are 'non-ordinary' tourists. This term is used to describe those tourists who have stronger connections with the desti-

turisti. Obično su tome dva razloga: 1) posjeduju nekretnine u Crnoj Gori ili 2) imaju prijatelje i rodbinu u Crnoj Gori. Iz tog razloga nema baš puno smisla pitati ih o njihovim namjerama ponašanja. Čak i kad su nezadovoljni sveukupnom ponudom destinacije, sigurno će se opet u nju vratiti. Stoga je njihovo buduće ponašanje prema destinaciji *apriori* pozitivno!

Opisana je veza vjerojatno veoma snažna. Stoga bi se, osim na zemlji porijekla turista, okvir izbora uzorka trebao zasnivati i na smještaju turista u samoj destinaciji. Drugim riječima, atipični turisti trebali bi biti potpuno isključeni iz ovoga tipa istraživanja ponašanja turista. Upravo zbog toga uključivanje atipičnih turista u ovo istraživanje predstavlja i njegovo najveće ograničenje.

Zaključno, ovaj rad nudi i nekoliko dodatnih ideja za buduća istraživanja. Na istraživačima je da istraže mogućnosti proširenja predloženih formativnih modela. Neki drugi konstrukti, uz one percipirane kvalitete destinacije, mogu služiti kao izravni ili neizravni znakovi namjera ponašanja turista. Primjerice, u ovaj model mogu se još uvrstiti percipirana vrijednost, percipirani kapital, percipirane koristi, zadovoljstvo turista kao i imidž destinacije.

nation than the 'ordinary' tourists do. Usually, the two reasons are prominent: 1) they possess a property in Montenegro or 2) they have friends and relatives in Montenegro. Accordingly, there is no much sense to ask them about their behavioural intentions. Namely, although they may be unsatisfied with the overall destination's offerings, they will definitely come back to the destination. Thus, their intended behaviour towards the destination is, a priori, positive! Most probably, the above relationship is very strong. Accordingly, the sampling frame should be based, in addition to tourists' country of residence, on the tourists' accommodation in the destination. More strictly stated, the 'non-ordinary' tourists should be completely excluded from this type of behavioural research. Thus, the inclusion of the 'non-ordinary' tourists in the current research, is the major limitation of the present study.

As a concluding remark, the paper could offer some additional ideas for further research. The researchers are strongly encouraged to consider the possibility of extending the proposed formative model. In this regard, some other constructs, in addition to perceived destination quality, may serve as direct or indirect antecedents of tourist behavioural intentions. For instance, perceived value, perceived equity, perceived benefits, tourist satisfaction as well as destination im-

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