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ZADOVOLJSTVO TURISTA DESTINACIJOM: PRIMJER KORISNIKA NISKOBUDŽETNIH ZRAČNIH PRIJEVOZNIKA U ZADARSKOJ ŽUPANJI

TOURIST SATISFACTION WITH A DESTINATION: EVIDENCE FROM LOW COST CARRIER USERS IN ZADAR COUNTY

SAŽETAK: Zadovoljstvo turista, spremnost na davanje preporuke i povratak u destinaciju predstavljaju temeljne ciljeve turističke destinacije. Poboljšanju dostupnosti destinacije pridonijeli su i niskobudžetni zračni prijevoznici koji svojim poslovnim modelom dovode do snižavanja cijene i privlače nove segmente turista. Njihov koncept uključuje odabire manjih zračnih luka kako bi osigurali visok stupanj iskoristivosti zrakoplova smanjenjem vremena čekanja zrakoplova i smanjenjem vlastitih troškova. Zračna luka Zadar na razini Hrvatske zadovoljava sve zahtjeve ovog segmenta zračnog prometa, a vođeni željom za osvajanjem udaljenijih europskih tržišta Velike Britanije i Skandinavskih zemalja, Zadarska županija odlučila je privući najvećeg niskobudžetnog prijevoznika *Ryanair*. Cilj je ovog rada analizirati zadovoljstvo korisnika niskobudžetnih zračnih prijevoznika Zadarskom županijom analizom zadovoljstva pojedinačnim elementima turističke ponude Zadarske županije i ukupnog zadovoljstva destinacijom te utvrditi koliko zadovoljstvo korisnika utječe na želju za preporukom destinacije i povratkom u istu.

KLJUČNE RIJEČI: niskobudžetni zračni prijevoznici, zadovoljstvo turista, turistička destinacija, lojalnost turista, Zadarska županija

SUMMARY: Tourist satisfaction, their willingness to recommend and to return to a destination represent the basic goals of a tourist destination. Low cost carriers contributed to improved accessibility of destinations, and their business model has led to lowering the prices and attracted new tourist segments. Their concept involves choosing smaller airports to ensure a high degree of aircraft utilization through reduction of the flight waiting time and cutting their own costs. Zadar Airport meets all the requirements of this air transport segment in Croatia. Impelled by aspirations to conquer more remote European markets, specifically Great Britain and Scandinavian countries, the Zadar County has decided to attract the largest low cost carrier Ryanair. This paper aims to analyse the low cost carrier users' satisfaction with the Zadar County by analysing the satisfaction with the individual elements of the tourist offer in the Zadar County and the overall satisfaction with the destination, as well as to establish how user satisfaction affects the motivation to recommend a destination and to return to it.

KEY WORDS: low cost carriers, tourist satisfaction, tourism destination, tourist loyalty, Zadar County

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1. UVOD

Jedan od temeljnih preduvjeta za brzi razvoj turizma, koji je prisutan u posljednjim desetljećima, razvoj je i snižavanje cijena prijevoza. To se osobito odnosi na zračni prijevoz jer se njegovim razvojem i snižavanjem cijena mijenja pojam dalekih destinacija te njihova vremenska i cjenovna dostupnost. Posebnu ulogu u ovom procesu ima promjena koncepta poslovanja zračnih prijevoznika koja dovodi do značajnog snižavanja cijene prijevoza i proširuje segment korisnika prema razredima niže platežne moći i mlađoj populaciji (de Wit i Zuidberg, 2012; Lu, 2017). Koncept niskobudžetnih zračnih prijevoznika (*eng. low cost carriers – LCC*) temeljem kojeg se snižavaju troškovi poslovanja, a time i cijena zrakoplovnih karata, stvara konkurentsku prednost ovog prijevoza u odnosu na druge oblike prijevoza. Nadalje, smanjenje vremenskog trajanja prijevoza do destinacije predstavlja jedan od temeljnih zahtjeva suvremenih turista, s obzirom na to da današnji turisti prakticiraju više kraćih putovanja tijekom godine s manjim brojem ostvarenih noćenja po putovanju (Albalate, Campos i Jiménez, 2017; Eurostat, 2018; ITB, 2016). Stoga su se pojedine turističke destinacije orijentirale na privlačenje niskobudžetnih zračnih prijevoznika u zračne luke u svojoj blizini kako bi postale dostupnije nekim udaljenijim tržištima i/ili kako bi privukle novi segment posjetitelja. No, samo privlačenje turista nije dostatno za uspjeh destinacije na tržištu, nego je potrebno ponudu destinacije prilagoditi novom segmentu potrošača.

U ovom se radu analizira zadovoljstvo turista-korisnika niskobudžetnih zračnih prijevoznika destinacijom u kojoj su boravili i to na primjeru Zadarske županije. Zračna luka Zadar svojim karakteristikama predstavlja odgovarajuću zračnu luku za promet niskobudžetnih zračnih prijevoznika za područje jadranske Hrvatske. Zadarska županija se 2007. godine odlučila za privlačenje

1. INTRODUCTION

One of the basic requirements for a fast tourism development, which is present in the last decades, is the development of transport and the lowering transport costs. This especially refers to air transport, because by its development and by lowering the costs the perception of distant locations as well as their price and time availability are altered. A special role in this process is played by the change of the business concept, which leads to significant transport cost decrease and expands the segment of users towards a lower purchasing power as well as towards the younger population of users (de Wit, Zuidberg, 2012; Lu, 2017). The concept of low cost carriers (LCCs), by which the costs of business activities are lowered, thereby cutting the cost of plane tickets, creates a competitive advantage over other forms of transport. Furthermore, decreasing the duration of transport to a destination represents one of the basic requests of modern tourists since they take several shorter trips annually with fewer overnight stays per journey (Albalate, Campos and Jiménez, 2017; Eurostat, 2018; ITB, 2016). Therefore certain tourist destinations have focused on attracting LCCs to nearby airports, in order to reach more distant markets and/or attract new segments of tourists. However, for a destination to succeed in a market it is not enough only to attract tourists – it needs to adapt its offer to the new consumer segment.

This paper will analyse the satisfaction of tourists who use LCCs with the visited destination based on the example of the Zadar County. The characteristics of Zadar Airport fully meet the requirements of LCCs to service Croatia's Adriatic area. In 2007, the Zadar County decided to attract LCCs, aiming to increase the number of tourist arrivals from the distant markets of Europe, such as Great Britain and Scandinavian countries to decrease the seasonality and to increase

niskobudžetnih zračnih prijevoznik s ciljem povećanja broja dolazaka turista s udaljenijih tržišta Europe, kao što su Velika Britanija i skandinavske zemlje, smanjenja sezonalnosti i povećanja prihoda. Odluku za privlačenje turista s ovih tržišta pronalaze u povećanoj potrošnji koju oni ostvaruju u odnosu na tradicionalna emitivna tržišta Njemačke, Austrije, Češke i Slovačke (Marušić, 2011; Marušić, Čorak i Sever, 2018). Niskobudžetni zračni prijevoznici koristili su Zračnu luku Zadar od zadnjeg tjedna ožujka/prvog tjedna travnja do zadnjeg tjedna listopada/prvog tjedna studenog. Iako ovo razdoblje predstavlja ograničenje sezonskog korištenja resursa, ipak je ono značajno šire od uobičajene sezone turističkih kretanja (lipanj – rujan) u Zadarskoj županiji. Ulaganje dodatnih sredstava prikupljenih projektom zajedničkog oglašavanja uključivanjem Ministarstva turizma, lokalne turističke zajednice, hotelijera, luka nautičkog turizma, javnih ustanova i drugih dionika u destinaciji, u Zračnu luku Zadar privuklo je najvećeg europskog niskobudžetnog zračnog prijevoznika *Ryanair*. Istovremeno ovo ulaganje smanjuje raspoloživa sredstva za unaprjeđenje drugih oblika promocije i same destinacije, stoga je nužno kontinuirano praćenje zadovoljstva destinacijom kako bi se utvrdila opravdanost visokih ulaganja u zajedničko oglašavanje i usmjerio daljnji razvoj destinacije. Ova tema predstavlja izazov istraživačima jer se upravljanje destinacijom odvija upravljanjem elementima turističkog proizvoda destinacije s ciljem postizanja zadovoljstva turista i povećanjem njihove lojalnosti destinaciji.

2. NISKOBUĐŽETNI ZRAČNI PRIJEVOZNICI I NJIHOV UTJECAJ NA DESTINACIJU

Zračni prijevoz utjecao je na rast i razvoj cjelokupnog gospodarstva, a brzina dostupnosti pojedine lokacije predstavlja njezinu komparativnu prednost za razvoj cjelokupne industrije, ali i turizma. Na turističkom trži-

the profit. The decision to attract the tourists from these markets based on their higher consumption compared to the traditional Croatia's tourism generating markets such as Germany, Austria, Czech Republic, or Slovakia (Marušić, 2011; Marušić *et al.*, 2018). Low cost air carriers have used Zadar Airport since the last week of March/first week of April until the last week of October/first week of November. Despite the fact that the exploitation of resources in this period is limited to the tourist season, it still extends well beyond the usual tourist season in the Zadar County (June – September). Investing additional funds made by the project of joint advertising, which brought together the Ministry of Tourism, local tourist boards, hoteliers, marinas, public institutions and other stakeholders in the destination, attracted the largest European low cost carrier company Ryanair to the Zadar Airport. At the same time, as this investment reduces the available funds for improvement of other forms of promotion, or the destination itself, it is necessary to constantly monitor the destination satisfaction in order to determine the validity of the high investments in joint advertising and to define the further development of the destination. This topic presents a challenge for the researchers because destination management takes place through managing the elements of a destination's tourist product with the aim of achieving tourist satisfaction and increasing their loyalty to the destination.

2. LOW COST CARRIERS AND THEIR INFLUENCE ON A DESTINATION

Air transport has affected the growth and development of the entire economy, and access-to-destination time of a location represents its comparative advantage for the development of the entire industry, especially tourism. In tourism market, where the number of passengers increased almost

štu, koje je u posljednjih 70 godina zabilježilo porast inozemnih turističkih posjetitelja skoro 25 puta, upravo je zračni prijevoz glavni pokretač rasta i globalizacije, a kao temeljni razlog tome navodi se smanjenje cijene zračnog prijevoza. Od 2000. godine dolazi do snižavanja cijena zrakoplovnih karata za 40-ak%, što je uglavnom posljedica poboljšanja tehnologije zrakoplova, kao i porasta broja niskobudžetnih zračnih prijevoznika (Fernandes, 2017). Niskobudžetni zračni prijevoznici pomogli su u revitalizaciji i modernizaciji oko 200 nedovoljno iskorištenih zračnih luka u Europi s manje od milijun putnika godišnje koje su se često održavale samo iz strateških razloga (Castillo-Manzano, Lopez-Valpuesta i González-Laxe, 2011; Tapiador, Mateos i Martí-Henneberg, 2008). Na taj način doprinijeli su razvoju perifernih područja u kojima se te zračne luke nalaze (Graham i Shaw, 2008). Važnost niskobudžetnih prijevoznika u zračnom prijevozu današnjice vidljiva je po njihovom udjelu na tržištu. U 2011. godini njihov je tržišni udio u Europi iznosio 36%, u Sjevernoj Americi 30% te u Aziji i Pacifiku 19% (Graham, 2013). Ako se promatraju letovi unutar EU, udio niskobudžetnih zračnih prijevoznika iznosio je 47% u 2005. godini, 54% u 2007., 60% u 2009., 58% u 2011. i 57% u 2013. godini (Ferrer-Rosell i Coenders, 2017; prema European Commission, 2015). Uviđajući prednosti koje dolazak niskobudžetnih zračnih prijevoznika donosi odredištu, neka odredišta potiču njihov dolazak različitim vrstama subvencija bilo izravnih po putniku ili neizravnih (Castillo-Manzano, López-Valpuesta i González-Laxe, 2011).

Sam koncept niskobudžetnih zračnih prijevoznika karakterizira nekoliko inovativnih modela u zračnom prometu. Osim implementacije novih tehnologija za sustave rezervacije i kupnje karata, ovi prijevoznici najčešće koriste jednu vrstu zrakoplova čime pojednostavljuju poslovanje i smanjuju svoje troškove te optimiziraju radnu snagu (Windle i Dresner, 1999; Budd i Ison, 2014; Graham, 2013). U razdoblju prije pojave ni-

by 25 times in the last 70 years, air transport is the key initiator of growth and globalization, and the fundamental reason is the reduction in air fares. Since the 2000s, prices of air tickets have been reduced by 40%, which is mainly the consequence of improvements in the airplane technology as well as of the increase in the number of LCCs (Fernandes, 2017). LCCs have facilitated the revival and modernization of about 200 insufficiently used airports in Europe with less than a million passengers per year, which were mainly maintained for strategic reasons (Castillo-Manzano, Lopez-Valpuesta and González-Laxe, 2011; Tapiador, Mateos and Martí-Henneberg, 2008). In this way they contributed to the development of the peripheral areas where the airports are located (Graham and Shaw, 2008). The importance of LCCs in today's air transport is evident in its market share. In 2011 they accounted for 36% of the market share in Europe, 30% in North America and 19% in Asia and the Pacific (Graham, 2013). Considering the number of flights within the EU the share of LCCs was 47% in 2005, 54% in 2007, 60% in 2009, 58% in 2011 and 57% in 2013 (Ferrer-Rosell and Coenders, 2017; according to the European Commission, 2015). Recognizing the benefits of LCCs in destinations some destinations encourage their arrivals by using different types of subsidies either directly per traveller or indirectly (Castillo-Manzano, Lopez-Valpuesta and González-Laxe, 2011).

The very concept of LCCs is characterised by a number of innovative models in air transport. Besides implementing new technologies in the booking and ticket purchasing systems, these carriers usually use one type of aircraft, which simplifies business operation, lowers their costs, and optimises the cost of labour (Windle and Dresner, 1999; Budd and Ison, 2014; Graham, 2013). In the times before the LCCs, air traffic was perceived as a luxury and a great deal of attention was given to the travel comfort, espe-

skobudžetnih zračnih prijevoznika, zračni prijevoz je zamišljen kao luksuzan te se jako puno pažnje posvećivalo udobnosti putovanja, posebice udobnosti sjedala i razmaku između njih, čime se smanjivala iskoristivost prostora zrakoplova i broj prevezenih putnika.

Niskobudžetni zračni prijevoznici povećavaju broj putnika u zrakoplovu nauštrb udobnosti putovanja (Rodriguez i O'Connell, 2017). Istovremeno, oni ostvaruju uštedu i na korištenju manjih zračnih luka koje nisu primarne zračne luke za destinaciju (Dobruszkes, 2013; Button *et al.*, 2018). Koncept niskobudžetnih zračnih prijevoznika trebao je proširiti tržište prema do tada nedosegnutim tržišnim nišama te tako ostvariti rast potražnje. Istraživanja o ovom problemu donose dvojake rezultate. Neki istraživači zaključuju da nisu uspjeli privući nove tržišne niše, iako su utjecali na konkurentnost tržišta zrakoplovnih prijevoznika (Forsyth, 2003), dok veći broj istraživanja pokazuje kako niskobudžetnih prijevoznici utječu na povećanje potražnje (Graham i Dennis, 2010). Lohmann i Koo (2013) utvrdili su da razlike poslovnih modela između niskobudžetnih i klasičnih zračnih prijevoznika postaju sve manje dok Fageda, Suau-Sanchez i Mason (2015) zaključuju da se većina niskobudžetnih zračnih prijevoznika kreće prema hibridnim poslovnim modelima. Danas gotovo ne postoje klasične razlike između niskobudžetnih i klasičnih zračnih prijevoznika jer se oba tipa prijevoznika okreću prema hibridnom poslovnom modelu (Ferrer-Rosell i Coenders, 2017). Zanimljivo je istraživanje koje donosi Skeels (2005), a prenosi Donzelli (2010), prema kojemu 71% putnika ne bi koristilo zračni prijevoz koji nema niskobudžetnih prijevoznika i njihovih sniženih cijena usluga. Različiti su kriteriji kojima se odabiru rute koje će se poticati. Graham i Dennis (2010) iznose slučaj Malte u kojoj se kao kriteriji ističu tehnička vrijednost (kvaliteta i primjerenost tehničkih, komercijalnih, marketinških, prodajnih i ljudskih potencijala), traženo financiranje po putniku i datum

cially of the seats and the distance between them, which reduced the optimal use of the airplane space and the number of passengers carried. LCCs increase the number of passengers in the airplane at the expense of the travel comfort (Rodriguez and O'Connell, 2017). At the same time, they reduce costs by using smaller airports which are not primary airports for given destinations (Dobruszkes, 2013; Button *et al.*, 2018).

The concept of LCCs was intended to widen the market toward unreached niche markets and thus increase the demand. The research results on this issue are divided. Some researchers claim that new niche markets have not been reached, although the competitiveness of airline markets have been affected (Forsyth, 2003), while a greater number of research show that LCCs impact the increase in demand (Graham and Dennis, 2010). Lohmann and Koo (2013) have found that the differences in business models between low cost and full service carriers are shrinking, while Fageda, Suau-Sanchez and Mason (2015) conclude that most LCCs are moving towards hybrid business models. Today there are virtually no classical differences between low cost and full service carriers since both types of carriers are turning towards hybrid business model (Ferrer-Rosell and Coenders, 2017). There is a very interesting research by Skeels (2005), quoted by Donzelli (2010), according to which 71% of passengers would not use air transport that did not have LCCs and their service prices. The criteria by which the route to be stimulated is chosen differ. Thus Graham and Dennis (2010) present the case of Malta in which the technical value (quality and suitability of technical, commercial, marketing, sales and human resources), financing requested per passenger and date of route start-up are set as standard. The arrival of LCCs positively affects diversification, reduction of seasonality, improvement and increase of tourist products in a destination thereby the attractiveness of a destination while stimu-

početka letenja. Dolazak niskobudžetnih zračnih prijevoznika pozitivno utječe na diversifikaciju, smanjenje sezonalnosti, poboljšanje i povećanje turističkih proizvoda u destinaciji, a time i na atraktivnost destinacije te svojom akceleratorskom snagom potiče razvoj drugih industrija u njoj (Donzelli, 2010; Ivanović, Vučenović i Baresa, 2014; Costa i Almeida, 2018). Istovremeno se povećava i broj zaposlenika u zračnim lukama koje povezuju niskobudžetni zračni prijevoznici, a time se smanjuje nezaposlenost i povećavaju prihodi stanovnika destinacije.

Uz pozitivne učinke koje donose niskobudžetni prijevoznici destinaciji, postoje i negativni učinci, prije svega u ekološkom pogledu zagađivanja okoliša nastalog ovom vrstom prijevoza te mogućim nesrećama koje se događaju (Donzelli, 2010). Još jedna od promjena koje niskobudžetni zračni prijevoznici donose u destinaciju je i skraćivanje vremena boravka turista (Graham i Dennis, 2010). Jedan od problema s kojima se destinacija može susresti u svojoj orijentaciji na privlačenje niskobudžetnih zračnih prijevoznika jest preuzimanje njihovog koncepta poslovanja u kojem se smanjuju troškovi i povećava efikasnost uz istovremeno neuključivanje dodatnih proizvoda u standardnu ponudu te time pada kvaliteta same destinacije (Olipra, 2012). Ipak, kao najvažniji problem koji destinacija može imati s dolaskom niskobudžetnih zračnih prijevoznika nameće se prekomjerni turizam. Ovakav turizam ne poštuje načela održivosti, ima negativne učinke na lokalnu zajednicu i prostor destinacije te dovodi do smanjenja zadovoljstva posjetitelja u destinaciji (Oklevik *et al.*, 2019; Lawton, 2017; Benner, 2019). Smanjenje turističke potrošnje za prijevoz u zemlji porijekla korištenjem niskobudžetnih zračnih prijevoznika dovodi do oslobađanja financijskih sredstava za neke druge turističke potrebe kao što su smještaj ili prehrana u destinaciji. Eugenio-Martin i Inchausti-Sintes (2016) utvrdili su kako putnici koji koriste niskobudžetne zračne prijevoznike imaju

lating the development of other industries in the location via its acceleration power (Donzelli, 2010; Ivanović, Vučenović and Baresa, 2014; Costa and Almeida, 2018). At the same time the number of employees in airports connected by LCCs increases, which then lowers the unemployment rates and boosts the destination population income.

Along with the positive effects of LCCs for the destinations, there are also negative effects, first of all in terms of ecology and regarding the pollution of the environment caused by this type of transport and the possible accidents (Donzelli, 2010). Another change brought by LCCs also include shortening the length of the tourists's stays (Graham and Dennis, 2010). A challenge that a destination can face when focusing to attract LCCs is to take over their business concept, i.e. cut costs to increase efficiency without providing additional products the standard supply which may cause the decline in the quality of the very destination (Olipra, 2012). However, the most important problem that a destination may encounter with the arrival of LCCs is overtourism. This type of tourism does not respect the principles of sustainability, has negative effects on the local community and the destination area, and leads to lowering of visitors' satisfaction in the destination (Oklevik *et al.*, 2019; Lawton, 2017; Benner, 2019). Reducing tourist costs for transport in the country of origin by using LCCs leads to the release of financial resources for some other tourist needs such as accommodation or food that are spent in the destination. Eugenio-Martin and Inchausti-Sintes (2016) have proved that travellers using LCCs have more significant tourist consumption in the destination than those who have arrived using full service flights. The same authors came to the conclusion that tourists, users of LCCs, who are accommodated with relatives and friends and in private accommodation do not spend more in the destination, but are more cost-effective both at home and in the destination.

značajniju turističku potrošnju u destinaciji od onih turista koji su došli redovitim letovima. Isti autori dolaze do zaključka da turisti korisnici niskobudžetnih zračnih prijevoznika, koji su smješteni kod rodbine i prijatelja i u privatnom smještaju, ne troše više u odredištu, nego su skloni uštedama kako kod kuće tako i u destinaciji. Iznimno važna spoznaja za turističku ponudu u destinaciji je da putnici koji koriste niskobudžetne zračne prijevoznike povećavaju udio potrošnje za aktivnosti u destinaciji nauštrb smještaja (Ferrer-Rosell i Coenders, 2017).

3. ZADOVOLJSTVO KORISNIKA DESTINACIJOM

Uspjeh neke turističke destinacije zasigurno ovisi o zadovoljstvu koje turisti osjećaju nakon što ju posjete. Zadovoljstvo kupca determinirano je ukupnim osjećajima i stavovima nakon što je osoba kupila ili konzumirala proizvod ili uslugu (Solomon, 1992). Perkušić Malkoč (2018) navodi neke od najznačajnijih pristupa mjerenju zadovoljstva potrošača ili korisnika, a to su: teorija diskonfirmacije očekivanja (teorija nepotvrđivanja očekivanja), teorije povezane s diskonfirmacijom očekivanja (teorija kontrasta, teorija asimilacije i kontrasta, teorija disonance, opća teorija negativnosti, teorija testiranja hipoteza), teorija pravednosti, atribucijska teorija, teorija izvedbe, teorija multifaktorske strukture zadovoljstva (M-H dvofaktorska teorija zadovoljstva, Kanova trofaktorska teorija zadovoljstva korisnika), model kvalitete odnosa s klijentom (Liljander i Strandvik, 1995), kvalitativni model zadovoljstva (Stauss i Neuhaus, 1997) te situacijska teorija zadovoljstva (Fournier i Mick, 1999). Temeљem provedene analize, Perkušić Malkoč (2018) ističe kako je teorija diskonfirmacije jedna od najčešće korištenih teorija u istraživanjima zadovoljstva. U toj se teoriji polazi od pretpostavke da korisnici imaju određena očekivanja prije samog korištenja proizvoda i usluge te takva očekivanja utječu na njihovo

An extremely important insight for the tourist offer in the destination is that passengers using LCCs increase the share of consumption for activities in the destination, at the expense of accommodation (Ferrer-Rosell and Coenders, 2017).

3. USER SATISFACTION WITH A DESTINATION

The success of a certain destination unquestionably depends on the satisfaction that tourists feel after their visit. Customer satisfaction is determined by an overall feeling and attitude after a person has bought or consumed a product or service (Solomon, 1992). Perkušić Malkoč (2018) cites some of the most important approaches to measuring consumer or user satisfaction: “an expectation disconfirmation theory (theory of non-confirming the expectations), theories connected to the disconfirmation of expectation (contrast theory, assimilation and contrast theory, dissonance theory, general negativity theory, theory of hypotheses testing), a theory of justice, an attribution theory, a performance theory, a multifactorial satisfaction structure theory (M-H dual factor satisfaction theory, Kano’s three factor theory of user satisfaction), a client relationship quality model (Liljander and Strandvik, 1995), a qualitative satisfaction model (Stauss and Neuhaus, 1997) and situational satisfaction theory (Fournier and Mick, 1999).” Based on the conducted analysis, Perkušić Malkoč (2018) points out that the disconfirmation theory is one of the most widely used theories in satisfaction research. This theory assumes that users have certain expectations before using the products and services, and these expectations affect their satisfaction. Thus, the level of satisfaction can ultimately be observed as the difference between the perceived performance of service or product and the expectations that the users had (Yüksel and Rimmington, 1998). However, despite the numerous and different

zadovoljstvo. Pritom se razina zadovoljstva u konačnici može promatrati kao razlika između percipirane izvedbe usluge ili proizvoda i očekivanja koja su korisnici imali (Yüksel i Rimmington, 1998). No, unatoč brojnim i različitim pristupima mjerenju zadovoljstva potrošača, još uvijek nije postignut konsenzus oko jedinstvenog načina mjerenja (Kozak i Rimmington, 2000).

Zadovoljstvo turista specifično je područje istraživanja zadovoljstva jer se turistički proizvodi po svojim obilježjima uvelike razlikuju od potrošačkih dobara (Pizam, Neumann i Reichel, 1978). Isti autori (1978:316) navode kako je turistički proizvod „neopipljiva mješavina mnogih međusobno povezanih komponenti dok su potrošačka dobra većinom homogena i uniformirana“. Isti autori smatraju kako zadovoljstvo ili nezadovoljstvo s jednom od komponenti turističkog proizvoda može dovesti do zadovoljstva ili nezadovoljstva s cijelim turističkim proizvodom. Temeljem toga zaključuju kako je izrazito važno identificirati i mjeriti zadovoljstvo turista svakom od definiranih komponenti turističkog proizvoda. Zadovoljstvo svakom od komponenti turističkog proizvoda u konačnici utječe na cjelokupno zadovoljstvo destinacijom i spremnosti turista na lojalnost destinaciji.

U ovom radu koristi se pristup mjerenja zadovoljstva turista analizom performansi pojedinačnih obilježja destinacije i ukupnog zadovoljstva Zadarskom županijom. Kozak (2003) navodi kako se samo mali broj istraživanja temelji na tome kako zadovoljstvo pojedinačnim atributima turističke destinacije utječe na ukupno zadovoljstvo i ponovljeno ponašanje (npr. ponovni dolazak) ili preporuku destinacije. U tom istraživanju Kozak je uspoređivao zadovoljstvo različitih grupa turista pojedinačnim elementima, kao i ukupno zadovoljstvo jedne destinacije u Španjolskoj i jedne u Turskoj. Uz to je analizirao utjecaj zadovoljstva pojedinim elementima destinacije na ukupno zadovoljstvo destinacijom, kao i namjeru preporuke i ponov-

approaches to measuring consumer satisfaction, there is still no consensus concerning a unique method of measuring it (Kozak and Rimmington, 2000).

Tourist satisfaction is a specific area of satisfaction research, given that the tourist products differ greatly from consumer goods by their characteristics (Pizam, Neumann and Reichel, 1978). The same authors (1978:316) state that the tourist product is “an intangible blend of many interconnected components, while consumer goods are mostly homogeneous and uniform”. The same authors consider that satisfaction or dissatisfaction with one of the components of the tourist product may lead to satisfaction or dissatisfaction with the entire tourist product. Therefore, they conclude that it is extremely important to identify and measure tourist satisfaction with each defined component of tourist product. The satisfaction with each of the components of the tourist product ultimately affects the overall satisfaction with the destination and the tourist’s readiness to become loyal to the destination. This paper uses the approach of measuring tourist satisfaction by analysing the performances of individual characteristics of the destination and the overall satisfaction with the Zadar County. Kozak (2003) states that only a small number of research are based on how the satisfaction with the individual attributes of a tourist destination affects overall satisfaction and repeated behaviour (eg. Re-visit) or destination recommendation. In his 2003 research, Kozak compared the satisfaction of different groups of tourists with individual elements, as well as the overall satisfaction with one destination in Spain and one in Turkey. In addition, he analysed the impact of satisfaction with individual elements of the destination on overall satisfaction with the destination, as well as the intention to recommend and re-visit the destination. Similar research was conducted earlier, Kozak and Rimmington (2000) and Kozak (2001). Different authors cite sets of variables which

nog posjeta destinaciji. Slična istraživanja provedena su i ranije, Kozak i Rimmington (2000) i Kozak (2001). Različiti autori navode setove varijabli koje obuhvaćaju elemente koji utječu na zadovoljstvo turista, kao što su smještaj, transport, aktivnosti, atrakcije (Danaher i Arweiler, 1996), kojima se nadodaju oprema i pristupačnost (Pérez *et al.*, 2017), kvaliteta usluge (He i Song, 2008), atraktivnost destinacije, kulturne i demografske karakteristike turista, kao i obilježja putovanja i izvor informacija o putovanju (Shahrivar, 2012; Salim i Mohamed, 2014). Svaka od ovih kategorija dijeli se na različite podelemente i većina navedenih autora je dalje raščlanjuju na taj način.

Turisti kao ključni element kod odabira niskobudžetnih zračnog prijevoznika za dolazak u destinaciju ističu cijenu prijevoza (Dolnicar *et al.*, 2011; Koklic, Kukar-Kinney i Vegelj, 2017) i to predstavlja temeljnu komparativnu prednost niskobudžetnih zračnih prijevoznika u odnosu na druge ponuđače na tržištu. Odabir kupaca ne temelji se uvijek na premisi da niska cijena znači i nisku razinu usluge, nego se to može percipirati i kao učinkovitost u organizaciji poslovanja (Saha i Theingi, 2009). Kako je cijena kod ovih prijevoznika iznimno niska, percipirana vrijednost za novac je relativno visoka. No, nije cijena jedini element koji utječe na zadovoljstvo, a posebice ne na lojalnost. Leong *et al.* (2015) testirali su cijeli niz kategorija koji utječu na zadovoljstvo i lojalnost potrošača te su zaključili da pouzdanost tvrtke najjače direktno utječe na zadovoljstvo potrošača i indirektno na lojalnost. Isti autori navode kako značajan utjecaj imaju kvaliteta cjelokupne materijalne imovine te brzi odgovor na kupčeve zahtjeve, dok relativno nizak utjecaj imaju empatija i povjerenje (Leong *et al.*, 2015).

U kontekstu turista koji koriste niskobudžetne zračne prijevoznike za organizaciju putovanja, važno je naglasiti kako je zadovoljstvo uslugom obrnuto proporcionalno percipiranim troškovima (Pandža Bajs,

include elements that stimulate tourist satisfaction, such as accommodation, transport, activities, attractions (Danaher and Arweiler, 1996), to which equipment and accessibility are added (Pérez *et al.*, 2017), quality of service (He and Song, 2008), destination attractiveness, cultural and demographic characteristics of tourists, as well as characteristics of their journey, and the source of information about the journey (Shahrivar, 2012; Salim and Mohamed, 2014). Each of these categories is furthermore divided into different sub elements and most authors analyse them in such a manner.

The key element for tourists in choosing a low cost carrier to arrive to a destination is the price of transport (Dolnicar *et al.*, 2011; Koklic, Kukar-Kinney and Vegelj, 2017), and this represents their basic comparative advantage compared to the other suppliers on the market. Customers' choice is not always based on the assumption that low cost means low service level, it can also be comprehended as an efficiency in business organization (Saha and Theingi, 2009). Since the price of these carriers is extremely low, the perceived value for money is relatively high. But the price is not the only element that affects satisfaction, and especially it does not affect loyalty. Leong *et al.* (2015) tested a whole set of categories that affect satisfaction and loyalty of consumers concluding that a company's reliability has the strongest direct influence on consumer satisfaction, and indirect influence on loyalty. The same authors cite that the quality of the overall material assets and prompt response to customers' requests have a significant influence, while empathy and trust have relatively low influence (Leong *et al.*, 2015).

In the context of tourists who fly LCCs for organizing trips, it is important to emphasize that satisfaction with the service is inversely proportional to the perceived costs (Pandža Bajs, 2013), and hence using a cheaper carrier is expected to enhance destination satisfaction. Sole satisfaction with a

2013) te se očekuje da korištenje jeftinijeg prijevoza povećava zadovoljstvo destinacijom. Međutim, samo zadovoljstvo destinacijom ne izaziva nužno i želju za povratkom u destinaciju i ne stvara lojalnog potrošača kako je to uobičajeno kod nekih drugih proizvoda i usluga (McKercher i Denizci Guillet, 2011). Zadovoljstvo predstavlja jedan od temelja predviđanja budućeg ponašanja turista, a kao prethodnica njemu se ističe percipirana vrijednost ostvarene turističke usluge (Chen i Chen, 2010; Pandža Bajs, 2013). Niz istraživanja potvrdilo je kako će zadovoljan turist preporučiti destinaciju, vratiti se u nju i/ili joj postati lojalan (Chen i Tsai, 2007; Ryu, Han i Kim, 2008; He i Song, 2008; Prayag i Ryan, 2012). No, istraživanja istovremeno pokazuju da ostvareno zadovoljstvo nije dostatno za predviđanje lojalnosti destinaciji (Kozak, 2001; Bowden, 2009; Pandža Bajs, 2015; Alrawadieh *et al.*, 2019). Može se zaključiti kako zadovoljstvo destinacijom predstavlja nužni, ali ne i jedini preduvjet za turistov povratak u nju.

4. TURISTIČKA KRETANJA U ZADARSKOJ ŽUPANIJI

Zadarska županija jedna je od 20 županija u Republici Hrvatskoj. Smještena je u centralnom području Jadranske Hrvatske, na sjeveru Dalmacije. Administrativno sjedište je Grad Zadar. Županija se prostire na 7.486,91 km², od čega je 3.641,91 km² kopna, otoka 587,6 km² te 3.845 km² morske površine. Posebnost županijskog područja je brojnost otoka, kanala, morskih prolaza, duboko uvučenih morskih površina u kopno, razvedenost obale, plodna zona Ravnih kotara i krš brdsko – planinskog prostora (Zadarska županija, 2019). Ugodna mediteranska klima, relativno povoljni vjetrovi, veliki broj sunčanih dana i prostorno geografske karakteristike predstavljaju komparativne prednosti Zadarske županije kao turističke destinacije. Zadarska županija u svojoj turističkoj povijesti nikada nije bila primarno „zračna“ destinacija. Turisti su u ovu desti-

destination does not necessarily evoke the wish to return to it, nor does it make a loyal consumer in the way that is usual with other products and services (McKercher and Denizci Guillet, 2011). Satisfaction represents one of the foundations for predicting the future tourist behaviour, and the perceived value of the service generated is a prerequisite for that (Chen and Chen, 2010; Pandža Bajs, 2013). Some research confirms that a satisfied tourist will recommend a destination, return to it and/or become loyal to it (Chen and Tsai, 2007; Ryu, Han and Kim, 2008; He and Song, 2008; Prayag and Ryan, 2012). However, at the same time, other research shows that the achieved satisfaction is not sufficient to predict loyalty to a destination (Kozak, 2001; Bowden, 2009; Pandža Bajs, 2015; Alrawadieh *et al.*, 2019). Thus, it can be concluded that satisfaction with a destination is a necessary but not the only prerequisite for a tourist's return to it.

4. TOURIST MOVEMENT IN ZADAR COUNTY

The Zadar County is one of the 20 counties in the Republic of Croatia. It is located in the central Adriatic region, in the north of Dalmatia. The administrative centre is the town of Zadar. The County covers 7,486.91 km², of which 3,641.91 km² is the mainland, 587.6 km² are islands and 3,845 km² is sea surface. The particular feature of the county area is the number of islands, canals, straits, the recessed sea deeply into the mainland, indented coast, fertile land of Ravnih kotari, and the karst highland area (The Zadar County, 2019). A pleasant Mediterranean climate, relatively favourable winds, a large number of sunny days and spatial geographical characteristics represent comparative advantages of the Zadar County as a tourist destination. During its tourist history Zadar was never primarily an air destination. Tourists reached this destination by land. The most used vehicle in the Zadar County is the

naciju najčešće dolazili kopnenim putem (automobil 60,2%). Relativno veliki broj gostiju dolazi u županiju autobusom (13,1%) te zrakoplovom (16,9%). Specifičnost Zadarske županije je visoki udio turista koji koriste niskobudžetne zračne prijevoznike (67,5% svih koji su doputovali zrakoplovom) (Matassi, 2013). Jedan od mogućih razloga malog broja čarter letova koje je ostvarivala Zračna luka Zadar je i manjak hotelskih smještajnih kapaciteta u Zadarskoj županiji. Za razvoj turističkih proizvoda temeljenih na čarter letovima potrebno je imati veći broj hotelskih smještajnih kapaciteta, a cijela Zadarska županija raspolaže sa 665 kreveta u hotelima s 2 zvjezdice, 2.746 kreveta kategoriziranih s 3 zvjezdice, 2.958 kreveta s 4 zvjezdice i 420 kreveta u hotelu s 5 zvjezdica (Ministarstvo turizma, 2018), što ukupno čini 6.749 kreveta. Podijeljeno s prosječnim brojem sjedala u najmanjem zrakoplovu koji koristi TUI 737-800 (189) dobiva se oko 35 punih zrakoplova. Upravo je to razlog zašto je Zadarska županija odlučila ulagati u privlačenje individualnih turista koji često odabiru privatni smještaj za boravak u destinaciji i ne dolaze čarter letovima.

Zračna luka koju koriste niskobudžetni zračni prijevoznici mora odgovarati njihovom poslovnim modelu (Pitt i Brown, 2001; Graham, 2013). Iako ima nižu učinkovitost nego neke s njom usporedive mediteranske zračne luke, u hrvatskim okvirima Zračna luka Zadar svojim karakteristikama udovoljava navedenim zahtjevima, posebno nakon preuređenja sletne piste koju je do 2010. godine presijecala cesta (Ivanović, Vučenović i Baresa, 2014; Button *et al.*, 2018). Relativno povoljan geografski položaj u neposrednoj blizini niza turističkih središta te iznimno kvalitetna cestovna povezanost s drugim krajevima Hrvatske predstavljaju komparativnu prednost koju su niskobudžetni zračni prijevoznici prepoznali i iskoristili.

Kako bi povećala turistički promet i unaprijedila poslovne rezultate Zračne luke Zadar, Zadarska županija je odlučila sklo-

automobile (60.2%), while a relatively large number of guests arrive by bus (13.1%) and by air (16.9%). The particularity of the Zadar County is the high rate of tourists using LCCs (67.5% of those who arrived by aeroplane) (Matassi, 2013). One of the possible reasons for a small number of charter flights landing at Zadar Airport is the lack of hotel accommodation capacity in the Zadar County. In order for the tourist products based on charter flights to develop it is necessary to have a larger number of hotel accommodation capacity, while the entire capacity of the Zadar County is 665 beds in 2-star hotels, 2,746 beds in 3-star hotels, 2,958 beds with 4 stars and 420 beds in 5-star hotels (Ministry of Tourism, 2018) totalling 6,749 beds. Divided by an average number of 189 seats in the smallest aeroplane TUI 737-800, the total capacity could be filled by 35 full aeroplanes. This is the very reason why the Zadar County opted to invest in attracting individual tourists who often choose private accommodation for their stay in a destination and do not use charter flights.

Airports used by LCCs must comply with their business model (Pitt, Brown, 2001; Graham, 2013). Although it has lower efficiency compared to other Mediterranean airports, in Croatian terms Zadar Airport complies with these requirements, especially after the renovation of the runway which used to intersect with a road until 2010 (Ivanović, Vučenović, Baresa, 2014; Button *et al.*, 2018). A relatively favourable geographic position, in the immediate distance from a number of tourist centres and exceptionally high quality road connections with the other parts of Croatia represent a comparative advantage that LCCs have recognized and taken advantage of.

In order to increase tourist traffic and to improve Zadar Airport's business performance the Zadar County decided to sign a contract with Ryanair the leading European low cost carrier. Ryanair is a company with an extremely high loading factor (92.9%). In

piti ugovor o suradnji s Ryanairom, kao vodećim europskim niskobudžetnim prijevoznikom. Ryanair ima iznimno visoku stopu iskorištenosti avio-sjedala (92,9%). U srpnju 2017. godine raspolagao je s 12.776.400 sjedala, odnosno 9,89% svih avio-sjedala europskih zračnih prijevoznika (Routesonline; prema podacima OAG, 2017). Osim Ryanaira, u Zračnu luku Zadar slijeću i druge niskobudžetne zrakoplovne kompanije (*EasyJet, Vueling, Eurowings, ...*) (Zračna luka Zadar, 2018). Niskobudžetni zračni prijevoznici imaju iznimno snažnu promociju kako svojih usluga, tako i destinacije u koju dolaze. No, Zračna luka Zadar ne privlači samo turiste u Zadarsku županiju, nego ona predstavlja ulaznu točku za širu jadransku regiju, ali i cijelu Hrvatsku, posebno kada se promatra kao matična zračna luka za niskobudžetne zračne prijevoznike. Na taj način ona pokreće širu regiju i povećava svoju gravitacijsku zonu, kao što je to slučaj i s drugim lukama koje primaju niskobudžetne zračne prijevoznike (Dennis, 2007). Ovaj fenomen istovremeno predstavlja i ograničenje Zadarskoj županiji koja zbog visokih ulaganja u privlačenje niskobudžetnih zračnih prijevoznika ima ograničena sredstva za unaprjeđenje destinacije i njezinu promociju drugim kanalima. Stoga je jedno od ključnih pitanja nastavka ovog ulaganja uključivanje destinacija iz šireg okruženja u zajedničko oglašavanje.

Niskobudžetni zračni prijevoznici pokazali su se učinkovitima i u smanjenju sezonalnosti, posebice u travnju, svibnju te listopadu. Dosadašnja istraživanja potvrđuju da povećanje broja korisnika niskobudžetnih zračnih prijevoznika dovodi do povećanja ukupnog broja turističkih noćenja u destinaciji (Rey, Myro i Galera, 2011; Tsui, 2017).

July 2017 it had 12,776,400 seats, i.e. 9.89% of the total seat capacity of the European air companies (Routesonline, according to OAG data, 2017). Apart from Ryanair, other LCCs also operate to Zadar Airport (*EasyJet, Vueling, Eurowings* etc.) (Zadar Airport, 2018). LCCs have powerful promotion for both their services and the destinations they fly to. Nevertheless, as a home airport for the LCCs Zadar Airport does not attract tourists only to the Zadar County, but it is also an entry point for the wider Adriatic region as well as for the entire Croatia. In this way it activates wider region and expands its gravitational zone, as in the case of other low cost carrier airports (Dennis, 2007). This situation marks the limits of the Zadar County's funds for improving the destination or for promotion via other channels due to high investments for attracting LCCs initially. Therefore one of the key questions for the continuation of this investment is the inclusion of the destinations from the broader area into joint advertising.

LCCs have been proved to be effective in lowering seasonality, especially in April, May and October. Previous research shows that the increase in the number of LCC users in the destination leads to an increase in the total number of tourist overnights (Rey, Myro and Galera, 2011; Tsui, 2017).

Tablica 1: Broj dolazaka turista u Zadarsku županiju i broj putnika u Zračnoj luci Zadar (2017. godina)

Mjesec 2017.	Broj dolazaka turista	Broj putnika u Zračnoj luci Zadar	Broj putnika-povratni letovi	Omjer broja putnika (povratni let) i broja turista
Siječanj	7.393	1.345	673	9,10%
Veljača	8.136	1.193	597	7,33%
Ožujak	18.077	8.187	4.094	22,64%
Travanj	67.554	48.541	24.271	35,93%
Svibanj	102.742	62.648	31.324	30,49%
Lipanj	261.286	83.837	41.919	16,04%
Srpanj	575.035	114.403	57.202	9,95%
Kolovoz	502.217	123.348	61.674	12,28%
Rujan	172.440	81.084	40.542	23,51%
Listopad	62.796	57.165	28.583	45,52%
Studen	18.650	5.481	2.741	14,69%
Prosinac	11.874	2.236	1.118	9,42%

Izvor: Obrada autora prema Zračna luka Zadar. (2018). Statistika prometa. i Turistička zajednica Zadarske županije (2018). Statistička analiza turističkog prometa u 2017. godini

Table 1: Number of tourist arrivals to Zadar County and number of passengers at Zadar Airport (2017)

2017 Month	Number of tourist arrivals	Number of passengers	Number of passengers – return flights	Number of passengers (return flights) and number of tourists ratio
January	7,393	1,345	673	9.10%
February	8,136	1,193	597	7.33%
March	18,077	8,187	4,094	22.64%
April	67,554	48,541	24,271	35.93%
May	102,742	62,648	31,324	30.49%
June	261,286	83,837	41,919	16.04%
July	575,035	114,403	57,202	9.95%
August	502,217	123,348	61,674	12.28%
September	172,440	81,084	40,542	23.51%
October	62,796	57,165	28,583	45.52%
November	18,650	5,481	2,741	14.69%
December	11,874	2,236	1,118	9.42%

Source: Made by authors according to Traffic statistics of Zadar Airport and Statistical analysis of the traffic statistics of Zadar County in 2017

Tablica 1 prikazuje broj ostvarenih turističkih dolazaka u Zadarsku županiju i broj svih putnika na letovima za Zračnu luku

Table 1 shows the number of realized tourist arrivals to Zadar County and the number of passenger on all flights to Zadar

Zadar. Ako se pretpostavi da su svi putnici ostvarili povratnu vezu, onda je broj putnika potrebno podijeliti s dva. Stavljajući u omjer ova dva pokazatelja vidljivo je da u travnju, svibnju te nadasve u listopadu postoje značajni skokovi udjela putnika zračne luke Zadar u ukupnom broju turista. S obzirom na to da većinu ovih putnika čine korisnici niskobudžetnih zračnih prijevoznika, jasno je da njihovo prometovanje utječe na smanjenje sezonalnosti u destinaciji.

5. METODOLOGIJA

U ovom radu prikazani su rezultati longitudinalnog istraživanja autora koje obuhvaća razdoblje od 2013. do 2017. godine. Istraživanje je provođeno u vremenskim razdobljima od 01. lipnja do 01. studenog svake od navedenih godina, ovisno o intenzitetu letova niskobudžetnih zračnih prijevoznika u Zračnoj luci Zadar. Istraživanje je provedeno strukturiranim anketnim upitnikom kao mjernim instrumentom u prostorima Zračne luke Zadar i to na odlaznim letovima niskobudžetnih zračnih prijevoznika u trenucima kada su putnici prošli kontrolu i kada su čekali na ukrcaj. Vremenski je ovo razdoblje predstavljalo idealno vrijeme za ispunjavanje upitnika jer je upotpunjavalo vrijeme čekanja putnika. Upitnik je kao mjerni instrument tijekom ovog razdoblja prilagođavan promjenama u destinaciji (kao što je dobivanje nagrade *Best destination*). Broj ispitivanih varijabli u ovom istraživanju mijenjao se u razdoblju istraživanja, ali se strukturirani anketni upitnik kontinuirano sastojao od pet dijelova i to: motivacija dolaska, obilježja putovanja i boravka u destinaciji, potrošnja u destinaciji, zadovoljstvo destinacijom te demografske karakteristike ispitanika. Anketni upitnik je 2015. godine dopunjen skalom s česticama kojom se ispituje lojalnost (želja za preporukom i povratkom u destinaciju kako bi se utvrdio utjecaj zadovoljstva na buduće ponašanje turista). Ispitano je 3.619 ispitanika od kojih je upitnik u potpunosti

Airport. Assuming that all passengers had a return flight, the number of passengers has to be divided by two. The ratio of these two factors shows significant hikes in the share of travellers at Zadar Airport in the total number of tourists in April, May, and especially in October. Since most passengers are users of LCCs, it is clear that their activity decreases the seasonality in the destination.

5. METHODOLOGY

This paper shows the results of the authors' longitudinal research encompassing the period from 2013 to 2017. The research was carried out in the period between June 1st and November 1st each specified year, depending on the intensity of low cost carrier flights at Zadar Airport. The research conducted out using a structured questionnaire as a measuring instrument at Zadar Airport premises on outbound LCC flights when the passengers passed the control points and waited in the boarding lounge. This was the ideal time to fill in the questionnaire, as it could fill the passengers' waiting time. During this period the questionnaire as the measuring instrument was adapted to the changes in the destination (e.g. receiving the Best Destination Award). The number of variables in this research changed during the research period, but the structured questionnaire consisted of five parts: motivation for arrival, characteristics of travel and stay in the destination, consumption in the destination, satisfaction with the destination and demographic characteristics of respondents. In 2015, the particle scale was added to the questionnaire that examines loyalty (desire to recommend and return to the destination in order to determine the impact of satisfaction on future tourist behaviour). The research included 3,619 respondents aged 18 years and older, 3,314 of whom filled out the questionnaire completely. The sole criterion to participate in the research was having stayed in the Zadar County for at least two nights.

popunilo 3.314 ispitanika starijih od 18 godina. Jedini kriterij za pristupanje ispitivanju su ostvarena najmanje dva noćenja u Zadarskoj županiji, stoga se uzorak može smatrati namjernim prigodnim uzorkom. Kriterij od dva noćenja odabran je stoga što je to uvjet da bi turist mogao steći dovoljno informacija za procjenu zadovoljstva s destinacijom. Ispitivanje je vršeno u prisustvu educiranih anketara koji su prije uključivanja ispitanika u istraživanje provjerili zadovoljavaju li kriterij boravka u destinaciji kako bi se izbjegli mogući problemi s nepoznavanjem pojma Zadarske županije. Kao varijable u ovom istraživanju uzete su socio-demografske karakteristike ispitanika (dob, prihod), učestalost putovanja i korištenje niskobudžetnih zračnih prijevoznika, pratnja na putovanju, broj posjeta destinaciji, zadovoljstvo destinacijom i pojedinačnim elementima turističke ponude u destinaciji te lojalnost mjerena namjerom preporuke i povratka u destinaciju. Zadovoljstvo destinacijom ispitivano je procjenom općeg zadovoljstva destinacijom te zadovoljstvom pojedinačnim elementima ponude destinacije temeljeno na istraživanjima Kozak i Rimmington (2000), Kozak (2001) te Kozak (2003).

Elementi ponude destinacije korišteni kod ocjenjivanja zadovoljstva ponudom destinacije prilagođeni su prema skali korištenoj u istraživanju TOMAS (Marušić, 2011). Za iskazivanje zadovoljstva primijenjena je petostupanjska Likertova skala u kojoj je ocjena -2 prikazivala najveće nezadovoljstvo, a +2 najveće zadovoljstvo dok je 0 predstavljala neutralnu točku. U posljednje tri godine istraživanja u upitnik je uveden šesti element, a to je namjera preporuke i povratka u destinaciju. Ona je ispitana pomoću prilagođene kompozitne skale s tri čestice prema Lam i Hsu (2006) koja je uključivala želju turista za preporukom, povratkom u destinaciju u dogledno vrijeme i povratak u destinaciju slijedeće godine. Prikupljeni podaci obrađeni su u programu SPSS kako bi se utvrdilo zadovoljstvo turista koji su ko-

Therefore, the sample can be considered intentionally appropriate. The criterion of two overnight stays was chosen since in this way the tourist was considered to have been able to get enough data for assessing his/her destination satisfaction. The survey was carried out in the presence of trained inquirers who, prior to the inclusion of the respondents in the research, checked whether they met the criterion of staying in the destination in order to avoid potential problems regarding ignorance of the term Zadar County. The variables in this research include the socio-demographic characteristics of the respondents (age, income), frequency of travel and use of LCCs, travel companion, number of visits to the destination, satisfaction with the destination and destination elements, and loyalty measured by intention to recommend and return to the destination. Satisfaction with the destination was surveyed by estimating the overall satisfaction with the destination and satisfaction with the individual elements of the tourist offer in the destination, based on the research of Kozak and Rimmington (2000), Kozak (2001) and Kozak (2003).

The elements of the destination offer used to evaluate the satisfaction with the destination offer are adjusted according to the scale used in the research of TOMAS (Marušić, 2011). In the research, five-grade Likert scale was used to express satisfaction, in which grade -2 showed the highest dissatisfaction and +2 marked the highest satisfaction while 0 represented a neutral point. In the last three years of the research, a sixth element was introduced in the questionnaire: intention to recommend and return to the destination. This point was surveyed using a custom composite scale with three particles according to Lam and Hsu (2006) that included the tourists' desire to recommend or return to the destination in the near future or return to the destination in the following year. The gathered data were processed using SPSS programme in order to determine the satisfaction of tourists who used LCCs

ristili niskobudžetne zračne prijevoznike za posjet Zadarskoj županiji. U radu se analizira zadovoljstvo turista s obzirom na njihove socio-demografske karakteristike i obilježja putovanja, te se povezuje zadovoljstvo turista s njihovom željom za preporukom i ponovnim povratkom u destinaciju. Ograničenje istraživanja je relativno mali broj ispitanika po godini ispitivanja, nedostatan poznavanje engleskog ili njemačkog jezika kod ispitanika te prisustvo i sugestivnost anketara pri provođenju ispitivanja.

6. REZULTATI ISTRAŽIVANJA

Obuhvaćeni uzorak ispitanika pokazao je da su to pretežito osobe mlađe od 35 godina (53%) koje imaju viši stupanj obrazovanja (svega 18,2% ispitanika ima završenu osnovnu ili srednju školu), 52,1% su prvostupnici ili osobe koje su završile višu školu dok 29,7% ima završenu visoku školu, magistrij ili doktorat. S obzirom na radni status, pretežito su to osobe zaposlene u privatnom sektoru (39,2%) i javnom sektoru (22%). Relativno je visok udio učenika i studenata u uzorku (16%), što je i očekivano budući da su upravo oni prepoznati kao najistaknutiji segment potrošača niskobudžetnih zračnih prijevoznika. Najčešće su ispitanici putovali dva puta godišnje izvan svoje matične zemlje (45,2%) i pomoću hi kvadrat testa utvrđeno je da postoje razlike u učestalosti putovanja izvan zemlje u godinama ispitivanja ($H=189,680$, $ss=16$, $p<0,000$).

to visit Zadar County. The paper analyses the tourist satisfaction with regard to their socio-demographic characteristics and the characteristics of travel, and will relate the tourist satisfaction with their desire to recommend and return to the destination. The constraints of this research include a relatively small number of respondents per year of research, constraints due to the respondents' insufficient knowledge of English or German, as well as the inquirers' presence and suggestiveness of the during the research.

6. RESEARCH RESULTS

The sample included showed that subjects are mostly persons under 35 years of age (53%), with higher education (only 18.2% the respondents had primary or high school education, 52.1% had a bachelor's degree or a college degree, while 29.7% held a university degree, master's degree or a doctorate. Considering their employment status, they were mostly persons working in the private sector (39.2%) and public sector (22%). The portion of students in the sample was relatively high (16%), which was expected since they were recognized as the most prominent consumer segment of the LCCs. The respondents mostly travelled twice a year abroad (45.2%) and the chi-squared test showed differences in the frequencies of travels outside their home country in the years of the research ($H=189.680$, $ss=16$, $p<0.000$).

Tablica 2: Učestalost putovanja ispitanika

		GODINA					Ukupno
		2013.	2014.	2015.	2016.	2017.	
Koliko često putujete na odmor izvan svoje zemlje?	dva puta godišnje	48,9%	41,1%	43,3%	46,2%	42,6%	45,2%
	rjeđe od jednom godišnje	21,3%	35,3%	31,6%	36,2%	12,9%	28,0%
	tri puta godišnje	17,4%	14,0%	18,8%	14,9%	25,5%	17,7%
	više od tri puta godišnje	12,4%	9,7%	6,3%	2,7%	18,9%	9,1%
Ukupno		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 2: Frequency of travel of the respondents

		YEAR					Total
		2013	2014	2015	2016	2017	
How often do you travel abroad on holidays?	Twice per year	48.9%	41.1%	43.3%	46.2%	42.6%	45.2%
	Less than once per year	21.3%	35.3%	31.6%	36.2%	12.9%	28.0%
	Three times	17.4%	14.0%	18.8%	14.9%	25.5%	17.7%
	More than three times per year	12.4%	9.7%	6.3%	2.7%	18.9%	9.1%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Ispitanici su većinom iskusni korisnici niskobudžetnog zračnog prijevoza, a svega 17,48% je prvi puta koristilo niskobudžetne zračne prijevoznike za putovanje u Zadarsku županiju. Više od dvije trećine ispitanika (71,4%) boravilo je u Zadarskoj županiji prvi puta dok je svega njih 13,2% boravilo tri i više puta.

Ukupno zadovoljstvo destinacijom ocijenjeno je prosječnom ocjenom 1,35 (uz odstupanje od 0,731) na skali od -2 do 2, što je više no zadovoljavajuće za destinaciju. Zanimljivo je kako su tek u 2017. godini prvi puta zabilježeni ispitanici koji su izrazili potpuno nezadovoljstvo destinacijom (-2), iako je prosječna ocjena za destinaciju u toj godini bila najviša. Iznadprosječno zadovoljstvo u promatranom razdoblju ostvareno je 2015. i 2017. godine. Ispodprosječno zadovoljstvo destinacijom zabilježeno je u 2013. i 2014. godini kada je ocijenjeno ocjenom 1,17, odnosno 1,28 2016. godine.

The subjects were mostly experienced users of LCCs, while only 17.48% were first-time users of LCCs on their travel to the Zadar County. More than two thirds of the participants (71.4%) were first time visitors and only 13.2% revisited the Zadar County on three or more occasions.

The overall satisfaction with the destination was rated 1.35 on average (with a 0.731 deviation) on a scale from -2 to 2, which is more than satisfactory for the destination. It is interesting to note that until 2017 the subjects did not express total dissatisfaction with the destination, although that was when the average rating for the destination was the highest. Above average satisfaction in the monitored period was achieved in 2015 and 2017. Below average satisfaction with the destination was rated 1.17 in 2013 and 2014, and 1.28 in 2016.

Tablica 3: Ukupno zadovoljstvo Zadarskom županijom

Godina	N	Aritmetička sredina	Std. Devijacija	Std. Greška	95% Interval pouzdanosti		Minimum	Maksimum
					Donja granica	Gornja granica		
2013.	722	1,17	0,701	0,026	1,12	1,22	-1	2
2014.	368	1,17	0,715	0,037	1,10	1,24	-1	2
2015.	570	1,58	0,620	0,026	1,53	1,63	-1	2
2016.	1.100	1,28	0,797	0,024	1,23	1,33	-1	2
2017.	554	1,62	0,602	0,026	1,57	1,67	-2	2
Ukupno	3.314	1,35	0,731	0,013	1,33	1,38	-2	2

Table 3: Overall satisfaction with Zadar County

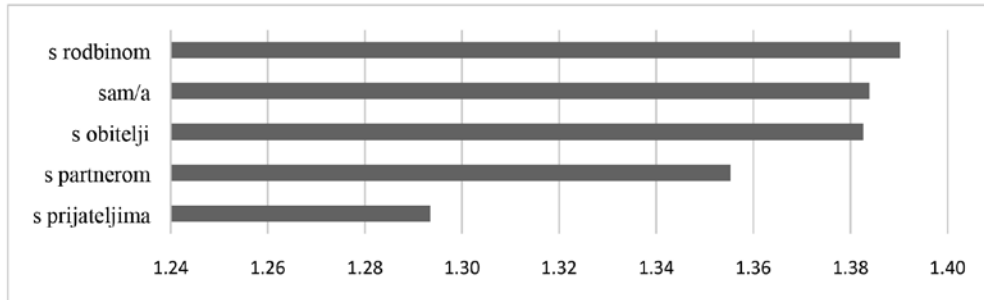
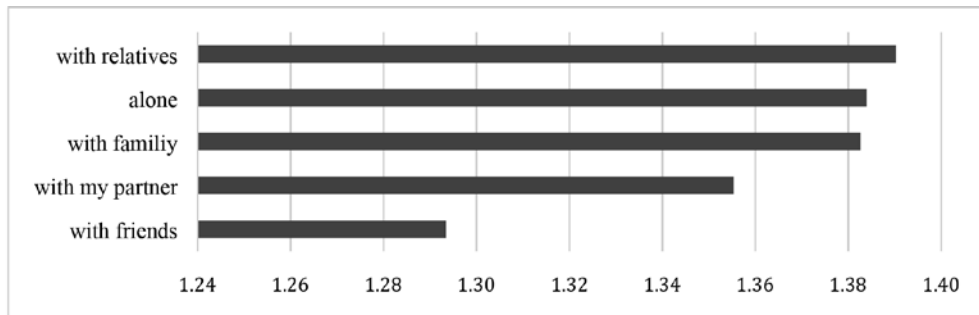
Year	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower limit	Upper limit		
2013	722	1.17	0.701	0.026	1.12	1.22	-1	2
2014	368	1.17	0.715	0.037	1.10	1.24	-1	2
2015	570	1.58	0.620	0.026	1.53	1.63	-1	2
2016	1,100	1.28	0.797	0.024	1.23	1.33	-1	2
2017	554	1.62	0.602	0.026	1.57	1.67	-2	2
Total	3,314	1.35	0.731	0.013	1.33	1.38	-2	2

Kada su analizirane razlike između razine zadovoljstva turista u pojedinim godinama, ANOVA analizom utvrđeno je postojanje istih ($F=55,085$, $df=4$, $p=0,000$). Istraživanjem nisu utvrđeni razlozi ovog odstupanja. Kao moguće razloge promjene zadovoljstva destinacijom moguće je pronaći u dobivanju nagrade *Best destination*.

Daljnjom analizom je dokazano da ne postoje značajne razlike u zadovoljstvu između skupina ispitanika s obzirom na pratnju na putovanju ($ss=4$, $ms=3284$, $F=1,92$, $p=0,104$), kao ni s obzirom na spol ($ss=1$, $ms=3266$, $F=0,001$, $p=0,980$).

In terms of the differences between the satisfaction levels of tourists in individual years, the ANOVA analysis determined their existence ($F=55.085$, $df=4$, $p=0.000$). The research did not identify the reasons for this discrepancy. A possible reason for this change in satisfaction with the destination may be receiving the Best Destination Award.

Further analysis shows that there are no significant differences in the subject satisfaction considering the accompanying persons ($ss=4$, $ms=3284$, $F=1.92$, $p=0.104$), nor considering the gender ($ss=1$, $ms=3266$, $F=0.001$, $p=0.980$).

Grafikon 1: Prosječna ocjena zadovoljstva turista s obzirom na društvo na putovanju**Chart 1: Average rating of tourist satisfaction considering the travelling company**

Kao što je prikazano na Grafikonu 1, turisti koji putuju s prijateljima manje su zadovoljni destinacijom nego ostali turisti. Mogući razlog leži u vrsti turističke ponude Zadarske županije koja nije prilagođena aktivnostima za takvu vrstu turista.

As shown in Chart 1, tourists travelling with friends are less satisfied with the destination than other tourists. A possible reason lies in the type of tourist offer in the Zadar County which is not tailored to activities for this type of tourists. T

Tablica 4: Prosječno zadovoljstvo destinacijom različitih dobnih skupina turista

Starost ispitanika	N	Aritmetička sredina	Std. devijacija	Std. greška	95% Interval pouzdanosti		Minimum	Maksimum
					Donja granica	Gornja granica		
18 - 25	768	1,30	0,718	0,026	1,25	1,35	-1	2
26 - 35	973	1,33	0,719	0,023	1,28	1,37	-1	2
36 - 45	640	1,38	0,717	0,028	1,32	1,44	-1	2
46 - 55	540	1,37	0,787	0,034	1,30	1,44	-2	2
56 - 65	286	1,48	0,694	0,041	1,40	1,56	-1	2
66 +	87	1,33	0,773	0,083	1,17	1,50	-1	2
Ukupno	3.294	1,35	0,730	0,013	1,33	1,38	-2	2

Table 4: Average satisfaction with the destination considering the age of tourists

Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower limit	Upper limit		
18 - 25	768	1.30	0.718	0.026	1.25	1.35	-1	2
26 - 35	973	1.33	0.719	0.023	1.28	1.37	-1	2
36 - 45	640	1.38	0.717	0.028	1.32	1.44	-1	2
46 - 55	540	1.37	0.787	0.034	1.30	1.44	-2	2
56 - 65	286	1.48	0.694	0.041	1.40	1.56	-1	2
66 +	87	1.33	0.773	0.083	1.17	1.50	-1	2
Total	3,294	1.35	0.730	0.013	1.33	1.38	-2	2

Istraživanje je pokazalo da postoje razlike u zadovoljstvu destinacijom između dobrih skupina ($F=2,95$, $ss=5$, $ms=3288$, $p=0,012$). Najzadovoljnija skupina destinacijom je ona od 56 do 65 godina dok su destinacijom najmanje zadovoljni najmlađi turisti starosti od 18 do 25 godina. Jednako su slabo zadovoljne dobne skupine starijih od 66 godina i onih od 26 do 35 godina starosti (1,33). Ovo je moguće obrazložiti prilagođenošću i strateškoj orijentaciji destinacije prema obiteljskom turizmu i starijoj populaciji.

The research showed that there were differences in the satisfaction with the destination among the age groups ($F=2.95$, $ss=5$, $ms=3288$, $p=0.012$). The most satisfied age group were aged 56-65, while the least satisfied tourists were those in the 18-25 age group. Respondents older than 66 and those between 26 and 35 years of age are equally dissatisfied (1.33). This can be explained by the destination's adaptation and strategic orientation towards family tourism and the older population.

Tablica 5: Prosječno zadovoljstvo destinacijom s obzirom na broj dolazaka u destinaciju

Broj posjeta Zadarskoj županiji	N	Aritmetička sredina	Std. devijacija	Std. greška	95% Interval pouzdanosti		Minimum	Maksimum
					Donja granica	Gornja granica		
Prvi puta	2.296	1,30	0,749	0,016	1,27	1,33	-2	2
Drugi puta	493	1,46	0,654	0,029	1,40	1,51	-1	2
Treći i više puta	425	1,52	0,676	0,033	1,46	1,59	-1	2
Ukupno	3.214	1,35	0,731	0,013	1,33	1,38	-2	2

Table 5: Average satisfaction with destination considering number of visits to destination

Number of visits to Zadar County	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower limit	Upper limit		
First time	2,296	1.30	0.749	0.016	1.27	1.33	-2	2
Second time	493	1.46	0.654	0.029	1.40	1.51	-1	2
Third time or more times	425	1.52	0.676	0.033	1.46	1.59	-1	2
Total	3,214	1.35	0.731	0.013	1.33	1.38	-2	2

Istovremeno postoje značajne razlike između skupina ispitanika s obzirom na učestalost posjeta destinaciji ($ss=2$, $ms=3211$, $F=22.794$, $p=0.000$). Osobe koji prvi puta posjećuju destinaciju su manje zadovoljne destinacijom od prosjeka, za razliku od onih koji su destinaciju posjetili dva, tri ili više puta.

Istraživanje je nadalje pokazalo kako su osobe koje rjeđe koriste niskobudžetne zračne prijevoznike zadovoljnije Zadarskom županijom, što se može protumačiti njihovim neiskustvom u turističkim putovanjima pa zbog nemogućnosti kvalitetne komparacije ocjenjuju ovu destinaciju boljim ocjenama.

There are significant differences among the groups of subjects considering visits to the destination ($ss=2$, $ms=3211$, $F=22.794$, $p=0.000$). Tourists who visited the destination for the first time are less satisfied than average, unlike those who visited the destination two, three or more times.

The research further showed that tourists who use LCCs less frequently are more satisfied with the Zadar County, which can be interpreted as lack of experience in tourist travels, which led their inability to make of quality comparisons and hence giving this destination better grades.

Tablica 6: Zadovoljstvo Zadarskom županijom s obzirom na učestalost korištenja niskobudžetnih zračnih prijevoznika

Broj korištenja niskobudžetnih zračnih prijevoznika	N	Aritmetička sredina	Std. devijacija	Std. greška	95% Interval pouzdanosti		Minimum	Maksimum
					Donja granica	Gornja granica		
prvi put	570	1,46	0,633	0,026	1,41	1,52	-1	2
2-5 puta	1.565	1,35	0,742	0,019	1,31	1,38	-2	2
6 puta i više	1.102	1,29	0,757	0,023	1,24	1,33	-1	2
Ukupno	3.237	1,35	0,731	0,013	1,32	1,37	-2	2

Table 6: Satisfaction with Zadar County considering frequency of LCC use

Number of travels with LCCS	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower limit	Upper limit		
First time	570	1.46	0.633	0.026	1.41	1.52	-1	2
2 – 5 times	1,565	1.35	0.742	0.019	1.31	1.38	-2	2
6 times or more	1102	1.29	0.757	0.023	1.24	1.33	-1	2
Total	3,237	1.35	0.731	0.013	1.32	1.37	-2	2

Istraživanje je pokazalo kako su turisti iznadprosječne platežne sposobnosti manje zadovoljni Zadarskom županijom nego što su to turisti ispodprosječne platežne sposobnosti. Razina zadovoljstva turista s neto primanjima iznad 3.000 € mjesečno značajno je niža od onih koji zarađuju manje od 3.000 €. Temeljem ovog rezultata moguće je zaključiti kako Zadarska županija svojom ponudom više zadovoljava segment potrošača niže platežne moći te kako je moguće da nedostaju elementi ponude koje bi zadovoljili segment potrošača više platežne moći. S obzirom na to da svaka destinacija teži privlačenju turista više platežne moći kako bi povećala prihode od turizma, ovo predstavlja značajnu smjernicu za razvoj turizma Zadarske županije.

The research showed that tourists with above-average purchasing power are less-satisfied with the Zadar County than the tourists with lower purchasing power. The level of tourist satisfaction of the respondents with the net monthly income over € 3,000 is significantly lower than of those with a monthly income of less than € 3,000. Based on these results it is possible to conclude that with its offer, the Zadar County satisfies the lower consumer purchasing power segment to a greater extent, and that the elements of offer that would satisfy higher consumer purchasing power segment might be missing. Given that every destination seeks to attract more tourists with higher consumer purchasing power in order to increase tourism revenues, this represents a significant guideline for tourism development in the Zadar County.

Tablica 7: Zadovoljstvo Zadarskom županijom s obzirom na visinu mjesečnih neto primanja turista u eurima

Mjesečna neto primanja	N	Aritmetička sredina	Std. devijacija	Std. greška	95% Interval pouzdanosti	
					Donja granica	Gornja granica
do 1000	543	1,35	0,717	0,031	1,29	1,41
1001 - 2000	809	1,42	0,678	0,024	1,38	1,47
2001 - 3000	934	1,39	0,696	0,023	1,34	1,43
3001 - 4000	506	1,20	0,813	0,036	1,13	1,27
> 4000	208	1,25	0,827	0,057	1,14	1,37
Ukupno	3.000	1,35	0,730	0,013	1,32	1,38

Table 7: Satisfaction with Zadar County as tourist destination considering tourist's monthly net income in €

Net monthly income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval	
					Lower limit	Upper limit
≤ 1000	543	1.35	0.717	0.031	1.29	1.41
1001 - 2000	809	1.42	0.678	0.024	1.38	1.47
2001 - 3000	934	1.39	0.696	0.023	1.34	1.43
3001 - 4000	506	1.20	0.813	0.036	1.13	1.27
> 4000	208	1.25	0.827	0.057	1.14	1.37
Total	3,000	1.35	0.730	0.013	1.32	1.38

Tablica 8: ANOVA analiza razlika prosječnog zadovoljstva između skupina ispitanika s različitim mjesečnim neto primanjima

	Zbroj kvadrata odstupanja	Stupnjevi slobode	Sredina kvadrata odstupanja	F-omjer	Značajnost
Između grupa	18,420	4	4,605	8,741	0,000
Unutar grupa	1577,780	2995	0,527		
Ukupno	1596,200	2999			

Table 8: ANOVA analysis of average satisfaction among groups of respondents with different monthly income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.420	4	4.605	8.741	0.000
Within Groups	1,577.780	2,995	0.527		
Total	1,596.200	2999			

ANOVA analiza, čiji rezultati su prikazani u Tablici 8, pokazala je da postoji statistički značajna povezanost razine zadovoljstva turista Zadarskom županijom i njihovih mjesečnih primanja.

Ukupno zadovoljstvo čini cijeli niz elemenata koji utječu na doživljaj destinacije. U Tablici 9 prikazane su prosječne vrijednosti zadovoljstva ispitanika česticama koje utječu na zadovoljstvo destinacijom. Svi elementi turističke ponude Zadarske županije ocijenjeni su relativno visokim ocjenama. Stoga je ove pokazatelje bolje promatrati u odnosu na prosječno zadovoljstvo destinacijom. De-

The ANOVA analysis, whose results are shown in table 9, demonstrated that there were statistically significant differences in the tourists' levels of satisfaction with the destination depending on their monthly income.

The overall satisfaction is composed of a number of elements that make the whole experience of a destination. Table 9 shows the average values of subject satisfaction with the particles that influence the satisfaction with the destination. All elements of Zadar County tourist offer were rated relatively high. Therefore, these indicators should be observed in relation to the average satisfaction with the

vet je elemenata turističke ponude ocjenjeno iznadprosječnom ocjenom zadovoljstva dok je čak 21 element ispodprosječne ocjene destinacije (Prilog 1).

Iznadprosječno su ocijenjeni elementi ljepota i očuvanost prirodne i kulturne baštine i sigurnost. Iznimno visoko je ocijenjeno zadovoljstvo Zadarskom županijom za kratki odmor te očuvanost prirode i okoliša. Zabrinjavajuće je što su zadovoljstvo plažama, javnim prijevozom te raznovrsnost ponude dodatnih usluga korisnici niskobudžetnog zračnog prijevoza ocijenili značajno ispod ukupnog prosjeka destinacije.

Zadovoljstvo destinacijom iznimno je važna kategorija, ali je još važnije izazivanje reakcije na djelovanje kupca koje uključuje preporuku i povratak u destinaciju. Stoga je u zadnje tri godine istraživanja (2015.–2017.) u mjerni instrument uvedena skala kojom se mjeri želja za preporukom i povratkom u destinaciju. Ukupno je u ovom razdoblju istraživanja sudjelovalo 2.224 ispitanika, od čega je na pitanje o preporuci destinacije odgovorilo 1.935 ispitanika, na pitanje o želji za povratkom 1.518 ispitanika, a na pitanje o želji za povratkom u destinaciju sljedeće godine 1.491 ispitanik. Ovako smanjena želja za odgovorom može se protumačiti kao suzdržavanje ispitanika od odgovora kako ne bi uvrijedili domaćina svojim iskazom da se ne žele vratiti u destinaciju. Ispitanici izražavaju iznimno visoku želju za preporukom destinacije (N=1.910, 98,71%), ali istovremeno izražavaju smanjenu želju za ponovnim povratkom u destinaciju (N=1.371, 90,32%), a posebice se smanjenje očituje u iskazanoj želji za povratkom u Zadarsku županiju sljedeće godine (N=839, 56,27%). Nisu utvrđene statistički značajne razlike u namjeri preporuke u različitim godinama posjete destinaciji (H=2,009, ss=2, p=0,366). Kada se promatra želja za povratkom u destinaciju utvrđene su statistički značajne razlike u godinama u obje promatrane kategorije: namjera povrata u idućoj godini (H=22,707, ss=2, p=0,000)

destination. Nine elements of the tourist offer were rated above the average satisfaction grade, while 21 elements were rated below the average satisfaction grade (Appendix 1).

The elements of beauty and preservation of natural and cultural heritage, as well as safety, were rated above average. Satisfaction with the Zadar County as a short holiday destination was rated extremely high, as well as the preservation of nature and the environment. It is alarming that LCC users rated the satisfaction with beaches, public transportation and diversity of additional services as significantly under the average rating of the destination.

Satisfaction with the destination is a very important category, but it is even more important to provoke a reaction to the consumer's action that would include recommendation and returning to the destination. Therefore, in the last three years of the research (2015-2017), a scale that measures the desire to recommend and return to destination was introduced into the measuring instrument. A total of 2,224 respondents participated during this research period, 1,935 of whom answered the question about the destination recommendation, 1,518 answered the question about the desire to return, and 1,491 answered the question about the desire to return to the destination the following year. The reduced number of answers regarding the desire to return can be interpreted as the respondent's refraining from answering to avoid offending the host by stating that they did not want to return to the destination.

The respondents expressed an extremely strong desire to recommend the destination (98.71%), but also voiced a somewhat smaller desire to return to the destination (90.32%), while this decline is especially seen in the wish to return to the Zadar County next year (56.27%). Statistically significant differences in the intent to recommend the destination were not determined, during different years of visit to the destination (H=2.009, ss=2, p=0.366). While observing the desire to return to the destination, significant differences

i bilo kada u budućnosti ($H=19,884$, $ss=2$, $p=0,000$).

es were determined in different years in both the categories: the intent to return the next year ($H=22.707$, $ss=2$, $p=0.000$) and any time in the future ($H=19.884$, $ss=2$, $p=0.000$).

Tablica 9: Želja za preporukom i ponovnim posjetom Zadarskoj županiji

		Godina		
		2015.	2016.	2017.
Ispitanici koji bi preporučili Zadarsku županiju svojim prijateljima, kolegama i rodbini	Ne	2%	2%	1%
	Da	98%	98%	99%
Ispitanici koji bi ponovno posjetili Zadarsku županiju	Ne	15%	10%	5%
	Da	85%	90%	95%
Ispitanici koji bi posjetili Zadarsku županiju iduće godine	Ne	39%	41%	54%
	Da	61%	59%	46%

Table 9: Wish to recommend and return to Zadar County

		Year		
		2015	2016	2017
Respondents who would recommend Zadar County to their friends, colleagues and relatives	No	2%	2%	1%
	Yes	98%	98%	99%
Respondents who would visit Zadar County again	No	15%	10%	5%
	Yes	85%	90%	95%
Respondents who would visit Zadar County again next year	No	39%	41%	54%
	Yes	61%	59%	46%

Analizom podataka utvrđeno je da, iako raste želja za preporukom i povratkom u destinaciju, turisti iskazuju smanjenu želju za ponovnim posjetom Zadarskoj županiji u sljedećoj godini.

Testiranje hi kvadrat testom utvrđeno je postojanje značajne razlike između skupina turista s različitim razinama zadovoljstva destinacijom i njihove želje za preporukom ($H=446,610$, $ss=3$, $p=0,000$), ponovnim povratkom u destinaciju u budućnosti ($H=375,214$, $ss=3$, $p=0,000$) i povratkom u Zadarsku županiju tijekom naredne godine ($H=263,742$, $ss=4$, $p=0,000$). Nadalje je utvrđeno postojanje povezanosti između namjere davanja preporuke i ponovnog posjeta destinaciji u budućnosti ($H=227,181$, $ss=1$, $p=0,000$), kao i ponovnog posjeta u narednoj

The analysis of the data has established that, although the wish to recommend and to return to the destination is rising, over the years tourists are showing less desire to visit the Zadar County in the next year.

The Chi-squared test showed that there was a significant difference between groups of tourists with different levels of satisfaction with the destination and their desire to recommend ($H=446.610$, $ss=3$, $p=0.000$) the destination, make a return visit to the destination in the future ($H=375.214$, $ss=3$, $p=0.000$) and return to the Zadar County during the next year ($H=263.742$, $ss=4$, $p=0.000$). Furthermore, it is determined that there is a link between the intent to recommend and the return visit in the next year ($H=20.276$, $ss=1$, $p=0.000$).

godini ($H=20,276$, $ss=1$, $p=0,000$). Pretpostavka je da kod turista koji su motivirani povoljnom ponudom u destinaciji, koja uključuje i jeftini zračni prijevoz niskobudžetnih zračnih prijevoznika, dolazi do povećanja zadovoljstva. Stoga su testirane razlike u zadovoljstvu destinacijom između skupina turista s različitim primarnim motivom (ukupno 37 motiva) te je utvrđeno postojanje značajnih razlika ($H=200,892$, $ss=144$, $p=0,001$). U ukupnom poretku primarnih motiva koji su turisti prepoznali kod odabira destinacije povoljna ponuda zauzima visoko drugo mjesto (10,78%), odmah nakon sunčanja i kupanja u moru. Ukupno iskazano zadovoljstvo destinacijom kod ovog segmenta turista iznosi 1,36. Kada se promatra namjera preporuke destinacije i povratak u destinaciju kod turista čiji je primarni motiv za dolazak bila povoljna ponuda, može se zaključiti da se udjeli ne razlikuju značajno od ukupne populacije. Destinaciju bi preporučilo 98,92% turista čiji je primarni motiv bila povoljna ponuda, u nju bi se u budućnosti vratilo 88,81%, dok bi se svega 47,76% njih vratilo u posjetu Zadarskoj županiji sljedeće godine.

7. ZAKLJUČAK

Implementacija poslovnog koncepta niskobudžetnih zračnih prijevoznika doveo je do značajnog sniženja cijena zračnog prijevoza i time proširio segment turista korisnika zračnog prijevoza na mlađu populaciju niže kupovne moći. Neke turističke destinacije svoju razvojnu politiku i osvajanje novih segmenata turističke potražnje naslanjaju na privlačenje ovih prijevoznika u zračne luke u svojoj blizini. U Republici Hrvatskoj takav je primjer Zadarske županije koja je u Zračnu luku Zadar privukla Ryanair, najvećeg niskobudžetnog prijevoznika u Europi. Privlačenje niskobudžetnih zračnih prijevoznika relativno je skupo i dovodi do financijskog iscrpljivanja destinacije. Istovremeno ovim destinacijama prijeto i opasnost od prenošenja poslovnog koncepta niskobudžetnih zračnih

The premise is that tourists, motivated by affordable offers in the destination, which would include cheap air transport offered by LCCs, show increased satisfaction. Therefore, the differences in satisfaction with the destination between the groups of tourists with different primary motivation (total 37 motivations) were tested, and significant differences were determined ($H= 200.892$, $ss=144$, $p=0.001$). In the overall ranking of primary motivation which tourists recognized when choosing the destination, affordable offers were in the high second place (10.78%), right after sunbathing and swimming in the sea. The overall satisfaction with the destination with this segment of tourists is 1.36. As far as the intent to recommend and return to the destination are regarded, with tourists whose primary motivation for visiting the destination was affordable offer, it can be concluded that proportions are not significantly different from total population. As many as 98.92% of tourists whose primary motivation was the affordable offer, would recommend the destination, 88.81% of them would return to the destination in the future, while only 47.76% would return to the Zadar County in the next year.

7. CONCLUSION

The implementation of the business concept of LCCs has caused a significant price undercutting in the air transport and thereby expanded the segment of tourists who use air transport to the younger populations with lower purchasing power. Some tourist destinations rely on attracting these carriers to nearby airports in their development policies and for winning new segments of tourist demand. In the Republic of Croatia, the Zadar County is an example of this approach as they have attracted Ryanair, the largest low cost carrier in Europe, to Zadar Airport. Attracting a low cost carrier such as this one is expensive and causes the financial depletion of the destination. At the same time, these

prijevoznika na poslovanje destinacije budući da destinacija svoju ponudu mora prilagoditi tom novoosvojenom segmentu potrošača. Time može doći do smanjenja kvalitete destinacije i zadovoljstva turista koji u njoj borave. Kako se ne bi dogodilo da povećano ulaganje u privlačenje niskobudžetnih zračnih prijevoznika ne donese i željene učinke za destinaciju, iznimno je važno kontinuirano pratiti zadovoljstvo turista destinacijom.

Rezultati istraživanja pokazali su da demografska obilježja turista korisnika niskobudžetnih zračnih prijevoznika ne utječu na zadovoljstvo turističkom destinacijom dok iskustvo ispitanika, kako s destinacijom tako i korištenjem niskobudžetnih zračnih prijevoznika, utječu na zadovoljstvo destinacijom. Povratnici u destinaciju iskazuju veće zadovoljstvo u usporedbi s onima koji su prvi put boravili u destinaciji, što je i očekivano. Rezultati upućuju na zaključak da iskusni korisnici niskobudžetnih zračnih prijevoznika iskazuju smanjeno zadovoljstvo destinacijom u odnosu na one koji ih rjeđe koriste. Iznimno je važno ponudu destinacije uskladiti sa zahtjevima turista koji su privučeni u destinaciju jeftinijim i bržim prijevozom. Zadarska županija je destinacija namijenjena prvenstveno obiteljskom turizmu i posjetiteljima koji dolaze cestovnim prijevozom. Stoga ne čudi smanjeno zadovoljstvo destinacijom kod mlađe populacije turista koji su koristili niskobudžetne zračne prijevoznike.

Razina zadovoljstva destinacijom u promatranom razdoblju je relativno visoka, kao i spremnost na preporuku, međutim želja za povratkom u destinaciju u idućoj godini kontinuirano opada u promatranom vremenskom razdoblju. Ako ovaj podatak stavimo u kontekst visokih ulaganja koja su potrebna za privlačenje niskobudžetnih zračnih prijevoznika i udruženo oglašavanje na njihovim mrežnim stranicama, onda on ustvari upozorava na iscrpljivanje destinacije kontinuiranim privlačenjem novih posjetitelja koji ne iskazuju interes za ostvarivanjem lojalnosti. Rezultati istraživanja su potvrdili teoretske

destinations run the risk of transferring the low cost carrier business concept to business activities in the destination itself since it must adjust its offer to this new segment of consumers. This could cause the lowering of the quality of the destination, as well as a decrease in tourist satisfaction. In order to prevent the unwanted effects in the destination brought by higher investments for attracting LCCs, it is extremely important that the destination continuously monitor the satisfaction of their users.

The results of the research have shown that the demographic attributes of tourists who are LCC users do not change the level of satisfaction with a tourist destination, while the tourists' experience with the destination as well as with using the LCCs, do affect satisfaction with the destination. Furthermore, the research has shown that returning visitors show more satisfaction compared to first-time visitors, as expected. The results lead to the conclusion that experienced LCC users show less satisfaction with a destination if compared to the less frequent users. It is extremely important to coordinate the destination's offer with the demands of tourists who were attracted to the destination by a cheaper and faster transport. The Zadar County is a destination primarily destined for family tourism and visitors arriving by road, which explains the lower satisfaction with the younger LCC users.

The level of satisfaction with a destination through monitored period is high, as is the willingness to recommend, but the desire to return to the destination in the next year continually drops in the observed period. If we put this information into the context of high investment needed to attract LCCs and joint advertising on their web sites, then it actually warns that the destination could be worn out by continuous attraction of new visitors who do not show interest in becoming loyal visitors. The results of the research have confirmed the theoretical assumptions that the levels of satisfaction with a desti-

pretpostavke kako je razina zadovoljstva destinacijom povezana s namjerom turista za preporukom destinacije svojim prijateljima, rodbini i poznanicima te njihovom željom za povratkom u destinaciju.

Također je utvrđeno kako postoje značajne razlike u zadovoljstvu turista s obzirom na motiv dolaska. Međutim, kada se promatra segment ispitanika kojem je povoljna ponuda primarni motiv za odabir destinacije, onda se oni ne razlikuju od ukupne populacije u prosječnom zadovoljstvu destinacijom, niti u želji za preporukom i povratkom u destinaciju.

Kao potencijalne teme za buduća istraživanja moguće je predložiti istraživanje u destinacijama koje se nalaze u drugačijoj razvojnoj fazi nego što je to slučaj sa Zadarskom županijom te koristiti neke druge pristupe mjerenju zadovoljstva. Valjalo bi istražiti i povezanost motivacije putovanja i razloge korištenja niskotarifnih zračnih prijevoznika sa zadovoljstvom destinacijom i lojalnošću turista. Moguće je također u istraživanje uključiti korisnike niskobudžetnog zračnog prijevoza – izletnike u destinaciji – i komparirati njihovo zadovoljstvo s prikupljenim podacima u ovom istraživanju. Metodologija ovog istraživanja može se primijeniti i na korisnike koji su u destinaciju došli nekim drugim prijevoznim sredstvom.

nation are linked to the intent of tourists to recommend the destination to their friends, family and acquaintances, as well as to the desire to return to the destination.

Furthermore it has been determined that, considering their motivation for choosing a destination, there are significant differences in the tourist satisfaction. However, the study of the segment whose primary motive for choosing a destination is a reasonably priced offer, then they do not differ in the average satisfaction rate from the overall population, nor in their inclination to recommend and return to the destination.

As a potential future research topics we could suggest research in destinations that are at a different developmental stage than the Zadar County and use some other approaches to measuring satisfaction. Furthermore, it is necessary to investigate the correlation between the motivation for travel and the reasons for the use of LCCs and the satisfaction with the destination and loyalty of tourists. It is also possible to include in the research the low cost airline users who were day-visitors in the destination, and compare their satisfaction with the data collected in this research. Finally, the methodology for this research can be applied to the users who used other means of transport to reach the destination.

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Prilog 1: Prosječno zadovoljstvo elementima turističke ponude Zadarske županije u razdoblju 2013. - 2017.

Element zadovoljstva	Aritmetička sredina 2013. - 2017.	Element zadovoljstva	Aritmetička sredina 2013. - 2017.
Pogodnost za kratki odmor	1,66	Raznovrsnost i kvaliteta gastronomske ponude	1,13
Pogodnost za provođenje obiteljskog odmora	1,66	Prezentacija kulturno-sakralne baštine	1,12
Sigurnost	1,52	Razina cijena	1,12
Ljepota i očuvanost prirode i krajolika	1,52	Kvaliteta informacija o kulturnim i zabavnim događanjima i sadržajima	1,04
Očuvanost prirode i okoliša	1,49	Raznovrsnost i kvaliteta trgovina	1,03
Pogodno za mlade ljude	1,46	Kvaliteta cesta i signalizacije	1,03
Održavanje kulturne i sakralne baštine	1,40	Čistoća plaža	1,01
Dostupnost kulturne i sakralne baštine	1,38	Dostupnost Interneta	1,00
Mogućnost nalaženja mira i tišine	1,37	Kvaliteta signalizacije plaža	0,98
Ukupno zadovoljstvo Zadarskom županijom kao turističkom destinacijom	1,35	Ponuda organiziranih izleta u okolici	0,96
Ostvarena vrijednost za novac	1,34	Raspoloživost slobodnih mjesta na plažama, ugostiteljskim objektima, parkingu i sl.	0,92
Dostupnost informacija na Internetu	1,27	Opremljenost plaža	0,88
Kvaliteta smještaja	1,25	Kvaliteta javnog prijevoza	0,87
Gostoljubivost lokalnog stanovništva	1,22	Kvaliteta i raznolikost avanturističke ponude	0,87
Poštjenje trgovaca i ugostitelja	1,17	Raznovrsnost ponude kulturnih događanja i sadržaja	0,85
Radno vrijeme prodajnih i uslužnih objekata	1,15	Raznovrsnost ponude zabavnih događanja i sadržaja	0,82
Čistoća i urednost destinacije	1,14	Raznovrsnost ponude sportsko-rekreacijskih aktivnosti	0,78
Kvaliteta turističke signalizacije	1,13	Gužva u destinaciji	0,77

Appendix 1: Average satisfaction with the elements of tourist offer in Zadar County in the period between 2013 and 2017

Element of satisfaction	Mean 2013 - 2017	Element of satisfaction	Mean 2013 - 2017
Suitable for a short vacation	1.66	Richness and quality of the gastronomic offer	1.13
Suitable for family holidays	1.66	Presentation of cultural and religious heritage	1.12
Safety	1.52	Price level	1.12
The beauty and preserved nature and landscapes	1.52	Quality of information on cultural and entertainment events and facilities	1.04
Preserved nature and landscapes	1.49	Diversity and quality of shops	1.03
Suitable for young people	1.46	Quality of roads and signage	1.03
Maintaining of cultural and religious sites	1.40	Clean beaches	1.01
Accessibility of cultural and religious sites	1.38	Internet access	1.00
Possibility for having peace and quietness	1.37	Quality of beaches' signage	0.98
Overall satisfaction with Zadar County	1.35	Offer of organized trips (excursions) around the place	0.96
Received value for money	1.34	Availability of free space on the beaches, restaurants, parking etc.	0.92
Availability of information on the Internet	1.27	Equipped beaches	0.88
Quality of accommodation	1.25	The quality of local/ public transport	0.87
Hospitality of the local population	1.22	Quality and variety of adventure and amusement/ fun offers	0.87
Honesty of retailers and caterers	1.17	Diversity of cultural events and activities	0.85
Shops and services' working time	1.15	Diversity of entertainment events and activities	0.82
Tidiness of the destination	1.14	Variety of sports and recreational facilities	0.78
Quality of tourist signage	1.13	Crowds in the destination	0.77