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ZADOVOLJENJE POTREBA POTROŠAČA UPOTREBOM DRUŠTVENIH MEDIJA U KONTEKSTU PLANIRANJA MEĐUNARODNOG PUTOVANJA: PRIMJENA METODE REPERTOARNOG TESTA

SOCIAL MEDIA GRATIFICATIONS IN THE CONTEXT OF INTERNATIONAL TRAVEL PLANNING: THE USE OF THE REPERTORY TEST METHOD

SAŽETAK: Svrha ovog rada je izvjestiti o rezultatima preliminarnog istraživanja zadovoljenja potreba potrošača upotrebom društvenih medija u kontekstu planiranja međunarodnih putovanja. Korišten je preliminarni istraživački pristup, temeljen na *Teoriji osobnih konstrukata* i *Teoriji upotrebe medija* radi koristi i zadovoljenja potreba. Kako bi se dobilo 19 karakterističnih atributa društvenih medija koji se koriste u kontekstu planiranja dalekih putovanja, triangulirani su rezultati dobiveni analizom sadržaja objavljenih radova (N=101) s rezultatima dobivenim primjenom tehnike repertoarnih (REP) testova u osobnim intervjuima s potrošačima u Australiji (N=20). Kako na društvenim medijima korisnički generiran sadržaj ima utjecajan i bitan učinak na stvaranje imidža i obimniji je od marketinških komunikacija u turizmu, važna i danas vrlo aktualna tema je promišljanje načina kako bi destinacijske marketinške organizacije (DMO) mogle bolje iskoristiti prednosti ovog medija. Ovaj rad pruža nove uvide u niz karakterističnih atributa društvenih medija važnih u fazi planiranja putovanja. Destinacijske marketinške organizacije mogle bi koristiti rezultate istraživanja kako bi pomogle dionicima u organizaciji promocije na društvenim medijima.

KLJUČNE RIJEČI: destinacijska marketinška organizacija (DMO), društveni mediji; korisnički generiran sadržaj (UGC), konkurentnost destinacije, međunarodno putovanje, planiranje putovanja, brendiranje destinacije, teorija upotrebe medija radi koristi i zadovoljenja potreba

ABSTRACT: The purpose of this manuscript is to report the findings of an exploratory investigation into social media gratifications in the context of international travel planning. Underpinned by Personal Construct Theory as well as Uses and Gratifications Theory, an exploratory approach was used. The findings from a content analysis of published studies (N = 101) and from personal interviews with consumers in Australia (N = 20) using the Repertory Test technique, were triangulated to identify 19 salient attributes of social media in the context of international travel planning. Since user-generated content on social media is an influential organic image formation agent, and is now more voluminous than the marketing communications of the travel industry, an important current issue is thinking about how destination marketing organisations can better take advantage of this medium. This study provides new insights into the range of salient travel planning attributes of social media. It is suggested that these findings could be used by destination marketing organisations (DMO) to assist stakeholders with social media promotions.

KEY WORDS: Destination marketing organisation (DMO), Social media, User-generated content (UGC), destination competitiveness, international travel, travel planning; destination branding, Uses and gratifications theory

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1. UVOD

Fenomen međunarodnih putovanja predstavlja važnu mogućnost gospodarskog razvoja za turističke destinacije u cijelom svijetu. Što se gospodarskih učinaka tiče, doprinos putovanja i turizma 2016. godine iznosio je 7,6 bilijuna američkih dolara, što je činilo udio od 10,2 % u globalnom BDP-u te je iste godine otvoreno 292 milijuna radnih mjesta, što predstavlja otprilike svako 10. radno mjesto na planetu (World Travel & Tourism Council, 2017). Udio turizma u ukupnom svjetskom izvozu iznosi 7% i čini gotovo 30% svjetskog izvoza usluga. Procjenjuje se da je 2017. godine 4,36 milijardi putnika putovalo na planiranim letovima po svijetu, od kojih su jedna četvrtina bili međunarodni (Statista.com, 2018). Nadalje, na međunarodno putovanje u bilo koji dio svijeta može se otputovati i automobilom, autobusom, trajektom ili brodom. Stoga je jasno kakav potencijal imaju međunarodna turistička tržišta za gospodarski razvoj turističkih destinacija. Međutim, turistima se nudi prevelik izbor turističkih destinacija koje nude slične mogućnosti i pogodnosti, a prema izvještaju iz 2017. godine, deset najposjećenijih zemalja svijeta privuklo je polovicu ukupnog broja turista na međunarodnim putovanjima (Pike, 2018:18). Ključno je pitanje, kako povećati konkurentnost turističke destinacije? To utječe na bezbroj dionika turističkih destinacija jer uspjeh individualnih turističkih kompanija ovisi u određenoj mjeri i o konkurentnosti njihove destinacije.

Kako bi postigli i zadržali konkurentnost, brojne svjetske destinacije osnovale su destinacijske marketinške organizacije (DMO). Njihova primarna funkcija je koordinacija holističkog i kooperativnog pristupa potrošaču i struci u marketinškim komunikacijama destinacije. Razlog tome je što u kontekstu tradicionalnog marketinškog miksa, destinacijske marketinške organizacije imaju direktnu kontrolu samo nad promocijom, a gotovo zanemariv utjecaj na formiranje cijene, stvaranje proizvoda ili

1. INTRODUCTION

The international travel phenomenon represents an important economic development opportunity for destinations world-wide. In terms of economic impacts, the travel and tourism sector contributed US\$7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, representing approximately one in every 10 jobs on the planet (World Travel & Tourism Council, 2017). World-wide, the sector accounted for 7% of all exports and nearly 30% of service exports. In 2017 there were an estimated 4.36 billion passengers carried on scheduled flights world-wide, of which over a quarter were international (Statista.com, 2018). In addition, international travel can also be undertaken in different parts of the world by car, bus, train, ferry or ship. Clearly, international travel markets present economic opportunities for destinations. However, travellers are spoiled by choice of places to visit that provide similar features and benefits, and the top 10 most visited countries attracted half of all international travellers in 2017 (Pike, 2018:18). An important question therefore is how to enhance destination competitiveness? This has implications for a myriad of destination stakeholders, since the success of individual tourism businesses is reliant to some extent on the competitiveness of their destination.

In an effort to become and remain competitive, most places around the world have established a destination marketing organisation (DMO). The primary role of a DMO is to coordinate a holistic and cooperative approach to consumer and trade marketing communications for the destination. One of the reasons for this is that in terms of the traditional marketing mix, DMOs only have direct control over promotion, and have little influence on pricing, product development or distribution of products through travel trade intermediaries. Since the 1990s

distribuciju proizvoda preko turističkih posrednika. Od devedesetih godina prošlog stoljeća, destinacijske marketinške organizacije aktivnostima brendiranja sve više utječu na povećanje konkurentnosti destinacija, a tu je, u jednosmjernoj konverzaciji s potrošačima, na prvom mjestu komunikacija pomoću logotipova i slogana (Lim, Chung i Weaver, 2012). Međutim, nagli razvoj informacijskih i komunikacijskih tehnologija, posebno u području društvenih medija, otvorio je destinacijskim marketinškim organizacijama nove mogućnosti uspostavljanja odnosa s potrošačima i turistima (Munar, 2012). Danas društveni mediji, uključujući i mrežne stranice kao što su, na primjer, Wikitravel, turistički blogovi, Facebook, Twitter, Flickr, You Tube i Instagram, predstavljaju organske izvore ideja i inspiracije za potrošače koji planiraju putovanja i donose odluke o izboru turističke destinacije (Fotis, Buhalis i Rossides, 2012; Minazzi, 2015).

Internet danas koristi više od pola svjetskog stanovništva (Internet World Stats, 2017). Činjenica da korisnici imaju priliku podijeliti na mreži svoja iskustva za vrijeme trajanja i nakon završenog putovanja, potencijalno utječe na njihovu svijest o marki i imidžu turističke destinacije (Lim, Chung i Weaver, 2012). Kada se uzmu u obzir tvrdnje da su i) organski izvori stvaranja imidža daleko utjecajnije od pokušaja marketinških stručnjaka da induciraju takve učinke marketinškom komunikacijom (Gunn, 1988), i da je ii) korisnički generirani sadržaj (USG) na društvenim medijima, kao organski izvor imidža destinacije, danas daleko veći od globalnih turističkih marketinških komunikacija, onda je jasno da je ključan izazov s kojim se destinacijska marketinška organizacija susreće razumijevanje načina na koji se mogu iskoristiti prednosti koje pruža medij društvenih medija. Cilj ovog rada bio je pomoći razumjeti ulogu koju ovi mediji imaju u kontekstu planiranja međunarodnih putovanja istraživanjem načina na koji društveni mediji zadovoljavaju potrebe potrošača. Drugim riječima, cilj je bio prepoznati karakteristične atribute društvenih medija

DMOs have been increasingly attempting to competitively position the destination through branding activities, and this has typically been spearheaded by communicating logos and slogans in one-way conversations with consumers (Lim, Chung and Weaver, 2012). However, recent advances in information communication technologies, particularly around social media, have opened new ways for DMOs to engage with consumers and travellers (Munar, 2012). Social media, including online networking sites such as Wikitravel, travel blogs, Facebook, Twitter, Flickr, YouTube, and Instagram, for example, now represent *organic* sources of ideas and inspiration during travel planning and decision making (Fotis *et al.*, 2012; Minazzi 2015).

Over half of the world's population now use the internet (Internet World Stats, 2017). During and post-travel, individuals have opportunities to share their experiences online, which have the potential to influence a destination's brand awareness and image (Lim, Chung and Weaver, 2012). Given the propositions that i) organic sources of destination image formation are more influential than attempts by marketers to induce such effects through marketing communications (Gunn, 1988), and that ii) user-generated content (USG) on social media as an organic image formation source is now far more voluminous than the marketing communications of the global travel industry, a current issue facing DMOs is understanding how to take advantage of the social media medium. The aim of this study was to help enhance understanding of the role of social media in the context of international travel planning, by exploring the gratifications met by this medium. In other words, to identify attributes of social media deemed salient to consumers during international travel planning; which differentiate from traditional media.

koje potrošači smatraju ključnim u kontekstu planiranja međunarodnih putovanja, a koji se razlikuju od atributa tradicionalnih medija.

2. PREGLED LITERATURE

Relevantnost imidža turističke destinacije za njezinu konkurentnost

Osnivanje destinacijske marketinške organizacije (DMO) rezultat je potrebe za zajednice za učinkovitiju organizaciju kako bi razvila i povećala svoju turističku konkurentnost (Pike i Page, 2014). U tome je ključan izazov kako destinaciju diferencirati od gotovo neograničenog broja turističkih odredišta koja nude slične prednosti za istu turističku situaciju. Naime, konkurentnost destinacije spominje se kao 'sveti gral' turističkog marketinga (Ritchie i Crouch, 2000). U detaljnoj razradi Ritchie i Crouch (2003), Dwyer i Kim (2003) i Crouch (2011) ustvrdili su kako su turističkim destinacijama potrebni resursi koji će biti izvor njihove komparativne prednosti kao i djelotvoran destinacijski menadžment. Potonji je problematičan za mnoge turističke destinacije budući da je *promocija* jedina menadžersko/marketingška funkcija koju destinacijske marketinške organizacije (DMO-i) imaju pod potpunom kontrolom. Glavna aktivnost destinacijske marketinške organizacije je promocija imidža turističke destinacije stoga što postoji dugogodišnje mišljenje kako je imidž destinacije koji potencijalni turist ima u svijesti ključan u planiranju putovanja, te zbog nematerijalne prirode turističke ponude, utječe na konkurentnost destinacije (Hunt, 1975). To proizlazi iz teorije kako je *stvarnost podložna percepciji* (Thomas i Thomas, 1928:572, u Patton 2002), prema kojoj će percepcija objekta, bez obzira na njenu točnost ili netočnost, utjecati na individualno donošenje odluke. Meta analiza literature pokazala je jaku vezu između imidža turističke destinacije i vjernosti toj destinaciji (Zhang *et al.*, 2014).

2. LITERATURE REVIEW

The relevance of destination image for destination competitiveness

The establishment of a DMO is the result of a community recognising the need to be effectively organised to develop and enhance destination competitiveness (Pike and Page, 2014). A key driver underpinning this is the challenge of differentiating a destination against the almost unlimited range of places offering similar benefits for a given travel situation. Indeed, destination competitiveness has been described as the holy grail of tourism marketing (Ritchie and Crouch, 2000). Detailed modelling by Ritchie and Crouch (2003), Dwyer and Kim (2003) and Crouch (2011), suggests destinations require resources representing sources of comparative advantage as well as effective destination management. The latter is problematic for most destinations since the only management/marketing function most DMOs have full control of is *promotion*. A key DMO activity is the promotion of destination image, due to the long held view that the images held by potential travellers are so crucial during travel planning, due to the intangible nature of tourism offerings, they can affect the competitiveness of the destination (Hunt, 1975). This is based on the theory that *perception is reality* (Thomas and Thomas, 1928:572, in Patton 2002), which proposed that whether an individual's perceptions of an object are correct or not they will influence their decision making. A meta-analysis of the literature found a strong relationship between destination image and destination loyalty (see Zhang *et al.*, 2014).

Image formation agents

Gunn (1988) proposed an individual's image of a destination is shaped by a range of organic and induced sources. Organic image formation sources are those naturally ex-

Činitelji formiranja imidža

Gunn (1988) je ustvrdio kako se individualni imidž turističke destinacije oblikuje iz niza organskih i induciranih izvora. Organski izvori koji utječu na formiranje imidža su oni koje je osoba proživjela u svakodnevnom životu, poput usmene preporuke dobivene od njoj važnih osoba, gledanjem filmova i televizije, čitanjem romana, u prethodnim posjetima turističkoj destinaciji, itd. S druge strane, inducirane izvore formiranja imidža kao što je oglašavanje, marketinški stručnjaci koriste kako bi dojmove o destinaciji nametnuli u individualnu svijest. Gartner (1993) je razvio tipologiju činitelja formiranja imidža kao što je vidljivo u Tablici 1, a u rasponu su od otvoreno inducirano oglašavanje do stvarnog posjeta turističkoj destinaciji. Ta tipologija i dalje ima praktične implikacije na destinacijske marketinške stručnjake u eri Weba 2.0 gdje se organski i inducirani činitelji međusobno ne isključuju. Na primjer, "otvoreno induciranim" ali i "autonomnim" činiteljima formiranja imidža smatra se kada destinacijsko tržište potiče korisničko generirani sadržaj na društvenim medijima.

perienced by the individual in the course of everyday life, such as work-of-mouth recommendations from significant others, watching movies and television, reading novels, previous visitation, and so on. Induced image formation agents on the other hand are those used by marketers attempting to force impressions into the individual's consciousness, such as through advertising. Building on Gunn's suggestion that organic sources will be more influential than induced sources, Gartner (1993) developed a typology of image formation agents as shown in Table 1, which range on a continuum from overtly induced advertising through to actual visitation. This typology continues to have practical implications for destination marketers in the Web 2.0 era, where organic and induced agents are not mutually exclusive. For example, user-generated content on social media encouraged by destination markets could be considered 'overt induced' and 'autonomous' image formation agents.

Tablica 1: Tipologija činitelja koji formiraju imidž destinacije / Table 1: Typology of image formation agents

Tip činitelja koji formira imidž / Type of image formation agent	Primjer / Example
Otvoreno inducirani 1 / Overt induced 1	Oglašavanje / Advertising
Otvoreno inducirani 2 / Overt induced 2	Informacije primljene od DMO-a / Information received from DMOs
Zatvoreno inducirani 1 / Covert induced 1	Sponzorska podrška slavne osobe u oglasu / Celebrity endorsement in advertising
Zatvoreno inducirani 2 / Covert induced 2	Sponzorska podrška druge stranke u uvodniku / Second party endorsement in editorial
Samostalan / Autonomous	Mediji informiranja i popularne kulture / News media and popular culture
Samoinicijativan organski / Unsolicited organic	Samoinicijativna usmena preporuka prijatelja / Unsolicited word-of-mouth from friends
Zatražen organski / Solicited organic	Zatražena informacija prijatelja / Information solicited from friends
Organski / Organic	Posjet turističkoj destinaciji / Visitation

Izvor: Prilagođeno prema Gartner (1993) / Source: Adapted from Gartner (1993)

Teorija upotrebe medija radi koristi i zadovoljenja potreba (UGT)

Prema teoriji upotrebe medija radi koristi i zadovoljenja potreba (UGT), očekivanja koja korisnici imaju od masovnih medija i drugih izvora proizlaze iz društvenih i psiholoških ishodišta (Katz, Blumler i Gurevitch, 1973). To pak rezultira različitim uzorcima medijske izloženosti koji dovode do zadovoljenja potreba i drugih posljedica (Katz, Blumler i Gurevitch, 1973; Rubin, 1993; Severin i Tankard, 2010). Drugim riječima, ljudi koriste medije kako bi ispunili, ili zadovoljili svoje potrebe. U marketinškoj literaturi, UGT se preporuča kao pristup za razumijevanje na koji način upotreba društvenih medija pruža zadovoljenje potreba, a ujedno i pruža uvide u komunikacijske stavove i ponašanja (LaRose, Mastro i Eastin, 2001; Dolan *et al.*, 2015).

UGT se u početku koristio za istraživanje razloga korištenja tradicionalnih medija kao što su novine, radio i televizija (Rubin, 1993; Rubin, Perse i Powell, 1985; Conway i Rubin, 1991; Rayburn, 1996). Ključna zadovoljenja potreba identificirana u tim studijama bila su bijeg od stvarnosti, zabava, opuštanje i učenje. Istraživanje se s vremenom proširilo na razumijevanje načina zadovoljenja potreba upotrebom novih medija, uključujući nove medijske tehnologije kao što je internet (vidi Eighmey i McCord, 1998; Korgaonkar i Wolin, 1999; Ebersole, 2000; Papacharissi i Rubin, 2000; Ruggiero, 2000; Stafford, Stafford i Schkade, 2004; Ko, Cho i Roberts, 2005; Raacke i Bonds-Raacke, 2008; Calder, Malthouse i Schaedel, 2009). Pregledom ove literature, Whiting i Williams (2013), izdvojili su sedam ključnih načina zadovoljenja potreba upotrebom novih medija i interneta koja se podudaraju s upotrebom tradicionalnih medija, a to su društvena interakcija, traženje informacija, kraćenje vremena, zabava, opuštanje, komunikacijska i praktična korist. Međutim, najmanje tri atributa novih medija nisu obično vezana uz tradicionalne medije, a to su interaktivnost, demasifikacija

Uses and gratifications theory (UGT)

Uses and gratifications theory (UGT) proposes the social and psychological origins of needs generate users' expectation of mass media and other sources. (see Katz, Blumler and Gurevitch, 1973). These in turn lead to different patterns of media exposure that result in need gratification and other consequences (Katz *et al.*, 1973; Rubin, 1993; Severin and Tankard, 2010). In other words people use media to fulfil, or gratify, their needs. In the marketing literature, UGT has been a recommended approach for understanding media gratifications, and provide insights into communication attitudes and behaviours (LaRose, Mastro and Eastin 2001; Dolan *et al.*, 2015).

UGT was initially used to explore the reasons for using traditional media, such as newspapers, radio, and television (Rubin, 1983; Rubin, Perse and Powell, 1985; Conway and Rubin, 1991; Rayburn, 1996). The key gratifications identified in these studies were escapism, entertainment, relaxation, and learning. Research has over time progressed into understanding the gratifications and media usage of a number of different media types, including new media technologies such as the Internet (see Eighmey and McCord, 1998; Korgaonkar and Wolin, 1999; Ebersole, 2000; Papacharissi and Rubin, 2000; Ruggiero, 2000; Stafford, Stafford and Schkade, 2004; Ko, Cho and Roberts, 2005; Raacke and Bonds-Raacke, 2008; Calder *et al.*, 2009;). A review of this literature by Whiting and Williams (2013), identified seven key common gratifications for new media and internet, which are the same as those for traditional media: social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, and convenience utility. However, there are at least three attributes of new media not commonly associated with tradition media: interactivity, demassification, and asynchronicity (Ruggiero, 2000). This has led to the identifica-

i asinkronitet (Ruggiero, 2000). To je dovelo do prepoznavanja načina na koji se zadovoljavaju potrebe upotrebom novih medija kao što su zadovoljstvo sadržajem, zadovoljstvo procesom i zadovoljenje društvenih potreba (Stafford, Stafford i Schkade, 2004; Mendes-Filho i Tan, 2009). Zadovoljstvo sadržajem odnosi se na raspon raznolikosti, zanimljivosti i aktualnosti traženih informacija. Zadovoljstvo procesom proizlazi iz primanja poruka posredstvom medija i odnosi se na vanjske vrijednosti koje nisu u direktnoj vezi s materijalnom karakteristikom poruke, već se odnose na jednostavnost korištenja, interaktivnost, uživanje, opuštanje i zabavu. Zadovoljenje društvenih potreba proizlazi iz interaktivnosti u kontaktu s drugim korisnicima, iz razgovora, ili iz osjećaja pripadnosti skupini. Na primjer, funkcionalne prednosti koje se odnose na zadovoljstvo sadržajem, kao što su izvori informacija, i zadovoljstvo procesom, kao što su praktičnost i jednostavnost upotrebe, ključni su razlog zašto se odabiru društveni mediji za izbor i organizaciju putovanja (Parra-López *et al.*, 2012). Ovaj zaključak podržavaju i drugi autori koji smatraju da su razlozi, kao što su sadržaj koji se prenosi društvenim medijima (zadovoljenje potrebe za sadržajem) i uživanje u procesu korištenja društvenih medija (zadovoljstvo procesom), ključni za veću angažiranost potrošača u planiranju putovanja (Mendes-Filho i Tan, 2009; Pantano i Di Pietro, 2013; Aluri, Slevitch i Larzelere, 2016). Međutim, u literaturi nedostaje radova koji se bave primjenom teorije UGT u kontekstu potrošačke upotrebe društvenih medija u planiranju međunarodnog putovanja.

Teorija osobnih konstrukata (PCT)

Teorija osobnih konstrukata (PCT) fokusira se na psihološke načine na koji ljudi konstruiraju i interpretiraju značenje u svojem životu te socijalnu okolinu u kojoj žive (Kelly, 1955). Osnovna pretpostavka teorije osobnih konstrukata (PCT), konstruktivni alternativizam, jest da su “sve naše sadaš-

tion of gratifications of new media around content gratification, process gratification, and social gratifications (Stafford *et al.*, 2004; Mendes-Filho and Tan, 2009). Content gratification is the extent to which consumers consider the use of content carried by a medium, such as a wide variety of information, specific information of interest, or the most up to date information. Process gratification is derived from the use of mediated messages for extrinsic values that do not bear a direct link to particular substantive characteristics of the messages, such as ease of use, interactivity, enjoyment, relaxation, and entertainment. Social gratification is derived from interactivity, by interacting with others such as staying in contact, with others, chatting, or feeling belonging to a group. For example, functional benefits, which covers content gratifications, such as information sources; and process gratifications, such as convenience and ease of use, plays a key role in adopting social media when organising and taking a trip (Parra-Lopez *et al.*, 2012). This finding has also been supported by other authors who found that consumers are more engaged because of the content carried by social media (content gratifications) and enjoyment of the usage processes of social media (process gratifications) when making travel plans (Mendes-Filho and Tan, 2009; Pantano and Di Pietro, 2013; Aluri, Slevitch and Larzelere, 2016). However, there has been little reported in the literature relating to the use of the theory in the context of consumers' use of social media for international travel planning.

Personal Construct Theory (PCT)

Personal Construct Theory (PCT) focuses on the psychological ways in which individuals construct and reconstruct meaning in their lives, and also explains how people engage with the world they inhabit (Kelly, 1955). The core assumption of PCT, constructive alternativism, posits that “all of our

nje interpretacije okoline koja nas okružuje podložne ispravljanju ili zamjeni” (Kelly, 1955:11). Prema toj pretpostavci, gledano na konstruktivistički način, osoba je znanstvenik čiji je krajnji cilj predvidjeti i kontrolirati svoj osobni svijet formuliranjem i testiranjem hipoteza te zamjene onih koje su nevažne (Kelly, 1955). Kelly smatra da se ljudsko ponašanje ne može tumačiti samo individuom nego i socijalnom interakcijom sa životnom okolinom i drugim ljudima (Walker i Winter, 2007). Temeljni postulat teorije osobnih konstrukata (PCT) navodi da su “proces i u nekoj osobi psihološki kanalizirani načinima na koji ta ličnost anticipira događaje” (Kelly, 1955:32). Drugim riječima, osoba se ponaša prema tome kakva ima očekivanja od okoline sukladno svojim interpretacijama prošlih događaja. Riječ anticipirati je izabrana stoga što “povezuje ideju predviđanja s idejom istraživanja i preduhitrivanja” (Bannister i Fransella, 1986:8). Ako ta osoba smatra da je društveni medij poput Facebooka koristan za traženje informacija, vrlo je vjerojatno da će ga i koristiti u procesu planiranja putovanja. Ako pak osoba smatra da društveni mediji nisu pouzdani izvor informacija, logično je da će izbjegavati takve platforme. Teorija osobnih konstrukata nije opsežno obrađena u stručnoj literaturi koja se bavi destinacijskim marketingom, a nedostaje i u široj stručnoj literaturi o turizmu kao što se može zaključiti prema zastupljenosti teme u objavljenim radovima. Na primjer, u Pike-ovom pregledu preko 200 radova na temu imidža destinacije objavljenima između 1973. i 2007. godine, metoda REP testa ili repertoarske mreže primjenjuje se u samo 11 radova. Za pregled radova koji se bave destinacijskim marketingom i koriste test repertoara uloga temeljen na teoriji osobnih konstrukata vidi Pike-a (2018b).

Društveni mediji u turizmu

Ogroman je utjecaj društvenih medija na turizam (Xiang, Magnini i Fesenmaier,

present interpretations about the universe are subject to revision or replacement” (Kelly, 1955:11). According to this assumption, individuals are viewed in a constructivist manner and as scientists whose ultimate aim is to predict and control their own world through formulating hypothesis, testing these hypothesis, and revising those which are invalidated (Kelly, 1955). For Kelly, explaining human behaviour is not only within the individual, but also in relation to social interaction with their living environment and with other people (Walker and Winter, 2007). The fundamental postulate of PCT states that “a person’s processes are psychologically channelized by the ways in which he anticipates events” (Kelly, 1955:32). In other words, each individual acts in a manner that is congruent with how he or she expects the world to be, based on his or her interpretation of past events. The word *anticipate* is chosen because “it links the idea of prediction with the idea of reaching out and beating the world to the punch” (Bannister and Fransella, 1986:8). If that individual sees social media, such as Facebook, as helpful for seeking information, he or she is more likely to engage with it during his or her travel planning process. If that individual sees social media as an untruthful information source, it would be logical to avoid engagement with those media platforms. Personal Construct Theory has not been widely reported in the destination marketing literature nor the wider tourism literature, relative to volume of published research. For example, Pike’s (2002, 2007b) review of over 200 destination image studies published between 1973 and 2007, listed only 11 that applied the Repertory Test or Repertory Grid methods. For a review of studies that have used the Repertory Test, underpinned by Personal Construct Theory, in the destination marketing literature, see Pike (2018b).

Social media in tourism

The impact of social media on consumers’ travel planning activities has been enor-

2015:246). Aktivnosti potrošača za vrijeme planiranja putovanja koriste se kao varijable predviđanja promjena u donošenju odluka oko izbora turističke destinacije za odmor (Ferns i Walls, 2012; Fotis, Buhalis i Rossides, 2012). Društveni medij kao izvor informacija za potencijalne putnike ima sve veću ulogu u planiranju putovanja, posebno elektronskim turističkim osvrtima i usmenom preporukom prijatelja i članova obitelji koje korisnici smatraju pouzdanima i korisnima (Pan, MacLaurin i Crotts, 2007; Xiang i Gretzel, 2010). Prema nedavnom istraživanju koje je provela Australaska federacija turističkih agenata (2014), 52% australskih korisnika reklo je da su fotografije prijatelja objavljene na društvenim medijima utjecale na izbor njihovog sljedećeg putovanja; 33% korisnika je promijenilo hotele pod utjecajem onoga što je o njima bilo rečeno na društvenim medijima; i 30% korisnika koristilo je društvene mreže kako bi pronašlo ponude vezane uz putovanje. "Ogroman" je utjecaj društvenih medija na aktivnosti planiranja putovanja korisnika (Xiang, Magnini i Fesenmaier, 2015:246); i značajno utječe na odluke potrošača vezane uz putovanje (Gretzel i Yoo, 2008; Vermeulen i Seegers, 2009). Cilj je ovog rada bio izdvojiti karakteristične atribute društvenih medija, različite od atributa tradicionalnih medija, a koje potrošači smatraju najvažnijim u kontekstu planiranja međunarodnog putovanja. Ovaj rad nastoji ispuniti prazninu u stručnoj literaturi turističkog marketinga.

3. METODOLOGIJA

Kako bi se postigao cilj ovog rada korišten je istraživački pristup. Kako sugeriraju Echtner i Ritchie (1993) i McCarthy, Stock i Verma (2010) u prvoj fazi se koristila kombinacija analize sadržaja objavljenih radova (N=101), a nakon toga su slijedili osobni intervjui potrošača u Australiji (N=20).

(Xiang *et al.*, 2015:246). Consumers' activities during travel planning serve as predictor variables for changes in consumers' decision-making when choosing a destination for their holiday (Ferns and Walls, 2012; Fotis *et al.*, 2012). Social media plays an increasingly important role in travel planning as an information source for potential travellers, particularly through online travel reviews and e-word of mouth from friends and family, as consumers believe them to be trustworthy and useful (Pan, MacLaurin and Crotts, 2007; Xiang and Gretzel, 2010). According to a recent survey conducted by the Australian Federation of Travel Agents (2014), 52% of Australian consumers said that friends' photos on social media inspired their next trip; 33% of consumers changed hotels based on what was being said on social media; and 30% of consumers used social media to seek out travel related deals. The impact of social media on consumers' travel planning activities has been characterised as 'enormous' (Xiang *et al.*, 2015:246); and has a considerable impact on the travel related decisions of consumers (Gretzel and Yoo, 2008; Vermeulen and Seegers, 2009). The aim of this study was to identify those attributes of social media that are salient to consumers during international travel planning; which differentiate from traditional media. This represents a gap in the tourism marketing literature.

3. METHODOLOGY

To address the research aim, an exploratory research approach was used. Following Echtner and Ritchie (1993) and McCarthy, Stock and Verma (2010), the first stage used a combination of content analysis of previous studies in the literature (N=101). Personal interviews were then held with consumers in Australia (N=20).

Analiza sadržaja literature

Analiza sadržaja je istraživačka metoda pomoću koje možemo stvoriti sistematičnu listu tema i relevantnih atributa koji se koriste u određenoj domeni (Downe-Wamboldt, 1992). Ovaj rad slijedi upute koje je sastavio Kassarian (1977), a preporučene se kao normativni postupak za analizu sadržaja u istraživanju potrošača (Kolbe i Burnett, 1991). Faze su bile: 1) odabir razumne veličine uzorka, 2) određivanje jedinice analize, 3) utvrđivanje procedure za kategorizaciju te 4) analiza podataka. U pretraživanju literature u razdoblju od 2016. do 2017. godine korišten je Scopus kao najveća baza podataka multidisciplinarnog znanstvene literature (Aghaei Chadevani *et al.*, 2013). Bez ograničavanja na specifična polja istraživanja, ili specifične znanstvene časopise, korišteni su Buleovi operatori kako bi se identificirala preklapanja između sljedeća četiri termina koji se pojavljuju u naslovima, sažecima i ključnim riječima članaka u znanstvenim časopisima: društveni mediji; stranice društvenih mreža; korisnički generiran sadržaj; atributi.

Pronađen je ukupno 101 relevantan članak. Početni medijski atributi, izdvojeni u analizi sadržaja, grupirani su u teme sličnih formulacija. Nakon toga, korišten je deduktivan pristup (Elo i Kyngäs, 2008) u kojem su unaprijed definirane kategorije medijskih atributa. Taj pristup se često koristi kada istraživač želi ponovno testirati postojeće podatke u novom kontekstu. Stoga su se koristile medijske kategorije koje su Stafford, Stafford i Schkade (2004) predložili i formulirali za korištenje internetom i mrežnom stranicom, a to su „poruke“, „stvarna upotreba“ i „društveno okruženje“ za vrednovanje i kodiranje medijskih atributa identificiranih u istraživanju društvenih medija. Atributi društvenih medija koji su se pojavili u proučavanim radovima grupirani su u 20 tema sličnih formulacija, podijeljenih u tri kategorije, kako je prikazano u Tablici 2.

Content analysis of the literature

Content analysis is a research method with the potential to generate a systematic list of key themes and relevant attributes used in a particular domain (Downe-Wamboldt, 1992). This study followed the guidelines developed by Kassarian (1977), which has been recommended as the normative procedure for content analysis in consumer research (Kolbe & Burnett, 1991). The steps used were 1) selecting a reasonably sized sample, 2) determining the unit of analysis, 3) establishing a procedure for categorisation, and 4) data analysis. The literature search, conducted during 2016 and 2017 used *Scopus*, which is the largest database of multidisciplinary scientific literature (Aghaei Chadevani *et al.*, 2013). Without limitation to any specific research fields or specific academic journals, Boolean operators were used to identify the overlaps between the following four key terms appearing in the titles, abstracts and key words of journal articles: social media; social networking sites; user-generated content; attributes.

A total of 101 relevant articles were identified. The initial media attributes identified from the content analysis were grouped into themes of similar wording. A deductive approach was used following (Elo and Kyngäs, 2008), where media attribute categories were predefined. This approach is often used in cases where the researcher wishes to retest existing data in a new context. Therefore, the media categories proposed and developed for the Internet or an online website by Stafford *et al.* (2004), that is, ‘messages’, ‘actual use’, and ‘social environment’ were used to assess and code the media attributes found in social media research. Attributes of social media reported in these papers were grouped into 20 themes of common wording, across the three categories, as shown in Table 2.

Tablica 2: Ključni atributi korišteni u literaturi / Table 2: Key attribute themes used in the literature

Kategorija / Category	Atribut / Attribute
Poruke koje prenose mediji / Messages carried by the medium	(1) Raznolikost izvora informacija / Variety of information sources (2) Potpunost informacija / Completeness/breadth or depth of information (3) Aktualnost / Up-to-date (4) Znanje/učenje/preporuke / Knowledge/learning/recommendations
Upotreba medija / Use of the medium	(5) Istovremeno obavljanje više zadataka / Multi-tasking (6) Brzina pretraživanja / Quick searching (7) Širenje informacija / Spread of information (8) Jednostavnost korištenja / Ease of use (9) Pristupačnost / Accessibility (10) Prilagođenost korisniku/personalizacija / Customisability/personalisation (11) Vizualizacija / Visualisation (12) Dokumentiranje / Documentation (13) Kontrola privatnosti / Privacy control (14) Prilagođavanje/personalizacija / Customisation/personalisation (15) Funkcija kreativnosti / Creativity function (16) Alat za planiranje (rezervacije, transakcije) / Planning tool (booking, transactions)
Društveno okruženje upotrebe medija / Social environment from use of medium	(17) Komuniciranje/interakcija / Communication/interactivity (18) Izražavanje/sloboda govora / Expression/freedom of speech (19) Funkcije socijalizacije / Socialising functions (20) Zajednica/umrežavanje / Community/network

Osobni intervjui

Osobni intervjui vođeni su na uzorku od 20 odraslih australskih ispitanika u kolovozu i rujnu 2016. godine. Kako bi se osiguralo dobro poznavanje teme koristio se namjerni uzorak, odnosno prethodno iskustvo, međunarodnih putovanja ispitanika u

Personal interviews

Personal interviews conducted with a sample of 20 adult Australian consumers during August and September 2016. Purposeful sampling was used to ensure participants were knowledgeable about the topic matter, in that they had previously flown

smislu planiranja u budućnosti i prethodne uporabe društvenih i tradicionalnih medija za planiranje putovanja. Koristeći svoju stranicu za slanje pozivnica na Facebooku istraživač je dobio dvoje ispitanika, a putem e-maila odazvalo se slijedećih deset ispitanika, studenata poslijediplomskog studija jednog australskog sveučilišta. Tehnikom grude dobiveno je još osam ispitanika. Korištenje REP testa u ovom radu ima snažnu nominalnu valjanost. U većini radova koji primjenjuju REP test u marketinškom istraživanju, veličina uzorka je od 15 do 25 ispitanika zbog zajedničkih obilježja odgovora (Tan i Hunter, 2002; Pike, 2003; Tung, Xu i Tan, 2009). Kako bi se osigurala opuštena atmosfera ispitanici su mogli odabrati mjesto za intervju bez ometanja, npr. ured, park ili vlastiti dom (Elwood i Martin, 2000; Edwards i Holland, 2013). Kod 17. ispitanika došlo je do zasićenosti podacima pa se od posljednja tri ispitanika nisu više prikupljali novi podaci bazirani na odgovorima koji uključuju prepoznavanje sličnosti odnosno različitosti elemenata. Mason (2010) je ustvrdio da istraživanje dosiže zasićenje podacima i da je broj obrađenih ispitanika dovoljan za svrhu rada kada prikupljeni podaci ne mogu dalje rasvijetliti glavnu temu istraživanja.

Uzorak ispitanika činilo je osam muškaraca i 12 žena od kojih je devetero bilo u starosnoj skupini od preko 40 godina, a 11 ih je bilo između 18 i 40 godina. Devet ispitanika su bili samci, slijedećih devet je bilo oženjeno, a dvoje je živjelo u izvanbračnim zajednicama. S obzirom na stupanj obrazovanja, devet ispitanika je bilo na postdiplomskom studiju, ili je doktoriralo, osam je studiralo, ili diplomiralo na visokoškolskoj ustanovi, a troje je završilo srednju školu. Devetnaest od dvadeset ispitanika je već putovalo u inozemne destinacije, a svih dvadeset ispitanika planiralo je otići na putovanje u slijedećih pet godina.

internationally, intended to travel internationally in the future, and who had used social media and traditional media during travel planning. Invitations were initially extended via one of the researcher's Facebook page, which resulted in two participants, and by email to higher degree research students at one university, which resulted in 10 participants. Using the snowball technique a further eight participants were recruited. The Repertory Test was selected as a valid technique for eliciting salient attributes, as this method was specifically designed to operationalise Kelly's (1955) Personal Construct Theory (PCT). The use of the Repertory Test in this study therefore has strong face validity. The sample size of most studies applying the Repertory Test in marketing research range from 15 to 25 due to the commonality of responses (Tan and Hunter, 2002; Pike, 2003; Tung *et al.*, 2009). To ensure that the participants were comfortable during the interview process, participants were interviewed at their preferred site, which was free from distractions, such as their work office, park, or their houses (Elwood and Martin, 2000; Edwards and Holland, 2013). Data saturation was reached at the 17th participant, and no new similarity/difference statements were elicited from the last three participants. Following Mason (2010), when the data collection process does not shed any further light on the issue for the study, it means that the study has achieved data saturation and a sufficient number of participants has been reached to serve the purpose of the study.

The sample consisted of eight males and 12 females, of which nine were over 40 years old and 11 were between 18 to 40 years old. Nine participants were single, nine were married, and two were in *de facto* relationships. In terms of education levels, nine participants were either studying or had graduated from postgraduate studies, eight were either studying or had graduated from tertiary studies, and three had graduated from secondary school. Nineteen of the 20 participants had previously flown to international

Prva faza REP testa sastoji se od identifikacije elemenata koji će se koristiti (Fransella, Bell i Bannister, 2004). Kelly (1955:95) je definirao elemente kao “stvari ili događaje koje su konstrukti izdvojili”. Element je objekt interesa, a u ovom je radu to vrsta medija. Prema dosadašnjim studijama najpotrebnija je reprezentativnost elemenata za područje koje se istražuje (Easterby-Smith, 1980; Tan i Hunter, 2002; Fransella, Bell i Bannister, 2004). Vrste medija trebale bi biti općenito reprezentativne za domenu interesa te važne ispitanicima. Elemente može ponuditi istraživač, ili ih se može dobiti od ispitanika. Za potrebe ovog rada, kako bi se saznalo što više o određenom mediju koji se najviše koristi u planiranju putovanja, prema Tanu i Hunteru (2002) i Baumanu (2015), ispitanicima je ponuđeno devet vrsta prethodno odabranih vrsta medija. Odabrani su glavni izvori prema Googleu (2014) i ITB u Berlinu (2014) koji su tipični u korištenju za planiranje osobnog ili poslovnog putovanja, a to su internet, društvene mreže, časopisi i novine, TV, turistički vodiči i putnički agenti. Kelly (1955) je smatrao da su tri elementa dovoljan minimum, dok Easterby-Smith (1980) navodi da je u većini slučajeva dovoljno osam do deset elemenata. Pike (2007) je ustvrdio da u turističkim istraživanjima broj elemenata varira od šest do četrdeset, s time da su Botterill i Crompton (1987) te Embachera i Buttlea (1989) koristili šest, a Walmsley i Jenkins (1993) četrdeset elemenata. Kelly (1955) je predložio da bi broj korištenih elemenata trebao predstavljati niz opcija s kojima se sudionici mogu povezati u kontekstu. Nabrojano je devet vrsta medija kako slijedi: Facebook; TripAdvisor; turistički prilog u novinama ili časopisu; Twitter; putnički agent; turističko putovanje na TV-u; YouTube; blog o turističkim putovanjima; turistički vodič.

Najčešća metoda dobivanja konstrukata je korištenje trijadnih grupa u kojima se različiti skupovi od tri elementa uzastopno pokazuju ispitanicima. U istraživanjima s REP testovima najčešće se koriste dva pristupa za

destinations and all planned another international journey within the next five years.

The first stage of the Repertory Test is to identify the *elements* to be used (Fransella *et al.*, 2004). Kelly (1955:95) defined elements as “the things or events which are abstracted by a construct”. An element is the object of the interest, which in this study was media type. Following previous studies, the key requirements for the elements are that they are representative of the area being investigated (Easterby-Smith, 1980; Fransella *et al.*, 2004), and within the range of convenience of the construct used (Tan and Hunter, 2002; Fransella *et al.*, 2004). Media types should be broadly representative of the domain of interest and meaningful to participants. Elements can either be provided by the researcher or elicited from the participants. For this study, to learn more about the given media, which are mainly used in a travel planning context, following Tan and Hunter (2002), and Bauman (2015), nine media types were pre-selected and provided to participants. The top sources identified by Google (2014) and ITB Berlin (2014), which travellers typically use to plan their personal or leisure and business trips, the Internet, social networks, magazines and newspapers, TV, travel books, and travel agents were selected as the elements. Kelly (1955) believed three elements to be the minimum required, while Easterby-Smith (1980) suggested that eight to 10 elements have been shown to be enough for most purposes. In tourism research, Pike (2007) found that the number of elements ranged from six to 40, such as the six used in Botterill and Crompton, (1987) and Embacher and Buttle (1989), and 40 used in Walmsley and Jenkins (1993). Kelly (1955) proposed the number of elements used should be representative of the range of options the participants could relate to in the context. The nine types of media were numbered as follows: 1. Facebook; 2. TripAdvisor; 3. Travel section of newspaper or magazine; 4. Twitter; 5. Travel agent; 6. TV travel program; 7. YouTube; 8. Travel blog; 9. Travel guidebook.

prikupljanje konstrukata iz gore navedenih vrsta medija, a to su dijadne i trijadne strategije. Kod dijadnih strategija istraživač slaže skupinu od dva elementa u kojima ispitanici trebaju razmotriti na koji su način dva elementa slična odnosno različita. Na primjer, Feixas *et al.* (2008) primjenili su dijadnu strategiju kako bi dobili kognitivne karakteristike koje uzrokuju depresivna stanja. U trijadnoj strategiji, istraživač nudi skup od tri elementa, a ispitanik treba opisati na koji su način dva elementa slična i u kojoj se mjeri razlikuju od trećeg. Na primjer, Embacher i Buttle (1989) te Tan i Hunter (2002) u svojim su istraživanjima koristili taj pristup za dobivanje atributa imidža destinacije i atributa informacijskog sustava. Trijadna metoda prikupljanja podataka potiče ispitanike na istovremeno uočavanje sličnosti i razlika te se pokazala učinkovitijom u generiranju kompleksnih kognitivnih konstrukata (Reddy i Prasuna, 1999). Trijadna se strategija općenito koristi u dobivanju konstrukata (Fransella, Bell i Bannister, 2004) zato što je Kelly u temeljima teorije osobnih konstrukata definirao konstrukt kao “način na koji se stvari mogu objasniti kao jednake, ali u isto vrijeme različite od drugih” (1955:74).

Iako nema čvrstih pravila koja određuju broj trijada, ako bi se koristile sve trijade proizašle iz kombinacije devet elemenata, to bi zahtijevalo 84 skupine trijada što se teško može primijeniti u osobnom intervjuu. U cilju učinkovite i ekonomične provedbe intervju kao djelotvoran način smanjenja trijadnih kombinacija koristi se simetrični nepotpuni blok dizajn kojeg su razradili Burton i Nerlove (1976). Broj trijada koji je bio potreban za simetrični nepotpuni blok dizajn izračunat je na slijedeći način:

$$\frac{\lambda n(n-1)}{6}$$

gdje b predstavlja broj trijada; n označava broj elemenata, a λ predstavlja koliko se puta

The most common method of construct elicitation is the use of triad sorts, where different sets of three elements are sequentially presented to participants. There are two widely used approaches in Repertory Test studies to elicit the constructs from the above media types, dyad and triad strategies. For the dyad strategy, the researcher provides a set of two elements and asks the participants to consider how the two elements are alike or how they are different. For example, Feixas, Erazo-Caicedo, Harter, and Bach (2008) used this strategy to elicit cognitive features underlying depressive states. For the triad strategy, the researcher provides a set of three elements and asks participants to describe how two elements are alike and yet different from the third one. For example, Embacher and Buttle (1989) and Tan and Hunter (2002) used this approach in their studies to elicit destination image attributes and information system attributes. Triadic elicitation forces participants to compare and contrast at the same time and it is more effective for generating complex cognitive constructs (Reddy and Prasuna, 1999). The triad strategy has been widely used in construct elicitation (Fransella *et al.*, 2004) because at the core of PCT, Kelly defined a construct as “a way in which things are construed as being alike and yet different from others” (1955:74).

While there are no fixed rules regarding the number of triads to be presented, using all of the triads combined from the nine elements would require 84 triad sorts which is not realistic in a personal interview. In order to conduct the interview more economically and more efficiently the balanced incomplete block design developed by Burton and Nerlove (1976) has been used as an effective way to reduce the number of possible triad combinations. The number of triads required as per balanced incomplete block design was calculated by:

$$\frac{\lambda n(n-1)}{6}$$

in which: b represents the number of triads; n denotes the number of elements, and

pojavljuje svaki par elemenata. Još su dva uvjeta bila potrebna za unakrsnu provjeru valjanosti simetričnog nepotpunog blok dizajna trijada;

$$(1) \lambda = \frac{2r}{n-1} \quad (2) rn = 3b \quad (1)$$

gdje je r broj ponavljanja svakog elementa. Burton i Nerlove (1976) ustvrdili su da se visoka pouzdanost rezultata istraživanja zadržava u slučaju ako je $n = 9$ i ako se svaki par elemenata pojavi dva puta ($\lambda = 2$). Tada bi za devet elemenata maksimalan broj od 84 trijade ($\lambda = 7$) bio smanjen na 24 trijade ($\lambda = 2$). Nadalje, autori su ustvrdili da se broj dizajna 9.2.2 (str. 255) najprikladnije uklapa u kompletnu trijadu kako slijedi:

3,7,2 4,5,1 6,8,9 4,8,2 3,5,6 7,9,1 5,9,2 4,6,7 3,8,1
6,1,2 5,7,8 3,4,9 3,4,5 6,7,8 9,1,2 3,6,9 4,7,2 5,8,1
3,8,2 4,6,1 5,7,9 3,7,1 4,8,9 5,6,2

Istraživač je započeo proces dobivanja konstrukata tako da je sudionicima intervju objasnio i prikazao tehniku intervju na praktičnom primjeru trijade užine (čokolada, mafin i svježe voće). Ispitanicima je rečeno da nema pogrešnih odgovora. Nadalje, dobili su upute kako ne bi trebali ponavljati informaciju ili rečenicu koju su već dali u prethodnim odgovorima. Svaki bi intervju završio kada se ispitanik više nije mogao sjetiti novih sličnosti odnosno različitosti. Svaka je vrsta medija tiskana na poseban bijeli papir, a ispitanike se za svaku prezentiranu trijadu pitalo slijedeće pitanje: „Na koji su Vama važan način za vrijeme planiranja putovanja dva medija slična, i na koji se način razlikuju od trećeg?” Obzirom da je svrha intervju REP testa bila dobiti listu medijskih atributa, a ne semantički diferencirane skale, nije se od ispitanika tražila polarizacija. Prema uputama Milesa i Hubermana (1984) ispitivač je za vrijeme intervju šutio kako bi ispitanicima omogućio samostalan izbor riječi. Taj se proces ponovio dok ispitanici u dvije uzasto-

λ represents the number of times each pair of items appears. Two other conditions were necessary for cross-checking the validity of a balanced incomplete block design of triads:

$$(1) \lambda = \frac{2r}{n-1} \quad (2) rn = 3b \quad (1)$$

in which: r is the number of replications of each element. Burton and Nerlove (1976) suggested that in the case that $n = 9$, if each pair of elements appears twice ($\lambda = 2$), a high reliability of the study results is maintained. Then, for nine elements, the maximum of 84 triads ($\lambda = 7$) would be reduced to 24 triads ($\lambda = 2$). They also further suggested the best fit to the complete triads was design number 9.2.2 (p. 255), as follows:

3,7,2 4,5,1 6,8,9 4,8,2 3,5,6 7,9,1 5,9,2 4,6,7 3,8,1
6,1,2 5,7,8 3,4,9 3,4,5 6,7,8 9,1,2 3,6,9 4,7,2 5,8,1
3,8,2 4,6,1 5,7,9 3,7,1 4,8,9 5,6,2

The researcher commenced the construct elicitation process by explaining the interview process to the participants, and then using a practise example of a triad of snack options (chocolate, muffins, and fresh fruit) demonstrate the technique. Participants were reassured that there were no wrong answers. They were also instructed that they should not repeat information or statements they had already provided or answered. Each interview ended when the participant could not think of any new similarities or differences. Each media type was printed on a separate white card, and for each triad presented, the participants were asked: ‘In what important way are two of these media types alike, and different to the third one when it comes to your travel planning?’ Since the purpose of the Repertory Test interview was to produce a list of media attributes rather than semantic differential scales, the contrasting pole was not sought from participants. Following Miles and Huberman (1984), the researcher remained silent during such instances to

pne skupine trijada više nisu mogli pronaći sličnosti.

4. REZULTATI

Jedna od prednosti REP testa jest ekonomičnost prikupljanja podataka što se može pročitati u komentaru Stewarta, Stewarta i Fonde (1981): „ima vrlo malo brbljanja” pa stoga jednostavnost odgovora ispitanika pomaže istraživaču interpretirati podatke brže u usporedbi s ostalim tipovima osobnih intervjuja gdje se moraju kodirati i interpretirati dugački transkripti. Odgovori ispitanika su bilježeni zapisivanjem. Ukratko, dobiveno je 278 sirovih rečenica, što čini prosječno 14 rečenica iz prosječno 12 trijada po ispitaniku. Intervjui su trajali u prosjeku od 27 minuta – od 15 do 37 minuta. Zanimljivo je da je 90% atributa dobiveno od prvih 10 ispitanika. Već prije spomenuto zasićenje podacima dogodilo se kod sedamnaestog ispitanika, a od posljednja tri ispitanika nisu dobivene nove rečenice.

Prvo je 278 rečenica grupirano u 57 tema s uglavnom istim formulacijama. Zatim je analizirano 57 kategorija uz korištenje brojača učestalosti kako bi se pronašao zajednički trend za dobivene konstrukte (Stewart, Stewart i Fonda, 1981). Za dosezanje praga učestalosti, barem 25% ispitanika mora spomenuti konstrukte (Lemke, Goffin i Szejewski, 2003). Stoga je izdvojena 21 najučestalija tema iz 57 kategorija koju je spomenulo najmanje pet od 20 ispitanika kao što su vizualizacija, turističke informacije, interaktivnost, brzo pretraživanje, pouzdani izvori, dostupnost u bilo koje vrijeme, nekomercijalnost informacije, aktivnosti vezane uz planiranje putovanja, dostupnost na bilo kojem mjestu, količina informacija, verifikacija informacija, funkcije privatnosti, ideje za putovanja, usporedba cijena, aranžmana i troškova, iskoristivost vremena, kvalificirani i potvrđeni izvori, stvarna slika i iskustvo putovanja.

allow the participants to choose their own words. This process was repeated until a participant could not provide any further similarities or differences for two consecutive sets of triads.

4. RESULTS

One of the advantages of the Repertory Test is the economy in data recording, as per Stewart Stewart and Fonda's (1981) comment: “there is very little waffle”; thus, the simplicity of participants' responses also helps the researcher interpret data more quickly than other forms of personal interviews where lengthy transcripts need to be coded and interpreted. Participants' responses were recorded using written notes. In summary, 278 raw statements were elicited, with an average of 14 statements elicited from an average of 12 triads per participant. The length of the interviews ranged from 15 to 37 minutes, with a mean of 27 minutes. Interestingly, 90% of attributes were elicited from the first 10 participants. As mentioned the point of data saturation was reached at the 17th participant, with no new statements from the last three participants.

The 278 statements were firstly grouped into 57 themes with broadly similar wording. Secondly, the 57 categories were analysed using a frequency count in order to find a common trend for the elicited constructs (Stewart, Stewart and Fonda, 1981). The frequency threshold is that the construct must be mentioned by at least 25% of participants (Lemke, Goffin and Szejewski, 2003). Therefore, the highest 21 themes out of 57 categories that were mentioned by at least five of the 20 participants were picked, including: visualisation, travel information, interactivity, quick searching, reliable sources, accessibility anytime, non-commercial information, travel planning activities, accessibility anywhere, amount of information, information verification, privacy functions, travelling ideas, prices/deals/cost comparison, utilise

Od 278 dobivenih rečenica, njih 208 (75%) sadržavalo je 21 temu. Kako bi se dobila sveobuhvatna lista medijskih atributa kategorizacijom svih prikupljenih konstrukata, provedena je još jedna analiza sadržaja. Tako je 57 kategorija medijskih atributa grupirano u kategorije šireg i višeg reda (Burnard, 1991). Taj je proces korišten za identifikaciju nadređenih konstrukata koji u teoriji osobnih konstrukata uključuju određene konstrukte. Vjeruje se da nadređeni konstrukti imaju veću vrijednost za osobni pogled na svijet, što je važno za razumijevanje individualnog ponašanja (Kenny, 1984). Kategorije upotrebe i zadovoljenja potreba kao što su *poruke*, *stvarna upotreba* i *društveno okruženje* koje su predložili Stafford, Stafford i Schkade (2004), a korištene su u analizi sadržaja društvenih medija, upotrijebljene su kao tri glavne kategorije višeg reda za vrednovanje i kodiranje medijskih atributa dobivenih u REP testu.

Dva druga istraživača koja su sudjelovala u istraživanju, dobila su listu od 57 kategorija koju su trebali provjeriti tako da organiziraju oblik analize sadržaja uz korištenje kriterija koje je predložio Guba, prema kojem bi kategorije trebale podržavati "internu homogenost i eksternu heterogenost" (1978:53). Općenito, oba su se istraživača složila s identificiranim kategorijama. Stoga je 15 atributa kategorizirano u četiri glavne skupine kao što je vidljivo u Tablici 3.

my time, qualified/validated sources, real picture, and travelling experience.

The 21 themes represented 208 out of 278 (75%) elicited statements. In an attempt to achieve a comprehensive list of media attributes by categorising all of the collected constructs, another content analysis was conducted. The 57 media attribute categories were grouped under broader and higher order categories (Burnard, 1991). This process was used to identify the superordinate constructs, which in PCT subsume subordinate constructs. It is believed that superordinate constructs tend to be more value-laden for the person's view of the world, which is important for understanding individual behaviour (Kenny, 1984). The following categories of uses and gratifications used in the social media content analysis and proposed by Stafford et al. (2004), *messages*, *actual use*, and *social environment*, were used as three main higher order categories to assess and code the media attributes elicited from the Repertory Test.

Two co-researchers were provided with the list of 57 categories, and then to verify the categories by undertaking a form of content analysis of the categories using the criteria recommended by Guba, where categories should support "internal homogeneity and external heterogeneity" (1978:53). Overall, the two co-researchers agreed with the identified categories. Thus, 15 attributes were categorised into four main groups, as shown in Table 3.

Tablica 3: Atributi društvenih medija identificirani u intervju REP testa / Table 3: Social Media Attributes Identified From the Repertory Test Interview

Kategorije / Categories (Odgovarajući atributi) / (Attributes relevant to)	Atributi / Attributes items
Poruke koje prenosi medij / Messages carried by medium	Turističke informacije / Travel information Akcijske ponude putovanja / Travel bargains Aktualne informacije / Up-to-date information Velika raznolikost informacija / Wide variety of information Cjelovitost informacija / Completeness of information
Konkretna upotreba medija / Actual use of medium itself	Istovremeno obavljanje više zadataka / Multitasking Pristupačnost / Accessibility Brzina pretraživanja / Quick searching Vizualizacija / Visualisation Privatnost / Privacy Alati za planiranje putovanja / Travel planning tools
Društvena okolina upotrebe medija / Social environment from use of the medium	Interaktivnost / Interactivity Zajednica/forum / Community/forum
Ostalo (Povjerenje) / Others (Trust)	Povjerljivo / Trustworthy Pouzdanost/valjanost / Reliability/validity

Usporedba rezultata REP testa s prethodno provedenom analizom sadržaja stručne literature ukazala je da bez obzira na činjenicu što je REP test rezultirao manjim brojem atributa (15) nego u analizi stručne literature (21), identificirane su relativno dosljedne kategorije istaknutih medijskih atributa. Štoviše, novi atributi identificirani u postojećoj literaturi kao što su *alati za planiranje putovanja*, *akcijske ponude putovanja* i *kontrola privatnosti*, identificirani su i REP testom. Triangulacija dviju skupina rezultata dala je listu od 19 medijskih atributa koji se koriste u kontekstu planiranja putovanja kao što pokazuje Tablica 4.

The comparison of the Repertory Test findings with prior literature content analysis indicated that while the number of attributes found during the Repertory Test (15) was less than those found in existing literature (21), relatively consistent salient media attribute categories were identified. Moreover, new attributes identified in the existing literature, such as *travel planning tools*, *travel bargains*, and *privacy control* were identified. Triangulation of the two sets of findings resulted in a list of 19 attributes of media during travel planning, as shown on Table 4.

Tablica 4: Triangulirana lista atributa / Table 4: Triangulated list of attributes

Turističke informacije/znanje/učenje/preporuke / Travel information/knowledge/learning/recommendations
Aktualnost / Up-to-date
Raznolikost izvora informacija / Variety of information sources
Potpunost/širina ili dubina turističke informacije / Completeness/breadth or depth of travel information
Akcijska ponuda putovanja / Travel bargains
Istovremeno obavljanje više zadataka/dokumentacija/kreativne funkcije / Multi-tasking/documentation/creative functions
Pristupačnost / Accessibility
Brzina pretraživanja / Quick searching
Širenje informacija / Spread of information
Vizualizacija / Visualisation
Kontrola privatnosti / Privacy control
Jednostavnost korištenja / Ease of use
Prilagođeno/personalizirano / Customisation/personalisation
Alati za planiranje putovanja (rezervacija, financijske transakcije) / Travel planning tool (booking, transactions)
Komunikacija/funkcija razgovora / Communication/chatting function
Funkcije socijalizacije/interakcija/interaktivnost / Socialising functions/interaction/interactivity
Zajednica/mreža/ljudi / Community/network/people
Vjerodostojnost elektronske usmene preporuke / Trustworthiness E-WOM
Pouzdanost/kvaliteta sadržaja / Reliability/quality of content

5. ZAKLJUČAK

Turisti su danas izloženi velikoj ponudi domaćih i inozemnih destinacija. Kako bi postigli konkurentnost, u većini turističkih mjesta širom svijeta osnovane su destinacijske marketinške organizacije (DMO). Njihova glavna uloga je koordinacija holističkog i kooperativnog pristupa turističkih dionika potrošaču te organizacija marketinškog komuniciranja destinacije. Razlog tome je što u kontekstu tradicionalnog marketinškog spleta, destinacijske marketinške organizacije imaju direktnu kontrolu samo nad promocijom, a gotovo zanemariv utjecaj na formiranje cijene, stvaranje proizvoda, ili distribuciju proizvoda preko turističkih posrednika. Danas kada brojne destinacije nude gotovo ista

5. CONCLUSION

Travellers are now spoiled by choice of domestic and international destinations. To become competitive in travel markets, most places around the world have now established a DMO. The main DMO role is to coordinate a holistic and cooperative approach among stakeholders to consumer and trade marketing communications for the destination. A major influence is that in the traditional marketing mix, DMOs only have direct control over promotion, and have little influence on pricing, product development or distribution of service offerings through travel trade intermediaries. A key question is how to enhance destination competitiveness when so

svojstva i prednosti, ključno je pitanje kako povećati konkurentnost turističke destinacije. U posljednje vrijeme novi mediji koji su se pojavili razvojem inovativnih tehnologija sve više postaju fokus strategije za postizanje konkurentne prednosti. S jedne strane, novi mediji, kao što su društveni mediji, postaju ključna platforma izvora informacija za potrošače u razdoblju kada se odlučuju za putovanje (Fotis, Buhalis i Rossides, 2012; Minazzi, 2015). S druge strane, destinacijskim marketinškim organizacijama (DMO) i dionicima, društveni mediji su izvrstan alat kojim mogu utjecati na potrošače i mijenjati njihovu percepciju destinacije te stoga dugoročno uspješno povećati tržišnu vrijednost marke destinacije (Noone, McGuire i Rohlfs, 2011; Munar, 2012). Brojni autori smatraju da je utjecaj društvenih medija na turistička putovanja potrošača 'ogroman' (Xiang, Magnini i Fesenmaier, 2015:246). Nove tehnologije, koje su omogućile zajedničko stvaranje sadržaja na društvenim medijima, dovele su do demokratizacije interneta (Pike, 2018:157).

U pogledu implikacija na destinacijske marketinške organizacije (DMO), "Edukacija turista i turističkih djelatnika s ciljem optimizacije primjene novih tehnologija u turizmu" bila je jedna od deset najvažnijih svjetskih tema u 2019. godini, prema godišnjoj metodi kvazi-Delfi ispitivanja mišljenja koje je proveo profesor David Edgell na globalnoj akademskoj mreži TRInet listserv. Iako je marketinškim stručnjacima teško direktno kontrolirati korisnički generiran sadržaj na internetu (Xiang i Gretzel, 2010), brendiranje destinacije putem društvenih medija ima tendenciju pretvoriti se u dijalog između potrošača i DMO-a u kojem u stvaranju marke sudjeluju zajedno (Pike, 2018:10). Novonastali izazov za destinacije je učinkovito uključivanje potrošača na obostranu korist. Cilj ovog rada bio je istražiti kako društveni mediji zadovoljavaju potrebe potrošača te izdvojiti karakteristične attribute tih medija koje potrošači koriste u kontekstu planiranja putovanja. To se temelji na pretpostavci da shvaćanje načina na koji potrošači zadovoljavaju potrebe upotrebom društvenih medija u kontekstu planiranja putovanja, može pomoći destinacijskoj

many places offer similar features and benefits. In recent years, technological innovation with the advances in new media in tourism has increasingly become a focus as a strategy to gain competitive advantage. On one hand, new media, such as social media, has become a key platform to provide information to consumers during travel decision-making (Fotis, Buhalis and Rossides, 2012; Minazzi, 2015). On the other hand, it is also a great tool for DMOs and stakeholders to engage with consumers in order to influence their perceptions of a destination, and consequently enhance destination brand equity for long term success (Munar, 2012; Noone, McGuire and Rohlfs, 2011). The impact of social media on consumers' travel has been characterised as 'enormous' (Xiang, Magnini and Fesenmaier, 2015:246). New technologies enabling the co-creation of content on social media has resulted in democratisation of the internet (Pike, 2018:157).

In terms of implications for DMOs, 'Educating travellers and businesses in optimising the application of new technologies, within the tourism industry' was one of the top ten important world issues for 2019, identified in Professor David Edgell's annual quasi-Delphi method of gauging opinions from the global TRInet academic List-serv. While online user-generated content cannot be directly controlled by marketers (Xiang and Gretzel, 2010), through social media, destination branding has the opportunity to become more of a dialogue between consumers and DMOs, where in effect the brand can be co-created (Pike, 2018:10). An emerging challenge for destinations is to effectively engage with consumers in mutually beneficial ways. The aim of this study was to investigate the gratifications and salient attributes of social media in the travel planning context. This is underpinned by the proposition that an enhanced understanding consumers' potential gratifications from social media during travel planning will help DMOs develop a co-creative destination branding

marketinškoj organizaciji da zajedno s potrošačima razvije strategiju destinacijskog brendiranja. Bolje razumijevanje medijskih atributa omogućuje i bolje razumijevanje zadovoljstva koje pružaju korisnicima ili potrošačima (Sundar i Limperos, 2013).

U kontekstu ovog rada pokušali smo identificirati karakteristične attribute medija koji se koriste u planiranju međunarodnog putovanja te rezultate potkrijepiti dvjema teorijama, *Teorijom upotrebe medija radi koristi i zadovoljenja potreba* (UGT) i *Teorijom osobnih konstrukata* (PCT). Doprinos rada *Teoriji osobnih konstrukata* je u pokušaju da se po prvi puta primjeni metoda REP testa u kontekstu ovog istraživanja i podrži tvrdnja Stewarta, Stewarta i Fonda (1981:vii) kako ova tehnika "omogućuje istraživanje problema – gotovo bilo kojeg problema – na puno precizniji, manje pristran način nego bilo koja druga metoda istraživanja". U stručnoj literaturi je nedostajalo radova koji istražuju na koji način društveni mediji zadovoljavaju potrebe potrošača u kontekstu planiranja putovanja u inozemstvo i u tom slučaju je identificirano 19 atributa medija. Takvo istraživanje omogućuje destinacijskim marketinškim organizacijama i dionicima, kao što su male tvrtke, bolji uvid u način kako bi mogli iskoristiti mogućnosti koje pružaju novi mediji. Na primjer, tri nova atributa, ili načina zadovoljenja potreba upotrebom društvenih medija u kontekstu planiranja putovanja u inozemstvo, identificirana u ovom istraživanju, kao što su alati za planiranje putovanja, akcijske ponude putovanja i kontrola privatnosti, predložena su kao dopuna stručnoj literaturi iz područja turizma.

Ograničenje ovog istraživanja, kao što je slučaj kod svih preliminarnih istraživanja, je korištenje malog uzorka u glavnom gradu jedne australske države. Dakako, potencijalno određivanje ovih atributa moglo bi se provjeriti u fokusnim grupama u drugim dijelovima svijeta, ili testirati putem upitnika kako bi se procijenila učinkovitost internetskih marketinških aktivnosti. Prednost ovog istraživanja je u kombiniranju rezultata REP testa s detaljnim pregledom postojeće literature.

strategy. A better understanding of media attributes will enable a better understanding of the gratifications they provide to users or consumers (Sundar and Limperos, 2013).

The context of this study was to identify the salient attributes of media in international travel planning, underpinned by Uses and Gratifications Theory and Personal Construct Theory (PCT). A contribution is made to PCT by extending the application of the Repertory Test in this study context for the first time, supporting the proposition by Stewart, Stewart and Fonda (1981:vii) that this technique "provides a way of doing research into problems – almost *any* problems – in a more precise, less biased, way than any other research method". There has been a lack of research into the gratifications of social media when planning international travel, and in this case we identify 19 attributes of media. This provides DMOs and stakeholders such as small businesses more insights on how to explore the opportunities provided by new media. For example, three new attributes, or gratifications, of using social media for international travel planning, identified in this study, are proposed additions to the tourism literature: travel planning tools, travel bargains, and privacy control.

A limitation of this study, as with any exploratory investigation, is the use of a small sample in one Australian state capital. However, the potential determinacy of these attributes could be screened through focus groups in other parts of the world or tested in surveys to gauge the effectiveness of online marketing activities. A strength of this study was combining the Repertory Test findings with a rigorous review of the existing literature.

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