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TRI OBILJEŽJA PRIVLAČNOSTI MEĐUDESTINACIJA: DOSTUPNOST, AMBIJENT I ATRAKCIJE

THE 3 A'S OF STOPOVER DESTINATION ATTRACTIVENESS: ACCESS, AMBIENCE, AND ATTRACTIONS

SAŽETAK: Fenomen međudestinacija na dugolinijskim letovima relativno je malo istraživan. Cilj ove izviđajne studije bio je identificirati odrednice atraktivnosti međudestinacija. Kvantitativni podaci prikupljeni su od potrošača u dvije zemlje sjeverne hemisfere i dvije na južnoj. Anketiranje se oslanjalo na prethodno objavljenim kvalitativnim istraživanjima koja su uključivala osobne intervjue u četiri zemlje s ciljem utvrđivanja istaknutih atributa tih destinacija. Podaci prikupljeni od 2000 sudionika u ovome istraživanju otkrili su tri dimenzije atraktivnosti destinacije u kontekstu zaustavljanja na dugolinijskim letovima u međunarodnom zračnom prometu koji pozitivno utječu na postojanost stava. Rezultati doprinose novom području istraživanja ovih destinacija te daju praktične spoznaje marketinških stručnjaka u turizmu o utjecaju prethodnih posjeta na percepcije turista o međudestinacijama, kao i o potencijalnim odrednicama atraktivnosti destinacija u kontekstu prekida putovanja na dugolinijskim letovima.

KLJUČNE RIJEČI: imidž destinacije, međudestinacija, kontekst putovanja, REP test, Dubai, Hong Kong, Singapur, Abu Dhabi, dugolinijski letovi

ABSTRACT: There has been relatively little research investigating the phenomenon of stopovers during long haul air travel. The aim of this exploratory study was to identify determinants of stopover destination attractiveness. Quantitative data was collected from consumers in two countries in the northern hemisphere and two in the southern hemisphere. The survey instrument was informed by previously published qualitative research involving personal interviews in the four countries, to identify salient attributes of stopover destinations. Data from the 2000 participants in the current study identified three dimensions of destination attractiveness in the context of a stopover during long haul international air travel, which positively influence attitudinal loyalty. The findings contribute to an emerging field of research into stopover destinations. Also, the results provide tourism marketers with practical insights into the influence of previous visitation on travellers' perceptions of stopover destinations, and the potential determinants of destination attractiveness in the context of stopovers during long haul air travel.

KEY WORDS: destination image, stopover, travel situations, Repertory test, Dubai, Hong Kong, Singapore, Abu Dhabi, long haul

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1. UVOD

Pojavom dugolinijskih letova prekidi putovanja postali su neophodni i uobičajeni, osobito u doba deregulacije međunarodnih zračnih linija (Page, 2005) i povećane rasprostranjenosti dugolinijskih i ultra dugolinijskih letova (Yerman, 2016). Međutim, njihov fenomen donedavno nije privlačio velik interes istraživača u turizmu, iako bi mogao zanimati marketinške stručnjake u turizmu. Na primjer, postoji nedostatak objavljenih istraživanja kojima bi se pružili uvidi u razloge za ili protiv prekida dugolinijskog leta, njihovu duljinu, aktivnosti koje bi se tamo mogle obavljati, naročito, odrednice privlačnosti, odabira i izbora tih destinacija. Prvu studiju u literaturi iz područja turizma koja propituje privlačnost međudestinacije objavili su Pike i Kotsi (2016).

Čak je i definicija međudestinacije nedostajala u literaturi. Dok je Međunarodno udruženje zrakoplovnih prijevoznika (IATA) tvrdilo da je to transferna luka gdje putnik provede barem 24 sata za vrijeme putovanja od luke polaska do krajnje destinacije (Beaver, 2005), nije se spominjala maksimalna ili prosječna duljina boravka. U novije vrijeme takav se prekid za vrijeme dugolinijskog međunarodnog leta definira kao boravak od jedne do tri noći u luci transfera na ruti prema konačnoj destinaciji (Kotsi, Pike i Gottlieb, 2018).

U ovom se istraživanju proučavaju rute na dugolinijskim letovima između Ujedinjenog Kraljevstva/Europe na sjevernoj hemisferi s Australijom/Južnim Pacifikom na južnoj hemisferi, gdje su se pojavile relativno nove međudestinacije, kao što su Dubai i Abu Dhabi u konkurenciji s tradicionalnim destinacijama poput Singapura i Hong Konga. U sklopu opsežnijeg istraživanja o percepcijama Dubaija kao međudestinacije, glavni je cilj ove studije bio ustanoviti odrednice privlačnosti međudestinacija. Ono se oslanja na prethodno objavljena kvalitativna istraživanja

1. INTRODUCTION

Stopovers have become a necessary and normal aspect of long haul air travel, particularly in the era of deregulated international air routes (Page, 2005) and increasing prevalence of long haul and ultra-long haul flights (Yerman, 2016). However, the phenomenon of stopovers has until recently attracted little interest from tourism researchers, with which to guide destination marketers. For example, there is a lack of published research providing insights into the rationale for making, or not making a stopover, length of a stopover, activities undertaken during a stopover, and in particular, the determinants of stopover destination attractiveness, preferences, and selection. The first study on stopover destination attractiveness to be published in the tourism literature was Pike and Kotsi (2016).

Also, there had even been a lack of a definition of a stopover in the tourism literature. While the International Air Transport Association (IATA) stated a stopover involved a traveller spending at least 24 hours at an intermediary port during travel from the departure airport to the ultimate destination (Beaver, 2005), there was no mention of a maximum length of stay or an average length of stay. Recently, a stopover during long haul international air travel was defined as a stay of between one and three nights at an intermediary port en route to the final destination (Kotsi, Pike and Gottlieb, 2018).

This study is interested in the long haul air routes linking the United Kingdom/Europe in the northern hemisphere, with Australia/South Pacific in the southern hemisphere, where relatively new stopover destinations such as Dubai and Abu Dhabi have emerged as competitors to the traditional stopover destinations of Singapore and Hong Kong. As part of a wider investigation into perceptions of Dubai as a stopover destination, the main aim of the current study was to identify the determinants of stopover des-

(vidi Pike i Kotsi, 2016; Pike, Kotsi i Tossan, 2018) kako bi se postavila mjerila isticanja atributa imidža destinacije u kontekstu neke međudestinacije. Kao i kod ostalih istraživanja imidža destinacije, ovaj se projekt temelji na marketinškom aksiomu da je *percepcija stvarnost*, a koji je zasnovan na tvrdnji Thomasa i Thomasa' (1928, u Patton, 2002) da će ono što ljudi percipiraju kao istinito biti ostvareno svojim učincima, poput njihovih odluka o putovanjima. Zapravo, u jednoj od prvih studija imidža destinacije (vidi Hunt, 1975) tvrdilo se da slike nekog mjesta koje se nudi na tržištu može utjecati na održivost destinacije zbog nedohvatljivosti iskustva destinacije. Za promotore destinacija, razumijevanje takvih imidža povećava predvidivost buduće odanosti destinaciji (Zhang, Fu, Cai i Lu, 2014).

2. PREGLED LITERATURE

Autori Fishbein (1967), Mayo i Jarvis (1981) te Goodrich (1978) tvrde da se privlačnost destinacije konceptualizira kao mjera u kojoj destinacija pruža atribute koje putnici žele. Praktično provođenje ove konceptualizacije ima dva koraka: prvo se mjeri važnost atributa, a zatim se mjeri percipirana uspješnost destinacije s obzirom na atribute. Ova vrsta istraživanja smješta se u domenu destinacijskog imidža, jednu od najpopularnijih tema u literaturi o destinacijama (Pike i Page, 2014).

Iako je objavljeno na stotine studija o destinacijskom imidžu od početka njegovog proučavanja 1970-ih (vidi npr., Matejka 1973; Gearing, Swart i Var, 1974), postoje još mnoge mogućnosti za daljnje unaprjeđivanje razumijevanja načina mjerenja tog konstrukta. Na osnovi nekoliko opsežnih pregleda literature o destinacijskom imidžu (vidi Chon, 1990; Gallarza, Saura i Garcia, 2002; Pike, 2002, 2007; Tasci, Gartner i Cavusgil, 2007; Stepchenkova i Mills, 2010; Zhang, Fu, Cai i Lu, 2014) ovaj je projekt identificirao četiri ključna pitanja mjerenja:

tination attractiveness. The study builds on previously published qualitative research (see Pike and Kotsi, 2016; Pike, Kotsi and Tossan, 2018) to establish measures of destination image attribute salience in the context of a stopover. As with all destination image research, the project is underpinned by the marketing axiom *perception is reality*, which is based on Thomas and Thomas' (1928, in Patton, 2002) proposition that what people perceive to be true will be real in its consequences, such as in their travel decision making. Indeed, one of the very first destination image studies (see Hunt, 1975) proposed the images held of a place in the market can affect the viability of a destination due to the intangibility of destination experiences. For destination marketers, understanding such images increases the predictability of future loyalty to the destination (Zhang, Fu, Cai and Lu, 2014).

2. LITERATURE REVIEW

Following Fishbein (1967), Mayo and Jarvis (1981) and Goodrich (1978), destination attractiveness is conceptualised as the extent to which a destination provides the attributes desired by travellers. Operationalising this conceptualisation is a two-step approach to firstly measure attribute importance and secondly to measure perceived destination performance on the attributes. This type of research is situated within the domain of destination image, which has been the most popular topic within the destination marketing literature (Pike and Page, 2014).

Even though hundreds of destination image studies published since the field commenced in the early 1970s (see for example, Matejka 1973, Gearing, Swart and Var, 1974), many research opportunities exist to further enhance understanding of how to measure the construct. From a number of extensive literature reviews of the destination image literature (see Chon, 1990; Gallarza, Saura and Garcia, 2002; Pike, 2002, 2007; Tasci, Gartner and Cavusgil, 2007; Stepchenkova and

- Prvo je činjenica da su istraživanja u izrazitom kontekstu putovanja relativno rijetka. Unatoč pozivu Snepengera i Millera (1990) na istraživanja o utjecaju situacija putnika na percepcije potrošača, malo je objavljeno o kontekstu putovanja (Hu i Ritche, 1993; Gertner, 2010). Barich i Kotler (1991) predlažu da važnost različitih destinacijskih atributa može varirati u različitim kotekstima putovanja. Na primjer, važnost raznih atributa destinacija može biti vrlo različita istom turistu ako se usporede kratki transfer na međunarodnom letu i dulji ljetni odmor u zemlji. Dakako, postoji i nedostatak istraživanja o imidžu međudestinacija kojima bi se ova tvrdnja ispitala. Pikeovi pregledi (2002, 2007) 262 studije destinacijskog imidža našli su samo 37 koje su imale izrazit kontekst putovanja.

- Drugo i povezano s prethodnim jest da mnoge studije destinacijskog imidža nisu molile sudionike ocjenu važnosti destinacijskih atributa (Pike i Page, 2014), nego su bili zamoljeni ocijeniti svoje percepcije uspješnosti destinacija prema popisu atributa. Rizik kod ovakvog pristupa je u tomu što mjere uspješnosti destinacija mogu biti pogrešne ako se ne navodi relativna važnost svakog atributa.

- Treće i povezano s prethodnom točkom je činjenica da je većina studija destinacijskog imidža izabrala popis atributa iz literature preskočivši kvalitativnu fazu uključivanja turista. Ograničenje ovog pristupa je da atributi izabrani iz studija drugih dijelova svijeta mogu, ali i ne moraju, biti važni ciljanom tržištu od interesa i/ili relevantni za kontekst putovanja od interesa. Pikeovi (2002, 2007) pregledi 262 studije destinacijskog imidža su ustanovili da je malo ispitanika koristilo kvalitativnu fazu u razvoju elemenata skale atributa.

- Četvrto. U mnogim studijama propitivao se imidž jedne zasebne destinacije. Taj pristup ne daje relativne mjere o načinu

Mills, 2010; Zhang, Fu, Cai and Lu, 2014), this project identified four measurement issues:

- First, relatively few studies have been undertaken with an explicit travel context. Despite a call from Snepenger and Miller (1990) for research into the influence of the travel situation on consumer perceptions, little has been published about travel context (Hu and Ritche, 1993; Gertner, 2010). Following Barich and Kotler (1991), it is suggested the importance of different destination attributes might vary across different travel situations. For example, the importance of various destination attributes might be quite different for the same consumer considering a short international stopover compared to a longer domestic summer vacation. However, there has been a lack of research into stopover destination image to test this proposition. Pike's (2002, 2007) reviews of 262 destination image studies found only 37 had an explicit travel context.

- Second, and related to the previous point, many destination image studies have not asked participants to rate the importance of the destination attributes (Pike and Page, 2014). Rather, the participant is asked to rate their perceptions of destination performance across a list of attributes. The risk with this approach is the destination performance measures can be misleading if there is no indication of the relative importance of each attribute.

- Third, and related to the previous point, most destination image studies have selected the list of attributes from the literature without a qualitative stage involving consumers. A limitation of this approach is that attributes selected from studies in other parts of the world might or might not be important to the target market of interest and/or relevant to the travel context of interest. Pike's (2002, 2007) reviews of 262 destination image studies found a minority used a qualitative stage in the development of attribute scale items.

percepcije destinacije u usporedbi s konkurentskim mjestima, što je promotorima destinacija vrlo značajno za otkrivanje konkurentskih snaga i od odlučujućih atributa. Pikeovim (2002, 2007) pregledima otkriveno je da je polovica od 262 studije mjerila percepcije samo jedne destinacije.

Ova studija uzima u obzir sva gore navedena ograničenja s namjerom identificiranja odrednica privlačnosti međudestinacija.

- Fourth, many studies have examined the image of one destination in isolation. This approach does not provide relative measures of how the destination is perceived in comparison to competing places. This is critical for destination marketers in identifying competitive strengths and determinant attributes. Pike's (2002, 2007) reviews found half of the 262 studies measured perceptions of only one destination.

The present study takes into account these limitations, with the aim of identifying the determinants of stopover destination attractiveness.

3. METODE

Pristupom miješanih metoda tijekom četiri faze ova studija došla je do rezultata čiji su neki dijelovi objavljeni ranije. Prva je faza uključivala osobne intervjue s turistima iz Brisbanea u Australiji (n = 18) tijekom kolovoza i rujna 2015. godine (vidi Pike i Kotsi, 2016) te zatim u Parizu u Francuskoj (n = 18) tijekom prosinca 2016. godine (vidi Pike, Kotsi i Tossan, 2018). Cij intervjua bio je identificirati one atribute destinacije za koje se mislilo da su najistaknutiji kod odlučivanja o međudestinaciji na dugolinijskim međunarodnim letovima. Neki autori (Pearce, 1982; Echtner i Ritchie, 1991; Jenkins, 1999; Pike i Page, 2014) zamjerili su da se većina upitnika za mjerenje destinacijskog imidža oslanja na izbor atributa koji je korišten u prethodnim studijama. Kao što je već rečeno, oslanjanje na ovaj pristup znači da atributi iz studija iz drugih dijelova svijeta i/ili različitih konteksta mogu ili ne moraju biti relevantni našem ciljanom uzorku i kontekstu putovanja od interesa. Postoje dvije mogućnosti za prevladavanje ovog rizika. Prva je analizirati popis atributa iz literature koristeći fokus grupe turista kako bi se ocijenila njihova relevantnost. Druga mogućnost, koja je korištena u ovoj studiji, bila je koristiti metodu ispitivanja bez dodatne pomoći u seriji osobnih intervjua kako bi se dobili atributi na jeziku ciljanog

3. METHODOLOGY

A mixed methods approach was undertaken in four stages to arrive at the findings in the present study, aspects of which have been previously published. The first stage involved personal interviews with consumers in Brisbane, Australia (n = 18) during August/September 2015 (see Pike and Kotsi, 2016), and then in Paris, France (n = 18) during December 2016 (see Pike, Kotsi and Tossan, 2018). The purpose of the interviews was to identify those attributes of a destination deemed salient when considering a stopover during long haul international air travel. There has been criticism that the majority of destination image measurement questionnaires have relied on the selection of attributes used in previous studies (Pearce, 1982; Echtner and Ritchie, 1991; Jenkins, 1999; Pike and Page, 2014). As discussed, relying on this approach means the attributes from studies in other parts of the world, and/or different travel contexts, might or might not be relevant to our target sample and travel situation of interest. There are two options for overcoming this risk. The first is to screen a list of attributes from the literature through focus groups of consumers to assess relevance. The second option, used in this study, was to use a method of unaided questioning in a series of personal interviews to elicit attributes in the language of the target consumer. The advan-

turista. Prednost ovog pristupa je u tomu da su se mogli uočiti atributi koje istraživač možda nije predvidio (Ryan, 1991).

Odabrana je tehnika REP testa kao instrumenta za razumijevanje koje se značajke destinacija ističu kad pojedinac razmišlja o opcijama za prekid putovanja u mjestu tranzitnog stajanja budući da se temelji na Teoriji osobnog konstrukta (vidi Kelly, 1955). Temeljno načelo Teorije osobnog konstrukta jest da se proces donošenja usmjerava putem kojim predviđamo događaje. Predviđamo vjerojatne ishode različitih opcija koje su nam dostupne u situacijama odluka. Svi razvijamo skup osobnih konstrukata koje koristimo u evaluaciji raznih opcija, kao što su dostupne destinacije, a Kellyjev REP test ih otkriva u osobnim intervjuima. Iako ujedinjavanje teorije i tehnike daje jaku nominalnu validnost u istraživanju percepcija pojedinca (Downs, 1976), REP test premalo je zastupljen u odnosu na obujam objavljenih istraživanja o destinacijskom imidžu. Osim što je razvijen da bi stavio u funkciju određenu teoriju, REP test također je neuobičajen u usporedbi s drugim kvalitativnim metodama u tomu što je pristup ispitivanja u svakom intervjuu visoko strukturiran. Studije destinacijskog imidža u kojima se primijenila tehnika REP testa su: Riley i Palmer, 1975; Pearce, 1982; Botterill i Crompton, 1987; Embacher i Buttle, 1989; Walmsley i Jenkins, 1993; Pike, 2003, 2012; Ryan i Cave, 2005; Hankinson, 2005; Naoi, Yamada, Iijima i Kumazawa, 2011.

Iako smo svi jedinstveni pojedinci s različitim sustavima konstrukata, Kelly tvrdi da postoji sličnost konstrukata u grupama ljudi. Stoga se pojedinačni odgovori mogu objediniti u skupove. U australskom uzorku izveden je ukupno 21 skup atributa, a francuski upitnici iznjedrili su 19 skupova atributa. Ovi su atributi zatim trian
gulirani sa 17 najčešćih skupova atributa iz prijašnjih studija destinacijskog imidža (Pike, 2003). Pike je pregledao 142 studije destinacijskog imidža objavljene između 1973. godine, kad

tage of this approach is that attributes could be identified that the researcher might not have considered (Ryan, 1991).

The Repertory Test technique was selected as a lens for understanding what features of destinations are salient when an individual is thinking about a stopover situation since it is underpinned by Personal Construct Theory (see Kelly, 1955). The fundamental postulate of Personal Construct Theory is that our decision making process is channelised by the way in which we anticipate events. We make predictions about the likely outcomes of different options available in a decision situation. We all develop a set of personal constructs that we use to evaluate alternative options, such as available destinations, and Kelly developed the Repertory Test to elicit these in a personal interview. Although the unification of theory and technique provides strong face validity when exploring an individual's perceptions (Downs, 1976), the Repertory Test has been under reported relative to the volume of published destination image research. As well as being developed to operationalise a specific theory, the Repertory Test is also unusual compared to other qualitative methods in that the questioning approach in each interview is highly structured. Destination image studies applying the technique have included: Riley and Palmer, 1975; Pearce, 1982; Botterill and Crompton, 1987; Embacher and Buttle, 1989; Walmsley and Jenkins, 1993; Pike, 2003, 2012; Ryan and Cave, 2005; Hankinson, 2005; Naoi, Yamada, Iijima and Kumazawa, 2011.

While we are all unique individuals with differing construct systems, Kelly proposed there will be a commonality of constructs across a group of people. Therefore, individual responses can be pooled to identify common themes. A total of 21 attribute themes were elicited from the Australian sample, while 19 were elicited from the French participants. These attributes were then triangulated with 17 most common attribute themes used in previous destination image studies reported by Pike (2003). Pike had reviewed

Tablica 1: Atributi imidža destinacije

Atribut	Zajednički skupovi u literaturi (Pike, 2003)	Osobni intervjui u Australiji i Francuskoj (Pike i Kotsi 2016; Pike, Kotsi i Tossan 2018)
Priroda/Krajolik	✔	
Zanimljiva kultura	✔	✔
Prijazni ljudi	✔	✔
Sigurnost	✔	✔
Nije skupo	✔	✔
Lijepo vrijeme	✔	✔
Izvrsna hrana	✔	✔
Obilje znamenitosti i akrivnosti	✔	✔
Noćni život	✔	✔
Lakoća kretanja	✔	✔
Dobar *shopping*	✔	✔
Prikladan smještaj	✔	✔
Povijesne znamenitosti	✔	✔
Avanturističke aktivnosti	✔	
Vodeni sportovi	✔	
Lijepe plaže	✔	✔
Sportske aktivnosti	✔	
*Privlačan grad		✔
*Nova iskustva		✔
* Govori se engleski		✔
*Ugodno vrijeme leta		✔
*Pogodna vremena letova		✔
*Aktivnosti na otvorenom		✔
*Prema ženama se odnosi s poštovanjem		✔
*Lijepa zračna luka		✔
*Zanimljiva arhitektura		✔
*Iskustvo velikog grada		✔
*Čistoća		✔
*Poznato mi je		✔

Zvjezdica* označuje atribute dobivene od sudionika REP testom, a koji nisu bili česti u literaturi

Table 1: Destination image attributes

Attribute	Common themes in the literature (Pike, 2003)	Australia and France personal interviews (Pike and Kotsi 2016, Pike, Kotsi and Tossan 2018)
Nature/scenery	✓	
Interesting culture	✓	✓
Friendly people	✓	✓
Safe	✓	✓
Not expensive	✓	✓
Good weather	✓	✓
Great food	✓	✓
Lots to see and do	✓	✓
Nightlife	✓	✓
Easy to get around	✓	✓
Good shopping	✓	✓
Suitable accommodation	✓	✓
Historic sights	✓	✓
Adventure activities	✓	
Water sports	✓	
Nice beaches	✓	✓
Sports activities	✓	
*Attractive city		✓
*New experiences		✓
* English spoken		✓
*Comfortable flight time		✓
*Good flight schedules		✓
*Outdoor activities		✓
*Women are respected		✓
*Nice airport		✓
*Interesting architecture		✓
*Big city experience		✓
*Clean		✓
*Familiar to me		✓

Asterisk * denotes attributes elicited from Repertory Test participants, which have not been common in the literature

je objavljena prva studija, i 2000. godine. Od navedenog broja, u 67 studija korišteni su upitnici s popisima atributa. Triangulacijom tih atributa iz literature s onima koji su dobiveni REP testovima (Pike i Kotsi, 2016; i Pike, Kotsi i Tossan, 2018) završno je dobi-

142 destination image studies published between 1973, the year of the first study, and the year 2000. Of these, 67 studies had used questionnaires with lists of attributes. The triangulation of these attributes from the literature with those identified in the Reperto-

ven skup od 29 atributa koji su popisani u Tablici 1. Ovime se ističe vrijednost kombiniranja kvalitativne faze koja uključuje turiste jer 12 skupova atributa, koji su proizašli iz intervjua u Australiji i Francuskoj, nije bilo poznato u literaturi. Dakako, ovime se ne želi reći da ti atributi nisu nikada prije bili navedeni u literaturi. Također, tri od 17 često korištenih atributa u literaturi nisu bili istaknuti u dva uzorka u kontekstu međudestinacije. U Tablici 1 zvjezdicom je istaknuto 12 atributa dobivenih osobnim intervjuima u Australiji i Francuskoj. Također je pet od tih 12 atributa bilo zajedničko i u francuskom i australskom uzorku.

Druga faza istraživanja uključivala je online ankete s turistima u Australiji (n = 416) i Francuskoj (n = 361) u kolovozu 2017. godine, o čemu više detalja daju Pike i Kotsi (2018). Svrha ove faze je pilot studija s ciljem da se 1) testira važnost svakog od 29 atributa na dva tržišta i 2) izmjeri percipirana uspješnost Dubaija i Abu Dhabija prema istom popisu atributa. Oba uzorka dao je panel tvrtke za istraživanje tržišta iz Engleske. Za uzorak iz Francuske upitnik je na francuski preveo jedan od istraživača. U australskom uzorku srednja vrijednost važnosti atributa na ljestvici od 7 stupnjeva kretala se od visokih 5,97 (Sigurna destinacija) do niskih 3,14 (Sportske aktivnosti) uz ukupnu srednju vrijednost od 4,85 i Cronbachov alfa koeficijent od 0,948. Isto tako su se u francuskom uzorku srednje vrijednosti kretale od 5,65 (Sigurna destinacija) do 4,04 (Sportske aktivnosti) uz ukupnu srednju vrijednost od 4,95 i Cronbachov alfa koeficijent od 0,955.

Kako su postala dostupna sredstva za treću fazu istraživanja, moglo se pristupiti toj fazi istraživanja koja je uključivala dodatne osobne intervjue s turistima u Londonu (n = 15) u lipnju 2017. godine i Novom Zelandu (n = 15) u kolovozu 2017. godine. Sudionici u Londonu dobili su poziv istraživačkog panela tvrtke za istraživanje tržišta iz Engleske dok je novozelandske su-

ry Tests by Pike and Kotsi (2016) and Pike, Kotsi and Tossan (2018) culminated in a set of 29 attributes, which are listed in Table 1. This highlights the value of combining a qualitative stage involving consumers since 12 attribute themes elicited from the interviews in Australian and France were not common in the literature. However, this is not to say these attributes have not been reported previously in the literature. Also, three of the 17 commonly used attributes from the literature were not salient to the two samples in the context of a stopover. The 12 attributes elicited from the personal interviews in Australia and France are highlighted in Table 1 with an asterisk. Five of these 12 attributes were also common to both the French and Australian samples.

The second research stage involved online surveys with consumers in Australia (n = 416) and France (n = 361) during August 2017, more details of which were reported by Pike and Kotsi, 2018). The purpose of this stage was a pilot study, to 1) test the importance of each of the 29 attributes in the two markets, and 2) measure the perceived performance of Dubai and Abu Dhabi across the same list of attributes. Both samples were obtained from the panel of an England-based marketing research firm. For the sample in France, the questionnaire was translated into the French language by one of the researchers. For the Australian sample, the attribute importance means, on a seven point scale, ranged from a high of 5.97 (Safe destination) to a low 3.14 (Sports activities), with a grand mean of 4.85 and a Cronbach Alpha of .948. Similarly, the French sample the means ranged from 5.65 (Safe destination) to 4.04 (Sports activities), with a grand mean of 4.95 and a Cronbach Alpha of .955.

Funding became available to enable a third research stage involving additional personal interviews with consumers in London (n = 15) in June 2017, and New Zealand (n = 15) in August 2017. London participants were invited from the research panel of the England-based marketing research firm, while New Zealand participants were invit-

dionike pozvao jedan od istraživača preko aplikacije na Facebooku. Time su dobivena tri nova atributa koja nisu bila poznata kako u literaturi, tako ni u francuskim i australskim uzorcima:

- 'Bez prevelike gužve' dobiveno je i u engleskom i novozealandskom uzorku

- 'Mogućnost susreta s lokalnim ljutima' dao je engleski uzorak

- 'Čuvene znamenitosti' dao je novozelandski uzorak

U Engleskoj i na Novom Zelandu korišten je isti postupak REP testiranja kao i u Australiji i Engleskoj. Isti je istraživač proveo svih 66 osobnih intervjua u četiri zemlje.

U konačnoj fazi istraživanja, u studenom 2017. godine, pokrenute su pročišćene online ankete u Ujedinjenom Kraljevstvu, Francuskoj, Australiji i na Novom Zelandu. Članovi panela turista engleske tvrtke za istraživanje tržišta bili su pozvani na sudjelovanje. Kako bi se dobio ukupan broj od 2000 odgovora, postavljena je kvota od 500 sudionika iz četiri uključene zemlje koji su putovali ili planirali putovati na dugolinijskim letovima. Upitnik je preveden na francuski za lokalnu uporabu. Na prvoj stranici upitnika nisu se spominjala imena destinacija, a sadržavala je opća pitanja o međudestinacijama. Na drugoj stranici sudionici su zamoljeni da ocijene važnost niza od 24 atributa međudestinacije, koristeći ljestvicu od 1 (Nevažno) do 7 (Vrlo važno). Ovaj popis deriviran je iz najviše rangiranih 20 atributa iz pilot istraživanja provedenih u Francuskoj i Australiji, a koji su bili više ocijenjeni od ukupnih srednjih vrijednosti, jedna stavka koja je bila ispod ukupne srednje vrijednosti (Dobar *shopping*, 4,30; 4,39), ali je ključan za turistički marketing Dubaija te tri istaknuta atributa dobivena u intervjuima REP testova u Londonu i na Novom Zelandu. Na zasebnim stranicama sudionici su zamoljeni ocijeniti svoje dojmove o uspješnosti Singapura, Hong Konga, Dubaija i Abu Dhabija

ed through the Facebook app by one of the researchers. This resulted in the elicitation of three new attributes that were neither common in the literature nor elicited from the French and Australian samples:

- 'Not too crowded' was elicited from both the England and New Zealand samples

- 'Opportunities to meet locals' was elicited from the England sample

- 'Famous sights' was elicited from the New Zealand sample

The same Repertory Test procedure that was used in Australia and France was applied in England and New Zealand. The same researcher conducted all 66 personal interviews in the four countries.

The final research stage involved a rollout of a refined online survey in the UK, France, Australia, and New Zealand, during November 2017. Members of the consumer panel of the England-based marketing research firm were invited to participate. A quota of 500 participants, who had or were likely to travel long haul, from each of the four markets was sought, for a total sample size of 2000. The questionnaire was translated into the French language by one of the researchers for use in France. The first page of the survey did not mention the names of any destinations and asked general questions about stopovers. The second page asked participants to rate the importance of a battery of 24 stopover destination attributes, using a scale anchored at 1 (Not important) and 7 (Very important). This attribute list was derived from the top 20 items from the pilot survey undertaken in France and Australia, which rated higher than the grand means, one item that scored below the grand mean (Good shopping, 4.30, 4.39) but is a key feature of Dubai tourism marketing, and the three additional salient attributes elicited from the Repertory Test interviews in London and New Zealand. On separate pages, participants were asked to rate the perceived performance of Singapore, Hong Kong, Dubai, and Abu Dhabi on the

na istom popisu od 24 atributa koristeći ljestvicu od 1 (Ne slažem se u potpunosti) i 7 (Slažem se u potpunosti). Dodatnim pitanjima pokušalo se ustanoviti jesu li ispitanici ikad bili u zračnoj luci destinacije i jesu li ikad boravili bar jednu noć u destinaciji. Dva završna pitanja odnosila su se na mjerenje postojanosti stava prema destinaciji prema literaturi (Oppermann, 2000; Konecnik i Gartner 2007; Chi i Qu, 2008; i Boo, Busser i Baloglu, 2009), a ispitivala su vjerojatnost posjeta svakoj destinaciji u budućnosti te vjerojatnost preporuke istih za moguću međudestinaciju. U posljednjoj fazi ispitivane su demografske značajke uz konačno otvoreno pitanje o mogućim dodatnim komentarima o međudestinacijama.

4. REZULTATI

Značajke uzorka (N = 2000) sumirane su u Tablici 2. Polovica svih sudionika (n = 1012) prethodno je putovala iz Ujedinjenog Kraljevstva/Europe u Australiju/Južni Pacifik ili suprotno. Pojedinačno, prema tržištima 72% je bilo iz australskog uzorka, 53% iz novozelandskog, 42% iz Ujedinjenog Kraljevstva i 35% iz Francuske. Dvije trećine svih sudionika (n = 1353) navelo je vjerojatnost budućeg putovanja u Ujedinjeno Kraljevstvo/Europu ili Australiju/Južni Pacifik. Australski uzorak imao je najveću vjerojatnost (82%), zatim novozelandski (63,4%), francuski (62,8%) te Ujedinjeno Kraljevstvo (62,4%). Srednja vjerojatnost prekidanja puta u slučaju putovanja u Ujedinjeno Kraljevstvo/Europu ili Australiju/Južni Pacifik na ljestvici od sedam stupnjava bila je 4,9. Tek preko dvije trećine svih sudionika (69,5%) navelo je 'vjerojatno,' 'vrlo vjerojatno' ili 'sasvim sigurno.'

same list of 24 attributes, using a scale anchored at 1 (Strongly disagree) and 7 (Strongly agree). Additional questions asked whether they had ever transited the destination's airport and whether they had ever stayed at least one night at the destination. Two final questions were used to measure attitudinal destination loyalty, following Oppermann (2000), Konecnik and Gartner (2007), Chi and Qu (2008), and Boo, Busser and Baloglu (2009): the likelihood of visiting each destination in the future; and the likelihood they would recommend each destination for a stopover. The final page of the survey sought demographic characteristics, along with a final open-ended question asking if there was anything else they would like to add about stopover destinations.

4. RESULTS

The characteristics of the sample (N = 2000) are summarised in Table 2. Half of all participants (n = 1012) had previously travelled from the UK/Europe to Australia/South Pacific or vice versa. The breakdown of this per market was 72% from the Australian sample, 53% from New Zealand, 42% from the UK, and 35% from France. Two thirds of all participants (n = 1353) indicated a likelihood of travelling to the UK/Europe or Australia/South Pacific in the future. The Australian sample (82%) indicated the highest likelihood, followed by New Zealand (63.4%), France (62.8%), and the UK (62.4%). The mean likelihood of making a stopover if travelling to the UK/Europe or Australia/South Pacific on a seven-point scale was 4.9. Just over two thirds of all participants (69.5%) indicated 'likely,' 'very likely,' or 'definitely.'

Tablica 2: Značajke sudionika
(N = 2000)

Tržište		
Ujedinjeno Kraljevstvo	500	25%
Francuska	500	25%
Australija	500	25%
Novi Zeland	500	25%
Dob		
18-25	275	13,8%
26-34	306	15,3%
35-49	542	27,1%
50-64	480	24,0%
65+	397	19,9%
Spol		
Muški	978	48,9%
Ženski	1008	50,4%
Drugi	14	0,7%
Bračno stanje		
Neudata/Neoženjen	518	25,9%
U braku/stalni partner, -ica	1289	64,5%
Rastavljen, -a/Udovac, -ica	193	9,7%
Uzdržavana djeca		
0	1294	64,7%
1-2	596	29,8%
3+	110	5,5%
Obrazovanje		
Srednja škola	490	24,5%
Stručni studij	474	23,7%
Sveučilišni studij	696	34,8%
Magisterij/Doktorat	340	17,0%

Table 2: Characteristics of participants
(N = 2000)

Market		
UK	500	25%
France	500	25%
Australia	500	25%
New Zealand	500	25%
Age		
18-25	275	13.8%
26-34	306	15.3%
35-49	542	27.1%
50-64	480	24.0%
65+	397	19.9%
Gender		
Male	978	48.9%
Female	1008	50.4%
Other	14	0.7%
Marital status		
Single	518	25.9%
Married/permanent partner	1289	64.5%
Separated/divorced/widowed	193	9.7%
Dependent children		
0	1294	64.7%
1-2	596	29.8%
3+	110	5.5%
Education		
High school	490	24.5%
Professional qualification	474	23.7%
University graduate	696	34.8%
University post-graduate	340	17.0%

4.1 Duljina prekida putovanja u međudestinaciji

Duljina prekida putovanja definirana je kao jedna do tri noći (Kotsi, Pike i Gottlieb, 2018) i tu smo definiciju prihvatili u ovoj studiji. Prosječan broj noći u međudestinacijama naveden u cjelokupnom uzorku je 2,6, s time da je u 84,3% odgovora varirao od jedne do tri noći, u 88,7% od jedne do četiri noći, a 92,2% odgovora imalo je raspon od jedne do pet noći. Rezultat je bio sličan odgovorima na isto pitanje u ranijem pilot istraživanju u Francuskoj i Australiji (Pike i Kotsi, 2018). Ovime se naglašava važnost konteksta prekida putovanja za ove destinacije, s obzirom da se prosječna duljina boravka međunarodnih posjetitelja

4.1 Length of a stopover

The length of a stopover has been defined as one to three nights (Kotsi, Pike and Gottlieb, 2018). That definition was supported in the present study. The mean number of nights for a stopover indicated by the full sample was 2.6, with 84.3% indicating a range of between one and three nights, 88.7% between one and four nights, and 92.2% between one and five nights. This result was similar to the same question in the earlier pilot survey in France and Australia (Pike and Kotsi, 2018). This highlights the importance of the stopover travel context for these destinations, given the average length of stay for international visitors has been estimated at 3.5 nights in

procjenjivala na 3,5 noći u Dubaiju (vidi Visit Dubai, 2019), četiri noći u Hong Kongu (vidi Hong Kong Tourist Board, 2015), tri dana u Singapuru (vidi Singapore Tourism Board, 2014) i 2,7 dana u Abu Dhabiju (vidi Abu Dhabi Tourism & Culture Authority, 2018).

4.2 Utjecaj na izbor zrakoplovne tvrtke

Malo više od polovine ispitanika (53,8%) naveli su da bi 'jeftinije aviokarte' najviše utjecale na njihov izbor zrakoplovne tvrtke nasuprot 46,2% onih koji bi preferirali 'bolju zrakoplovnu tvrtku.' Prema tržištima taj je omjer bio 47%/53% za Australiju, 57%/43% za Francusku, 59%/41% za Novi Zeland i 53%/47% za Ujedinjeno Kraljevstvo. Može se zaključiti da je ovdje pretpostavka da je odabir zrakoplovne tvrtke potencijalno ublažujuća varijabla u odnosu između imidža destinacije i postojanosti stava destinacije. Na primjer, trenutno postoji više niskotarifnih zračnih prijevoznika koji lete preko Singapura nego ostale tri destinacije uključene u ovom istraživanju. Stoga bi osobna sklonost za niskotarifne letove mogla spriječiti izbor Dubaija i Abu Dhabija te tako ograničiti utjecaj marketinških stručnjaka za destinacije.

4.3 Važnost atributa međudestinacije

Ukupna srednja vrijednost (N = 2000) važnosti 24 elementa imidža međudestinacije prikazana je u Tablici 3, gdje je najbolje ocijenjen atribut 'Sigurno mjesto' s prosjekom od 5,98 na ljestvici od 7 bodova, dok je ukupna srednja vrijednost 5,22. Sve ukupne srednje vrijednosti su više od sredine ljestvice (4), a vrijednost Cronbachovog alfa koeficijenta za 24 elementa bila je 0,943. Ispitivanjem srednjih vrijednosti pojedinačnih zemalja, samo je jedan atribut dobio niže ocjene od prosjeka, a to je bilo 'Govore moj jezik' (3,89) u francuskom uzorku. Tablica također uspoređuje i srednje vrijednosti

Dubai (see Visit Dubai, 2019), four nights in Hong Kong (see Hong Kong Tourist Board, 2015), three days in Singapore (see Singapore Tourism Board, 2014), and 2.7 days in Abu Dhabi (see Abu Dhabi Tourism & Culture Authority, 2018).

4.2 Influence on choice of airline

Just over half the sample (53.8%) indicated 'a cheaper airfare' would most influence their choice of airline compared to 46.2% preferring 'a better airline.' The ratio per market was 47%/53% for Australia, 57%/43% for France, 59%/41% for New Zealand, and 53%/47% for the UK. The implication here is that airline preference is a potential moderating variable in the relationship between destination image and attitudinal destination loyalty. For example, there are currently more low-cost air carrier services operating through Singapore than the other three destinations in this study. Therefore, an individual's preference for a low cost fare might preclude the choice of Dubai and Abu Dhabi, and therefore limit the influence of the destination marketers.

4.3 Stopover destination attribute importance

The overall means (N = 2000) for the importance of the 24 stopover destination image items are shown in Table 3, where the highest rating was 'Safe place' with a mean of 5.98 on this seven-point scale. The grand mean importance for the 24 items is 5.22. All the overall means were higher than the scale midpoint of 4, and the Cronbach's Alpha for the 24 items was .943. In examining the means from each country, only one item rated lower than the scale midpoint, and this was 'They speak my language' (3.89) for the French sample. Table 3 also compares the attribute importance means from the previous pilot study in Australia and France (Pike & Kotsi, 2018). The order of importance and

Tablica 3: Srednje vrijednosti važnosti atributa međudestinacije

Rang	Atribut	Ukupna srednja vrijednost N = 2000	Std	Velika Britanija	Francuska	Australija	Novi Zeland	Australska pilot studija (Pike i Kotsi, 2018) N = 416	Francuska pilot studija (Pike i Kotsi, 2018) N = 361
1	Sigurno mjesto	5,98	1,120	5,98	5,92	6,06	5,97	5,97	5,65
2*	Prema ženama se odnosi s poštovanjem	5,70	1,342	5,80	5,55	5,71	5,72	5,81	5,52
3	Prijazni ljudi	5,67	1,167	5,70	5,55	5,73	5,69	5,69	5,48
4*	Pogodni redovi letenja	5,66	1,155	5,81	5,46	5,81	5,56	5,62	5,21
5*	Pogodna vremena letova	5,63	1,191	5,79	5,48	5,75	5,48	5,68	5,11
6	Prikladan smještaj	5,57	1,134	5,71	5,33	5,61	5,60	5,76	5,23
7	Lakoća kretanja	5,51	1,141	5,53	5,47	5,59	5,45	5,54	5,23
8*	Čist okoliš	5,51	1,203	5,53	5,46	5,61	5,44	5,51	5,31
9*	Privlačan grad	5,28	1,258	5,36	5,46	5,25	5,06	5,06	5,29
10	Obilje znamenitosti i aktivnosti	5,26	1,326	5,32	5,27	5,24	5,19	5,09	5,16
11	Nije skupo	5,25	1,259	5,20	4,87	5,41	5,50	5,40	5,09
12*	Nudi nove doživljaje	5,25	1,315	5,32	5,32	5,23	5,15	5,17	5,07
13	Lijepo vrijeme	5,23	1,318	5,27	5,16	5,36	5,14	5,18	5,10
14	Priroda/krajolik	5,23	1,304	5,14	5,56	5,16	5,03	5,09	5,35
15	Izvrsna hrana	5,20	1,320	5,31	4,93	5,31	5,21	5,36	5,00
16*	Zanimljiva arhitektura	5,11	1,365	5,21	5,35	5,08	4,81	4,83	5,04
17*	Čuvene znamenitosti	5,07	1,373	5,14	5,11	5,04	5,00	-	-
18	Povijesna mjesta	5,07	1,387	5,16	5,25	5,04	4,83	4,98	5,05
19*	Nije prenapučeno	4,91	1,340	5,03	4,80	4,96	4,82	-	-
20	Zanimljiva/ različita kultura	4,88	1,528	5,04	5,22	4,85	4,43	4,67	5,20
21*	Lijepa zračna luka	4,78	1,460	5,02	4,39	4,98	4,73	4,75	4,30
22*	Mogućnosti za upoznavanje lokalnih ljudi	4,67	1,522	4,63	4,98	4,64	4,42	-	-
23	Izvrstan *shopping*	4,46	1,631	4,42	4,26	4,65	4,49	4,30	4,39
24*	Govori se moj jezik	4,44	1,625	4,58	3,89	4,62	4,65	5,09	-
	Ukupna srednja vrijednost	**5,22**	**0,877**	**5,29**	**5,17**	**5,28**	**5,14**	-	-

* označava atribte dobivene od sudionika putem REP testova, a koji nisu bili navedeni u literaturi

Table 3: Stopover destination attribute importance means

Rank	Attribute	Overall Mean N = 2000	Std.	UK	France	Australia	NZ	Australia pilot study (Pike and Kotsi, 2018) N = 416	France Pilot study (Pike and Kotsi, 2018) N = 361
1	Safe place	5.98	1.120	5.98	5.92	6.06	5.97	5.97	5.65
2*	Women are treated with respect	5.70	1.342	5.80	5.55	5.71	5.72	5.81	5.52
3	Friendly people	5.67	1.167	5.70	5.55	5.73	5.69	5.69	5.48
4*	Good flight schedules	5.66	1.155	5.81	5.46	5.81	5.56	5.62	5.21
5*	Comfortable flight time	5.63	1.191	5.79	5.48	5.75	5.48	5.68	5.11
6	Suitable accommodation	5.57	1.134	5.71	5.33	5.61	5.60	5.76	5.23
7	Easy to get around	5.51	1.141	5.53	5.47	5.59	5.45	5.54	5.23
8*	Clean environment	5.51	1.203	5.53	5.46	5.61	5.44	5.51	5.31
9*	Attractive city	5.28	1.258	5.36	5.46	5.25	5.06	5.06	5.29
10	Lots to see and do	5.26	1.326	5.32	5.27	5.24	5.19	5.09	5.16
11	Not expensive	5.25	1.259	5.20	4.87	5.41	5.50	5.40	5.09
12*	Offers new experiences	5.25	1.315	5.32	5.32	5.23	5.15	5.17	5.07
13	Good weather	5.23	1.318	5.27	5.16	5.36	5.14	5.18	5.10
14	Nature/scenery	5.23	1.304	5.14	5.56	5.16	5.03	5.09	5.35
15	Great food	5.20	1.320	5.31	4.93	5.31	5.21	5.36	5.00
16*	Interesting architecture	5.11	1.365	5.21	5.35	5.08	4.81	4.83	5.04
17*	Famous sights	5.07	1.373	5.14	5.11	5.04	5.00	-	-
18	Historic places	5.07	1.387	5.16	5.25	5.04	4.83	4.98	5.05
19*	Not too crowded	4.91	1.340	5.03	4.80	4.96	4.82	-	-
20	Interesting/ different culture	4.88	1.528	5.04	5.22	4.85	4.43	4.67	5.20
21*	Nice airport	4.78	1.460	5.02	4.39	4.98	4.73	4.75	4.30
22*	Opportunities to meet local people	4.67	1.522	4.63	4.98	4.64	4.42	-	-
23	Great shopping	4.46	1.631	4.42	4.26	4.65	4.49	4.30	4.39
24*	They speak my language	4.44	1.625	4.58	3.89	4.62	4.65	5.09	-
	Grand mean	**5.22**	**0.877**	**5.29**	**5.17**	**5.28**	**5.14**	**-**	**-**

* denotes attributes elicited from Repertory Test participants, which have not been common in the literature

važnosti atributa iz prijašnjih pilot studija u Australiji i Francuskoj (Pike i Kotsi, 2018). Redoslijedi važnosti i srednje vrijednosti atributa u oba uzorka uglavnom su u skladu s novim rezultatima. Ovaj rezultat pokazatelj je pouzdanosti mjera u svim uzorcima. Kao što je navedeno, polovica atributa (12) odabrana je iz intervjua putem REP testova s turistima iz četiri zemlje, a nisu bili uključeni u Pikeov (2003) popis najčešće korištenih u prethodnim studijama imidža destinacije. Ti su istaknuti u Tablici 3 sa zvjezdicom. Važno je ukazati na činjenicu da ovih 12 atributa ne bi bilo uključeno u ovo istraživanje da se metoda izbora atributa temeljila samo na literaturi. Sljedećih šest od tih atributa bili su smješteni u gornjoj polovici tablice prema važnosti: 'Prema ženama se odnosi s poštovanjem,' 'Pogodni redovi letenja,' 'Ugodno vrijeme letenja,' 'Čist okoliš,' 'Privlačan grad' i 'Nudi nova iskustva'. Ovo ističe važnost suradnje s turistima u kvalitativnoj fazi kako bi se identificirali atributi koji su njima glavni u kontekstu putovanja koje ih zanima.

Podaci također daju i percepcije srednjih vrijednosti uspješnosti ova 24 atributa za Dubai, Abu Dhabi, Singapur i Hong Kong, kao što je percipirano u svakom posebnom uzorku u Ujedinjenom Kraljevstvu, Francuskoj, Australiji i na Novom Zealandu. Tako se mogu usporediti srednje vrijednosti važnosti i uspješnosti svake destinacije na pojedinačnim tržištima koristeći grafičke tehnike poput analize jaza i analize važnosti i performansi. Dok ove analize daju praktične pokazatelje za marketinške stručnjake za destinacije, ovaj rad usmjeren je na utvrđivanje odlučujućih atributa.

Početna izviđajna faktorska analiza ukupnih srednjih vrijednosti (N = 2000) 24 elementa, pri čemu je korištena (engl. Principal Axis Factoring) s VARIMAX rotacijom, koja je rezultirala Kaiser-Mayer-Olkinovom (KMO) mjerom u iznosu 0,956 te odbacivanjem nulte hipoteze u Bartlettovom testu sferičnosti (p = 0,000). Komunaliteti se nalaze u rasponu od 0,67 do 0,33, što se može smatrati zadovoljavajućim (vidi Child, 1970). Uočena su

the attribute means for both samples are generally consistent with the new results. This finding is an indication of the reliability of the measures across the different samples. As discussed, half of the attributes (12) were selected from the Repertory Test interviews with consumers in the four countries and did not feature in Pike's (2003) list of the most common items used in previous destination image studies. These are highlighted in Table 3 with an asterisk. An important implication is that if the attribute selection method was only based on the literature, these 12 items would not have been used in this survey. Six of these items were in the top half of the means' importance table: 'Women are treated with respect,' 'Good flight schedules,' 'Comfortable flight time,' 'Clean environment,' 'Attractive city,' and 'Offers new experiences.' This highlights the importance of engaging with consumers in a qualitative stage to identify attributes that are salient to them in the context of the travel situation of interest.

The data also includes the perceptions of performance means for these 24 items for Dubai, Abu Dhabi, Singapore, and Hong Kong, as perceived by each of the samples in the United Kingdom, France, Australia, and New Zealand. This enables a comparison of the mean importance and performance for each destination in each market using graphical techniques such as gap analysis and importance-performance analysis. While these analyses provide practical performance indicators for destination marketers, the focus of this paper is the identification of determinant attributes.

An initial exploratory factor analysis of the overall means (N = 2000) of the 24 items, using a Principal Axis Factoring with a varimax rotation resulted in a KMO of .956, and a significant Bartlett's Test of Sphericity (p = .000). Communalities ranged from .67 to .33 and were regarded as satisfactory (see Child, 1970). Four factors were identified that explained 64.18% of variance. Only one

četiri čimbenika koji objašnjavaju 64,18% varijance. Samo je jedan od inicijalnih faktorskih opterećenja 'Nije skupo,' bio ispod 0,40 pa je uklonjen. U potrazi za jednostavnom strukturom u kojoj ekstrahirani faktori imaju nekoliko visokih vrijenosti faktorskih opterećenja te ne postoje varijable s više značajnih faktorskih opterećenja (engl. cross-loadings); (vidi Kline, 1994), najinterpretabilniji rezultat generirala je faktorska analiza sa 17 atributa. Tri su faktora objasnila 64,2% varijance. Cronbachov alfa koeficijent za tih 17 elemenata bio je 0,922. Tri dimenzije atraktivnosti međudestinacija prikazane su u Tablici 4. Prva je 'Atrakcije', a sadržava osam elemenata s alfa od 0,92. Druga dimenzija je 'Ambijent' sa sedam elemenata i alfom od 0,84. Treća dimenzija je 'Dostupnost' s dva elementa i alfom od 0,85. Jedanaest od 17 atributa u ovoj tablici imalo je zajedničke skupove u literaturi o imidžu destinacije, a dobiveni su iz REP testova. Tih 11 atributa označeno je zvjezdicom u ovoj tablici.

of the initial factor loadings was below .40, 'Not expensive,' and was removed. In searching for a simple structure where factors have a few high loadings and no cross loadings (see Kline 1994), the cleanest rotated component matrix was generated from a factor analysis using 17 attributes. The three factors explained 64.2% of variance. The Cronbach alpha for the 17 items was .922. The three dimensions of stopover destination attractiveness are shown in Table 4. The first dimension is 'Attractions,' featuring eight items with an alpha of .92. The second dimension is 'Ambience,' with seven items and an alpha of .84. The third dimension is 'Access,' with two items and an alpha of .85. Eleven of the 17 attributes in this table were not common themes in the destination image literature but elicited from the Repertory Tests. These 11 attributes are highlighted with an asterisk in this table.

Tablica 4: Tri dimenzije privlačnosti međudestinacije

Dimenzija	Alfa	Faktorska opterećenja	Svojstvena vrijednost	Variancea	UKUPNO
Atrakcije	0,92		7,817	45,980%	
*Povijesna mjesta		0,75			0,678
*Nova iskustva		0,75			0,645
*Zanimljiva arhitektura		0,72			0,645
*Čuvene znamenitosti		0,72			0,642
*Zanimljiva kultura		0,71			0,547
* Obilje znamenitosti i aktivnosti		0,71			0,603
*Mogućnosti upoznavanja lokalnih ljudi		0,71			0,545
*Priroda/krajolik		0,66			0,571
Ambijent	0,84		2,010	11,825%	
*Čist		0,72			0,673
*Prijazan		0,66			0,628
*Siguran		0,65			0,554
*Žene se poštuje		0,60			0,469
*Lijepa zračna luka		0,57			0,422
*Nije pretjerano napučeno		0,50			0,328
*Govori se moj jezik		0,48			0,258
Dostupnost	0,85		1,088	6,399%	
*Ugodno vrijeme letenja		0,80			0,768
*Prikladan raspored letenja		0,74			0,685
Ukupna varijanca				64,203%	

* označava atribte dobivene od sudionika putem REP testova, a koji nisu bili navedei u literaturi

Table 4: Three dimensions of stopover destination attractiveness

Dimension	Alpha	Factor Loadings	Eigenvalue	Variance	Comm.
Attractions	.92		7.817	45.980%	
Historic places		.75			.678
*New experiences		.75			.645
*Interesting architecture		.72			.645
*Famous sights		.72			.642
Interesting culture		.71			.547
Lots to see/do		.71			.603
*Opportunity to meet locals		.71			.545
Nature/scenery		.66			.571
Ambience	.84		2.010	11.825%	
*Clean		.72			.673
Friendly		.66			.628
Safe		.65			.554
*Women respected		.60			.469
*Nice airport		.57			.422
*Not too crowded		.50			.328
*They speak my language		.48			.258
Access	.85		1.088	6.399%	
*Comfortable flight time		.80			.768
*Good flight schedules		.74			.685
Total Variance				64.203%	

* denotes attributes elicited from Repertory Test participants, which have not been common in the literature

Srednja vrijednost važnosti svake od triju dimenzija prikazana je u Tablici 5. U Tablici 6 rezimira se ukupna važnost dimenzija i srednja vrijednost elemenata uspješnosti destinacija za ukupan uzorak od 2000 sudionika. Dimenzije su navedene po redu važnosti i percipiranih elemenata uspješnosti. Na primjer, 'Dostupnost' je bila najvažnija dimenzija sa srednjom vrijednošću od 5,6, dok je srednja vrijednost za Singapur bila najviša u četiri destinacije po svakoj od tri dimenzije. Tablica prikazuje kako je svaka destinacija pozicionirana u odnosu na svaku dimenziju. Svih 12 srednjih veličina elemenata uspješnosti destinacija bile su niže od istih vrijednosti za važnost. Tablica 7 prikazuje ukupnu srednju vrijednost za dva elementa kojima se mjerila postojanost stava. Destinacije su poredane prema elementima uspješnosti koji

The mean importance of each of the three dimensions is shown in Table 5. Table 6 summarises the overall dimension importance and destination performance means for the combined sample of 2000 participants. The dimensions are listed in order of importance, and the destinations listed in order of perceived performance. For example, 'Access' was the most important dimension with a mean of 5.6, while the means for Singapore were highest of the four destinations on each of the three dimensions. The table provides an indication of how each destination is positioned on each dimension. All 12 destination performance means were lower than the dimension importance means. Table 7 summarises the overall means for the two items used to measure attitudinal loyalty. The destinations are listed in order of perfor-

su isti kao percipirani elementi uspješnosti u odnosu na svaku dimenziju. U Tablici 8 prikazane su korelacije između percipiranih elemenata uspješnosti svake destinacije u trima pojedinačnim dimenzijama i dva elementa postojanosti stava. Raspon tih korelacija bio je od jake do umjerene i značajne na p = 0,000.

mance, which are the same as for perceived performance on each dimension. Table 8 lists the correlations between the perceived performance of each destination for each of the three dimensions and the two attitudinal loyalty items. The correlations were strong to moderate and significant at p = .000.

Tablica 5: Srednje vrijednosti za važnost dimenzija

Dimenzija	Ukupna važnost N = 2000	Ujedinjeno Kraljevstvo važnost	Francuska važnost	Australija važnost	Novi Zeland važnost
Dostupnost	5,64	5,80	5,47	5,78	5,52
Ambijent	5,28	5,38	5,08	5,38	5,29
Atrakcije	5,07	5,12	5,26	5,03	4,86

Table 5: Dimension importance means

Dimension	Overall Importance N = 2000	UK importance	France importance	Australia importance	NZ importance
Access	5.64	5.80	5.47	5.78	5.52
Ambience	5.28	5.38	5.08	5.38	5.29
Attractions	5.07	5.12	5.26	5.03	4.86

Tablica 6: Ukupna važnost dimenzija i srednja vrijednost elemenata uspješnosti destinacija

Dimenzija	Ukupna važnost N = 2000	Elementi uspješnosti Singapura	Elementi uspješnosti Hong Konga	Elementi uspješnosti Dubaija	Elementi uspješnosti Abu Dhabija
Dostupnost	5,64	5,18	4,95	4,84	4,48
Ambijent	5,28	5,04	4,54	4,35	4,07
Atrakcije	5,07	5,03	4,98	4,63	4,38

Table 6: Overall dimension importance and destination performance means

Dimension	Overall Importance N = 2000	Singapore Performance	Hong Kong performance	Dubai performance	Abu Dhabi performance
Access	5.64	5.18	4.95	4.84	4.48
Ambience	5.28	5.04	4.54	4.35	4.07
Attractions	5.07	5.03	4.98	4.63	4.38

Tablica 7: Ukupna srednja vrijednost postojanosti stava (N = 2000)

	Singapur	Hong Kong	Dubai	Abu Dhabi
Vjerojatnost posjeta	4,68	4,42	4,13	3,67
Preporuka drugima	4,93	4,60	4,26	3,83

Table 7 - Overall attitudinal loyalty means (N = 2000)

	Singapore	Hong Kong	Dubai	Abu Dhabi
Likelihood of visit	4.68	4.42	4.13	3.67
Recommend to others	4.93	4.60	4.26	3.83

Tablica 8: Korelacije između elemenata uspješnosti destinacija u odnosu na dimenzije i elemente postojanosti stava

	Vjerojatnost posjete uz barem jedno noćenje	Preporuka drugima za posjetu međudestinaciji
Singapur - Dostupnost	0,39	0,48
Singapur - Ambijent	0,44	0,53
Singapur - Atrakcije	0,39	0,46
Hong Kong - Dostupnost	0,41	0,47
Hong Kong - Ambijent	0,44	0,50
Hong Kong - Atrakcije	0,42	0,49
Dubai - Dostupnost	0,42	0,46
Dubai - Ambijent	0,56	0,60
Dubai - Atrakcije	0,54	0,59
Abu Dhabi - Dostupnost	0,46	0,49
Abu Dhabi - Ambijent	0,60	0,64
Abu Dhabi - Atrakcije	0,53	0,57

Table 8: Correlations between destination performance on dimensions and attitudinal loyalty items

	Likelihood of visiting for at least one night	Recommend other people visit for a stopover
Singapore - Access	.39	.48
Singapore - Ambience	.44	.53
Singapore - Attractions	.39	.46
Hong Kong - Access	.41	.47
Hong Kong - Ambience	.44	.50
Hong Kong - Attractions	.42	.49
Dubai - Access	.42	.46
Dubai - Ambience	.56	.60
Dubai - Attractions	.54	.59
Abu Dhabi - Access	.46	.49
Abu Dhabi - Ambience	.60	.64
Abu Dhabi - Attractions	.53	.57

6. RASPRAVA

Objavljen je relativno mali broj istraživanja o aspektima fenomena međudestinacija na dugolinijskim međunarodnim putovanjima zrakoplovom. To iznenađuje ako se uzme u obzir intenzitet globalnih dugolinijskih letova u doba deregulacije te povijest tradicionalnih međudestinacija, kao što su Singapur i Hong Kong na rutama između sjeverne i južne hemisfere. Objavljeni radovi ne daju uvid u razloge zašto se međunarodni putnici na dugolinijskim međunarodnim letovima odlučuju ili ne odlučuju za prekid putovanja na nekoj međupostaji između odlazišne točke i krajnje destinacije. Također je malo poznato koje aktivnosti nude međudestinacije, kakvi su njihovi imidži i odabiri turista. Više saznanja o ovim pitanjima u odnosu na druge putne situacije unaprijedilo bi odlučivanje dionika u destinacijama o marketinškoj komunikaciji.

Cilj ovog istraživanja bio je identificirati odrednice privlačnosti međudestinacija, a dio je šireg projekta kojime se ispituju percepcije o Dubaiju. On se pojavio relativno nedavno kao konkurencija tradicionalnim međudestinacijama na rutama između Ujedinjenog Kraljevstva/Europe i Australije/Južnog pacifika. U 2020. godini prije CO-VID-a-19 zračna luka u Dubaiju opsluživala je 125 zrakoplovnih tvrtki i preko 100 milijuna putnika (Dubai Airports, 2020).

Obimnim pregledom literature dobivena su četiri ograničenja istraživanja imidža destinacije koje smo uzeli u obzir:

- Unatoč tvrdnji da se percepcije destinacija mogu razlikovati u različitim kontekstima putovanja (e.g. medeni mjesec, kratki izlet), većina studija o imidžu destinacija nije izričito navodila kontekst putovanja njihovih ispitanika. Ova je studija jasno objasnila sudionicima da je usredotočena na međudestinaciju. Ovo znači da marketinški stručnjaci za destinacije mogu koristiti rezultate u razvoju i testiranju marketinških komunikacija

6. DISCUSSION

There has been little research reported in the tourism literature investigating aspects of the phenomenon of stopovers during long haul international air travel. This is surprising given the volume of global long-haul flights in the era of deregulation, and the history of traditional stopover destinations, such as Singapore and Hong Kong on route between the northern and southern hemispheres. The is a dearth of published understanding of the reasons that motivate long haul international air travellers to opt for or not to opt for a stopover at an intermediary point between their departure point and ultimate destination. Additionally, little is known about the activities undertaken during stopovers, and stopover destination image and preferences. Increased understanding of these issues, relative to other travel situations, would enhance marketing communications decisions among destination stakeholders.

The aim of this study was to identify the determinants of stopover destination attractiveness and is part of a wider project investigating perceptions of Dubai. Dubai has emerged relatively recently as a competitor to the traditional stopover destinations on routes between the United Kingdom/Europe and Australia/South Pacific. Dubai airport now services 125 airlines and pre-COVID19 was predicted exceed 100 million passengers in 2020 (Dubai Airports, 2020).

From an extensive review of the literature, we took into account four key limitations of destination image research:

- Despite the proposition that perceptions of destinations might vary across different travel situations (e.g., honeymoon, short break), a majority of destination image studies have not explicitly stated the travel context to their research participants. The current study made it clear to participants the focus was a stopover. This means that destination marketers can use the findings to develop and test marketing communications focused

usmjerenih na privlačenje međudestina-cijskog segmenta, ali ne bi trebali primjenjivati te rezultate u drugim kontekstima putovanja.

- Mnoge studije imidža destinacije koje koriste grozdove čestica ljestvice za identifikaciju doživljenih elemenata uspješnosti nisu koristile mjeru atributa važnosti. Stoga podaci koji marketinškim stručnjacima u turizmu pokazuju negativne percepcije mogu biti netočni jer neki od atributa koji su bili dobro ocijenjeni zapravo ne moraju biti važni sudionicima pa tako niti značajni za odluke putovanja. Kod razvoja marketinških komunikacija, koje se zasnivaju na atributima uspješnosti, treba paziti je li postojala mjera za atribut važnosti. Također u ovoj studiji ne dajemo samo podatke o važnosti pojedinačnih atributa, nego i za konstrukte dostupnosti, ambijenta i atrakcija. Tvrdi se da ove mjere olakšavaju marketinškim stručnjacima za destinacije donošenje informiranih odluka o temama fokusiranja u marketinškoj komunikaciji.

- Mnoge studije imidža destinacije donose odabrane popise atributa iz literature, bez uključivanja turista u kvalitativnoj fazi. Dakako, atributi koji su odabrani iz studije u jednom dijelu svijeta ne moraju biti od važnosti ciljanom tržištu od značaja i/ili relevantni za kontekst putovanja od značaja. Popis atributa u ovoj studiji razvijen je kombiniranjem najčešćih atributa iz literature, kao i osobnih intervjua s ciljanim turistima u različitim zemljama, čime je povećana valjanost naših rezultata.

- Mnoge studije o imidžu destinacija mjerile su percepciju izolirano. Ovime se ne daju marketinškim stručnjacima za destinacije relativne mjere o tomu kako se destinacija percipira u usporedbi s konkurentskim mjestima. Naprotiv, podatke iz ove studije marketinški stručnjaci za destinacije mogli bi koristiti za četiri međudestinacije za uočavanje konkurentske

- on attracting the stopover segment but should not infer the findings to segments interested in other travel situations.

- Many destination image studies using batteries of scale items to identify perceived performance have not used a measure of attribute importance. Therefore, data showing positive perceptions for destination marketers can be misleading because some of the attributes where the destination rates favourably might not actually be important to participants, and therefore not salient in their travel decisions. Care should be taken when developing marketing communications based on attribute performance if there has been no measure of attribute importance. In the current study we not only show data on individual attribute importance, but also for the 3 A's constructs of access, ambience, and attractions. We argue these measures help destination marketers make more informed decisions about what to focus on in marketing communications.

- Many destination image studies have selected the list of attributes from the literature, without a qualitative stage involving consumers. However, attributes selected from a study in one part of the world might not be important to the target market of interest and/or relevant to the travel context of interest. The list of attributes in the present study was developed through a combination of attributes that have been popular in the literature as well as personal interviews with target consumers in different countries. This has improved the validity of our findings.

- Many destination image studies have measured perceptions of one destination in isolation. This does not provide destination marketers with relative measures of how the destination is perceived in comparison to competing places. In the present study we, provide data that could be used by destination marketers in four stopover destinations for identifying com-

snage i odlučujućih atributa u odnosu na svaku od ostalih destinacija. Ovo je kritična faza u razvoju strategije marketinškog pozicioniranja i podupiranje marketinškog zaloga koji se usredotočuje na različitosti temeljene na odlučujućim konstruktima međudestinacija.

Dizajn istraživanja koji je obuhvaćao miješane metode u četiri faze doveo je do rezultata ove studije koja je uključivala kvalitativna i kvantitativna istraživanja u Ujedinjenom Kraljevstvu, Francuskoj, Australiji i na Novom Zelandu. U konačnoj fazi, u kojoj je sudjelovalo 2000 ispitanika u četiri zemlje, uočene su tri dimenzije imidža destinacije sa 17 atributa vezanih za međunarodne međudestinacije. Predlaže se da su te tri dimenzije, 'Dostupnost', 'Ambijent' i 'Atrakcije' prethodnici postojanosti stava međudestinacija te da bi na odabir zrakoplovne tvrtke mogao utjecati atribut 'Dostupnost' u modelu. Snaga modela korištenog metodološkog pristupa jest u tomu da se 11 od zaključnih 17 atributa u predloženom modelu nije podudaralo sa zajedničkim skupovima u literaturi o imidžu destinacije, nego su dobiveni od turista u fazi kvalitativnog istraživanja. Dva su važna zaključka ovog rezultata. Prvi je korisnost uključivanja turista u fazi dizajniranja upitnika, a drugi je važnost iskazivanja konteksta putovanja. Povezano s ovime, projekt je istaknuo učinkovitost tehnike REP testova kao kvalitativne tehnike za razumijevanje načina kako turisti kategoriziraju i razlikuju skup objekata kao što su međudestinacije. Ispitivanjem se također proširuje pretpostavka o zajedničkim svojstvima Teorije osobnog konstrukta u kontekstu privlačnosti međudestinacija. Kelly (1955) tvrdi da, iako smo svi jedinstveni pojedinci, u nekoj grupi ljudi postojat će zajednički osobni konstrukti. U ovome slučaju među sudionicima REP testova u četiri zemlje pojavila su se zajednička svojstva skupova atributa. Studija također predlaže novu definiciju u literaturi za međudestinaciju na dugolinijskim međunarodnim letovima: boravak od jedne do tri noći

petitive strengths and determinant attributes relative to each of the other destinations. This is a critical step in developing a market positioning strategy and supporting marketing collateral that focus on points of difference based on determinant stopover destination constructs.

A four-stage mixed methods research design was used to arrive at the findings of the present study, which involved qualitative and quantitative methods in the United Kingdom, France, Australia, and New Zealand. The final stage, involving a survey of 2000 participants in the four countries, identified three dimensions of destination image, consisting of 17 attributes, in the context of international stopover destinations. It was proposed these three dimensions, 'Access,' 'Ambience' and 'Attractions' are antecedents of attitudinal stopover destination loyalty, and that airline preference might moderate the influence of 'Access' in the model. A strength of the methodological approach used was that 11 of the final 17 attributes in the proposed model were not common themes in the destination image literature but were elicited from consumers in the qualitative research stages. There are two important implications of this result. The first is the value of bringing consumers into the questionnaire design stage, and the second is the importance of an explicit travel context. Related to these points, the project has highlighted the efficacy of the Repertory Test technique as a qualitative technique for understanding how consumers categorise and differentiate a set of objects, such as stopover destinations. The study also extends the commonality postulate of Personal Construct Theory to the context of stopover destination attractiveness. Kelly (1955) proposed that while we are all unique individuals, there will be a commonality of personal constructs across a group of people. In this case, there was a commonality of attribute themes across the Repertory Test participants in the four countries. The study also proposes a new definition in the literature

u zračnoj luci između luke odlaska i krajnje destinacije. Rezultati su doveli do strukturnog modela privlačnosti međudestinacije na Slici 1 uz četiri hipoteze:

- H1 – Percepcije dostupnosti destinacije pozitivno će utjecati na postojanost stava.
- H2 – Percepcije ambijenta destinacije pozitivno će utjecati na postojanost stava.
- H3 – Percepcije atrakcija destinacije pozitivno će utjecati na postojanost stava.
- H4 – Odabir zrakoplovne tvrtke ublažit će utjecaj dostupnosti destinacije na postojanost stava.

for a stopover during long haul international air travel, which is a stay of between one and three nights at an intermediary port between the departure airport and the ultimate destination. From the findings, we conceptualise a structural model of stopover destination attractiveness in Figure 1, with four hypotheses:

- H1 – Perceptions of destination access will positively influence attitudinal loyalty
- H2 – Perceptions of destination ambience will positively influence attitudinal loyalty
- H3 – Perceptions of destination attractions will positively influence attitudinal loyalty
- H4 – Airline preference will moderate the influence of destination access on attitudinal loyalty

Slika 1: Prijedlog modela privlačnosti međudestinacije
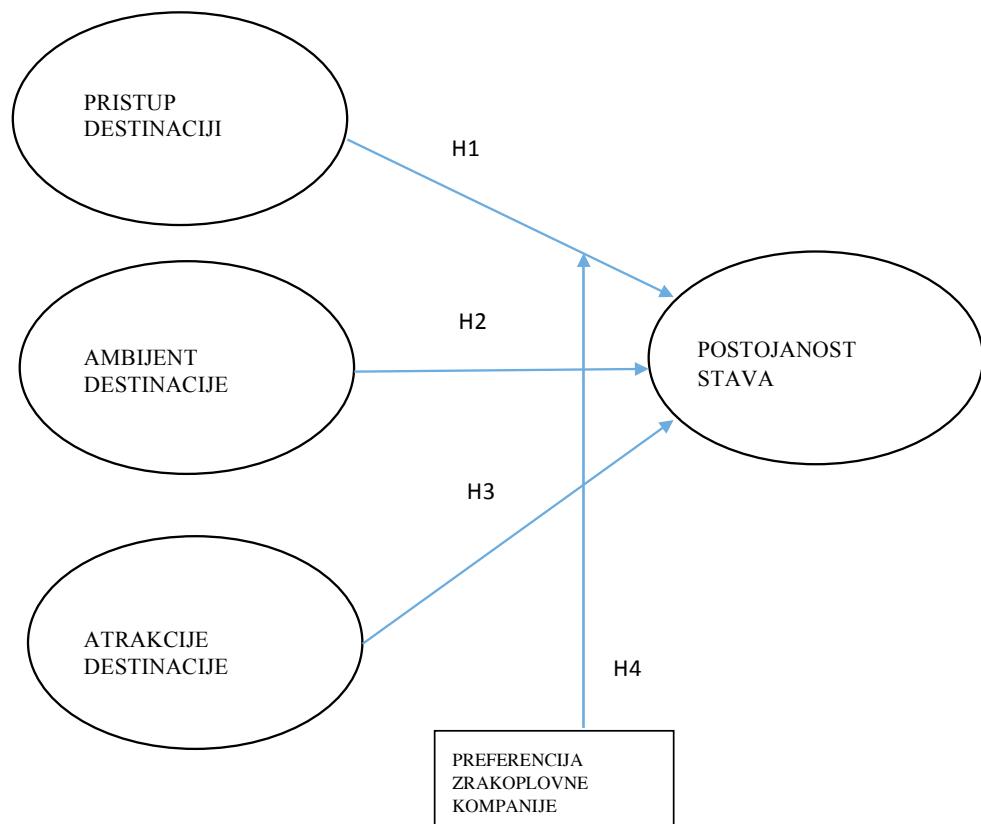
Figure 1: Proposed model of stopover destination attractiveness
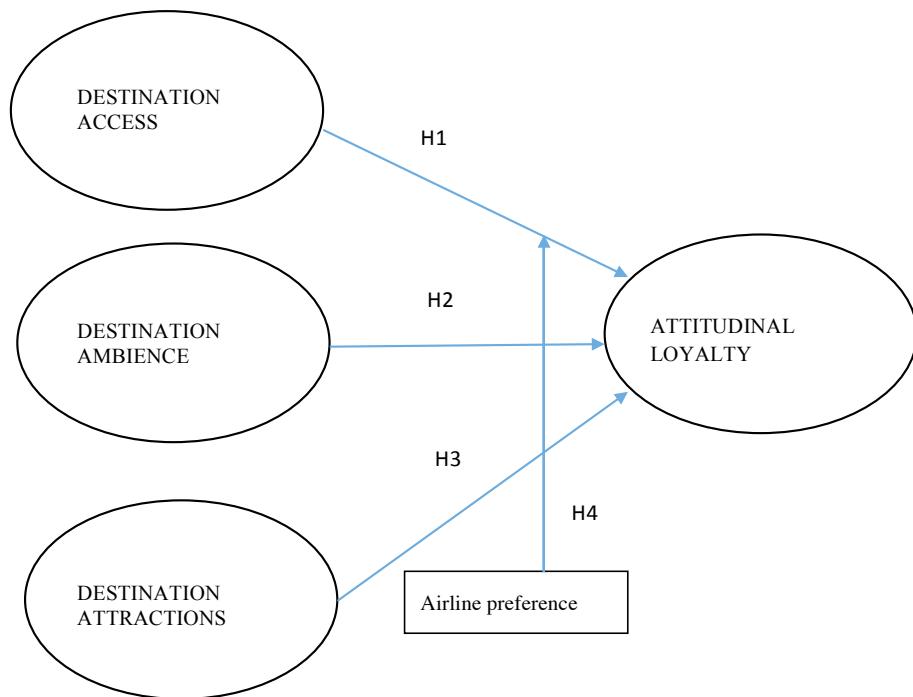
Jedno ograničenje ovog istraživanja je u tomu da 17 atributa prve faze odabranih iz literature prema Pikeu (2003) navode najčešće citirane teme iz razdoblja od 1973. do 2000. godine. Stoga se tu ne razmatraju mnoge kasnije studije o destinacijskom imidžu. Popis najčešće navođenih tema svih vremena, mogle bi se zato razlikovati od 17 naših. Ipak, noviji popis čestih atributa nije mogao biti dostupan na početku ovog istraživanja.

Za buduća istraživanja predlažemo poboljšavanje razumijevanja fenomena međudestinacija. Prvo bi trebalo testirati hipotetski model na novom uzorku. Zatim bi se trebala istražiti obilježja međudestinacija, kao npr. utvrđivanje razloga zbog kojih putnici odlučuju zaustaviti se ili ne u međudestinaciji na dugolinijskim letovima te koliko bi ti razlozi mogli varirati u različitim kontekstima putovanja i populacijama.

A limitation of the study is that in the first stage 17 attributes were selected from the literature based on Pike's (2003) list of the most commonly reported themes used between 1973 and 2000. This, therefore, does not take into account the many destination image studies reported since that time. The list of commonly reported themes of all time might, therefore, differ from the 17 attributes used in this study. However, a more current list of common attributes was not possiblee to be sourced at the commencement of this study.

We propose two opportunities for future research to enhance understanding of the stopover phenomenon. First, to test the hypothesised model with a new sample. Second, to explore the characteristics of stopovers, such as identifying the reasons travellers decide to take or decide not to take, a stopover during long haul trips, and the extent to which these reasons might vary across different travel situations and demographics.

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