Research Article

Amra Čaušević*, Ranko Mirić, Nusret Drešković, Edin Hrelja

First-time and repeat visitors to Sarajevo

<https://doi.org/10.2478/ejthr-2020-0002>

received February 14, 2020; accepted April 20, 2020

Abstract: The aim of this research is to segment foreign tourists to Sarajevo based on the frequency of visits in order to make a distinction between first-time and repeat foreign tourists. The purpose is to discover if repeat foreign tourists have more positive intention to revisit and recommend Sarajevo, if they have more positive attitude towards overall satisfaction with tourist destination and if they have more positive opinion about the general quality of this tourist destination offer than first-time foreign tourists. The study used a quantitative approach for research. The survey sample is a convenience sample of 250 foreign tourists who visited Sarajevo during the winter (from December 10, 2018 to January 31, 2019). To achieve scientific relevance, during the analysis and interpretation of the obtained data, descriptive statistics and Mann–Whitney U test were used. The results showed that there was no statistically significant difference, and that first-time and repeat foreign tourists had the same intention of recommending Sarajevo, had a positive attitude towards the overall satisfaction of the tourist destination and had the same opinion about the general quality of this tourist destination offer. The results also indicated that repeat foreign tourists had more positive intention to revisit Sarajevo.

Keywords: Tourism; First-time foreign tourists; Repeat foreign tourists, Destination; Sarajevo

1 Introduction

Understanding the consumer is at the core of any successful business including tourism. To be successful, tourism practitioners must understand consumer motivation, needs and desires that initiate behaviour (Maumbe & Arbogast, 2015, p. 465). Oppermann (1999) demonstrated that segmenting visitors based on the frequency of visitation can provide marketers with valuable information for more cost-effective target marketing. According to McKercher and Wong (2004) and Lau and McKercher (2004), two types of visitors visit a destination: first-time visitors and repeat visitors. A number of empirical studies have examined first-time and repeat visitation (Gitelson & Crompton, 1984; Juaneda, 1996; Morais & Lin, 2010; Kruger & Saayman, 2018). First-time visitors could be associated with a “new” market and are visitors who are visiting the destination for the first time (Um, Chon & Ro, 2006). Repeat visitors can be seen as an established customer base and are visitors who have visited the destination more than once (Kerstetter & Cho, 2004; Um et al., 2006). According to Oppermann (2000), Petrick, Morais and Norman (2001) and Vogt, Stewart and Fesenmaier (1998), both of the above-mentioned visitor groups play a fundamental role in ensuring that an attraction or a destination sustains its visitor numbers, its overall competitiveness and, ultimately, its success.

According to Petrick (2004), the increasing number of first-time visitors is associated with market growth; however, the creation of a new market is seen by some as being associated with increased costs, since establishing a new market requires a significant deployment of resources. Losing existing visitors is also associated with higher marketing costs (Kotler, Bowen & Makens, 2003, p. 395); therefore, it is as equally important to retain visitors. This is because an established market provides the supplier with a cost advantage, as fewer resources are needed to maintain a market than to create a new one (Li et al., 2008, p. 297). In addition, repeat visitors provide the supplier with an indicator of service quality or service satisfaction (McCain, Jang & Hu, 2005, p. 465–472), since repeat visitation is associated with loyalty (Kumar & Shah, 2004, p. 317). Hellier et al. (2003) add that repeat visitors

*Corresponding author: Amra Čaušević, University of Sarajevo, Faculty of Science, Department of Geography, Zmaja od Bosne 33-35, 71000 Sarajevo, Bosnia and Herzegovina, Phone: +387-33-723720, E-mail: amric.causevic@yahoo.com; amra.causevic@pmf.unsa.ba, ORCID 0000-0001-9657-4049

Ranko Mirić, Nusret Drešković, Edin Hrelja, University of Sarajevo, Faculty of Science, Department of Geography, Zmaja od Bosne 33-35, 71000 Sarajevo, Bosnia and Herzegovina

provide an additional marketing advantage, as they are the ideal conveyors of word-of-mouth (WOM) promotion.

Numerous studies have analysed first-time and repeat visitors. Kruger and Saayman (2018) have explored the differences between first-time and repeat visitors to Spring Fiesta, a music festival aimed at the House, Hip-Hop and Kwaito music festival market. Statistically significant differences were found between first-time and repeated visitors based on their socio-demographic and behavioural characteristics as well as their motives for attending the festival and evaluation of the experience (Kruger & Saayman, 2018, p. 23). Yolal, Chi and Pesämaa (2017) examined destination loyalty of first-time and repeat visitors at all-inclusive resorts. The results showed that there were differences between the two groups of visitors: first-time visitors valued cognitive attributes more and relied more on cognitive evaluation. The findings also suggest that the effects of cognitive evaluation of the resort (service quality) channel through affective evaluation of the visitor experience (visitor satisfaction) before bolstering visitor loyalty. Li et al. (2008) provided a systematic comparison of the differences between first-time and repeat visitors during the pre- and post-trip stages. The findings indicate that first-timers' behaviours are more tourism/travel oriented, while repeaters' behaviours demonstrate a recreation/activity orientation. First-timers are more active travel planners, while repeaters indicate more positive post-trip evaluations. Plus, on-site experiences influence the two groups' activity preferences. Another study dealt with the activity patterns of the first-time and repeat visitors to a theme park. The results of the study indicated that first-time and repeat visitors differ in their activity patterns in the park, specifically with respect to the order of activities chosen (Kemperman, Joh & Timmermans, 2003).

The study "Comparative assessment of tourist satisfaction with destinations across two nationalities" attempted to present the findings of a survey conducted among 1,872 British and German tourists who visited Majorca and Turkey in the summer of 1998. The main objective of the study was to determine if there were differences between the levels of satisfaction of the two nationalities when visiting the same destination (Kozak, 2000). The paper "Repeaters' behavior at two distinct destinations on repeat visitation" focuses on tourists' satisfaction in different destinations. This study suggested a model of multiple relationships between tourists' satisfaction, previous visits and behavioural intention (Kozak, 2001), while other studies have identified tourists' perception of the environment after years of visiting the same destination (Dymond, 1997; Pollard & Dominguez, 1993; Ryan, 1995; Puczko & Ratz, 2000).

The study "First-time versus repeat tourists: level of satisfaction, emotional involvement, and loyalty at hot spring" was conducted in May and March 2017 on a sample of 400 tourists visiting the Sarein hot spring of Ardebil in Iran. The study aimed to explore the differences between first-time and repeat tourists in terms of emotional involvement, satisfaction and the construction of loyalty. The results showed that there were no significant differences between first-timers and repeat visitors (Shavanddasht & Allan, 2018).

Despite the high number of studies focusing on tourism, fewer studies have focused on the importance of repeat visitors to the same destination (Oppermann, 1999; Freytag, 2010; Moniz, 2012). In many tourist markets, a significant proportion of tourists are repeaters. The study "A dynamic analysis of repeat visitors" analysed only repeat visitors, that is, the underlying reasons behind repeated visits to the Azores Islands (Moniz, 2012). In the context of sustainable growth of European urban tourism, competitive tourism destinations are developing marketing strategies that include measures to attract an increasing number of repeat visitors. In this context, one study investigated the case of Paris to provide a better understanding of the specific motivations, interests and activities of leisure tourists previously residing in the French capital (Freytag, 2010).

In general, satisfaction with a holiday is thought to lead to an intention of revisiting the destination, and this is also demonstrated in many tourism studies (Chen & Chen, 2010; Prayag & Ryan, 2011; Aliman et al., 2016; Čaušević-Ribić & Čizmić, 2016). Even if tourists do not intend to return, their satisfaction is still important. Severt et al. (2007) define tourist satisfaction as the extent of the tourist's fulfilment pleasure which was obtained from the trip experience about a product or service feature that fulfils the tourist's desires, expectations and wants in association with the trip. WOM from friends and relatives, who have visited a destination, is an important source of information for those who might like to visit, although its relation to satisfaction has yet to be investigated (Marcusen, 2011, p. 203).

Literature analysis regarding first-time and repeat visitors shows that the findings contradict one another, and that there is no clear difference between the two groups. The existing literature focuses primarily on visitation patterns and tends to emphasise destinations, events and historical sites (Kruger, Saayman & Hermann, 2014, p. 3). Furthermore, the studies discussed in the literature review collectively concluded that destination marketers should follow a two-pronged marketing approach, considering both groups of visitors as important for the sustainabil-

ity of the product or destination (Kruger, Saayman & Ellis, 2010). However, Tjørve, Lien and Flognfeldt (2015) investigated the potential in the foreign market for winter tourism in Norway and the influential factors explaining why foreign tourists visit ski resorts for the first time and why they revisit Norway for skiing holidays. They came to the conclusion that repeat visitors tend to prefer self-catering accommodation and are less price-sensitive. Also, repeat tourists make up the majority of foreign ski tourists, but neither the national company for innovation and development of Norwegian enterprises and industry (Innovation Norway) nor the local tourism organisations and retailers have a strategy to target them. For this reason, the authors suggest moving from profile marketing to segmented marketing, especially for the repeat visitors segment.

Based on all of the above-mentioned findings, the purpose of this paper is to investigate the foreign tourists of Sarajevo who visited Sarajevo during the winter (from December 10, 2018 to January 31, 2019) and to analyse them from the aspects of “first-time foreign tourists” and “repeat foreign tourists”.

Sarajevo as a tourist destination has not been sufficiently explored. Sarajevo is the capital of Bosnia and Herzegovina. Few papers have analysed Sarajevo as a tourist destination (Čaušević & Čizmić, 2017). The image of the city of Sarajevo has long been tarnished not only by the last war that lasted from 1992 to 1995, but also by the unstable political and economic situation. However, recent research has shown that the image of the city of Sarajevo is better and more positive. The results showed that cognitive, affective and conative destination image positively influenced the overall image of the city of Sarajevo (Čaušević, 2019). Sarajevo has seen an increase in foreign tourists’ arrivals and overnight stays in recent years.

In December 2018, a total of 24,079 arrivals of foreign tourists and 48,400 overnight stays of foreign tourists were recorded in Canton Sarajevo. Most arrivals were made by tourists from Croatia (5,994 arrivals and 12,133 overnight stays), followed by Serbia (1,614 arrivals and 2,932 overnight stays) and Slovenia (1,475 arrivals and 2,814 overnight stays). The three countries accounted for 37.72% of arrivals and 36.94% of overnight stays (Institute for Informatics and Statistics of Canton Sarajevo, 2019).

Also, 18,629 arrivals and 42,073 overnight stays were made by foreign tourists in Canton Sarajevo in January 2019. Most tourists came from Croatia (6,221 arrivals and 14,344 overnight stays), followed by Serbia (1,646 arrivals and 3,580 overnight stays) and Slovenia (1,157 arrivals and 2,356 overnight stays). The share of Croatia, Serbia and Slovenia in the total number of foreign tourists who

visited Canton Sarajevo in January 2019 was 48.4%, while the share in overnight stays was 48.2% (Institute for Informatics and Statistics of Canton Sarajevo, 2019). The official statistics of Canton Sarajevo has no record of information on who are the tourists visiting Sarajevo, whether they are foreign tourists who have already been to Sarajevo or are in Sarajevo for the first time. No research has so far been conducted on this topic in Sarajevo.

The literature shows lack of research relating to repeat foreign tourists of Sarajevo who visited Sarajevo during the winter and their intention to revisit and recommend Sarajevo, attitude about overall satisfaction with the tourist destination and opinion about the general quality of this tourist destination offer in regards to first-time foreign tourists.

2 Methodology

The topic of this paper is the analysis of repeat foreign tourists compared to the foreign tourists who visited Sarajevo for the first time during the winter. The main questions raised in the research are: Do repeat foreign tourists who visited Sarajevo during the winter have more positive intention to revisit and recommend Sarajevo? Do they have more positive attitude about overall satisfaction with tourist destination? Do they have more positive opinion about the general quality of this tourist destination offer than first-time foreign tourists?

The paper used a quantitative approach to research, which included data collection through surveys (face to face), as well as a questionnaire specifically created for the purposes of this study. Survey instrument, the questionnaire, was adapted from similar, previously conducted studies, where it showed a proven record of reliability. The questionnaire is divided into four sections. Generally speaking, all sections of the questionnaire included questions formed using a Likert scale from 1 to 5.

Most of the research in Sarajevo was conducted in the summer months because this is the period when most foreign tourists visit Sarajevo (Čaušević & Čizmić, 2017). The structure of participation of individual countries is different in the summer months, while in the winter months, the countries from the region have the largest participation. A large number of foreign tourists visit Sarajevo in the winter months, mainly because of the New Year and Christmas holidays, and also because of the proximity of Jahorina, Bjelačnica and Igman mountains, famous ski resorts. For these reasons, the survey was conducted in the winter months. There is no information on who are the

tourists in Sarajevo (whether they are first-time tourists or repeat visitors to Sarajevo). Also, no research in Sarajevo has analysed first-time and repeat foreign tourists. Therefore, this research will fill in the gaps in the existing literature.

The survey sample is a convenience sample of 250 respondents (foreign tourists), who visited Sarajevo during the winter (from December 10, 2018 to January 31, 2019). The selection of respondents was conducted through the classical method of interception. Two points of interception of tourists were selected: first by the Cathedral and the second on the Baščaršija square. Both points are in the centre of the city.

To achieve scientific relevance, during the analysis and interpretation of the obtained data, descriptive statistics and Mann–Whitney U test were used.

The statistical test was selected according to the type of data being treated in the analysis. The aim was to determine the correlation between the data of the observed variables, that is, to determine whether the differences between the results of answers from foreign tourists visiting Sarajevo for the first time and foreign tourists who visited Sarajevo more than once were the result of coincidence or whether the differences were statistically significant, in order to discuss the structural differences between first-time and repeat foreign tourists who visited Sarajevo during the winter and their opinion on the quality of the offer, their satisfaction, their intention to revisit Sarajevo and to recommend Sarajevo to others.

Descriptive statistics were used to describe the research results by variables and to provide a basis for statistical tests.

The Mann–Whitney U test was chosen to test the hypotheses because the data do not have a normal distribution; they represent ordinal variables, in order to prove the relationship between the two variables.

For the purpose of the paper, the following hypotheses have been defined, and their acceptance or rejection will be described later.

H1: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive opinion about the general quality of this tourist destination offer than the “first-time foreign tourists”.

H2: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive attitude towards overall satisfaction with tourist destination than the “first-time foreign tourists”.

H3: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive intention to revisit Sarajevo than the “first-time foreign tourists”.

H4: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive intention to recommend Sarajevo to their friends and relatives than the “first-time foreign tourists”.

3 Results and discussion

The first section of the questions for tourists referred to general travel data. Table 1 shows the respondents’ responses to whether they visited Sarajevo for the first time or they had been to Sarajevo already.

More tourists were in Sarajevo for the first time, while this was not their first visit to Sarajevo for 47.2% of respondents.

In Table 2 are given the answers of the respondents regarding the number of times they had visited Sarajevo thus far. The largest number of respondents had visited Sarajevo up to five times.

The following five tables provide answers of the respondents regarding where they heard about Sarajevo,

Table 1: Are you tourists in Sarajevo for the first time?

	Frequency	%
Yes	132	52.8
No	118	47.2
Total	250	100.0

Source: Research results, 2019.

Table 2: How many times have tourists visited Sarajevo in the past?

	Frequency	%
This is the first time	132	52.8
Between one and five	74	29.6
Between 6 and 10	28	11.2
More than 10 times	10	4.0
A lot of times	6	2.4
Total	250	100.0

Source: Research results, 2019.

where they came from, the assessment of the overall quality of the offer, the overall tourist satisfaction, the intention to recommend Sarajevo to others and the intention to revisit. Responses are presented specifically for both groups of foreign tourists who visited Sarajevo in the winter (first-time foreign tourists and repeat foreign tourists) to identify their differences, which is ultimately the aim of this study.

As can be seen in Table 3, most of the respondents, first-time visitors, heard about Sarajevo on the Internet, then from friends and relatives, while 17.4% of respondents already knew about Sarajevo. Foreign tourists for whom this is not the first visit to Sarajevo have already known about Sarajevo for the most part. It can be concluded that a large number of respondents (89 in total) already knew about Sarajevo as a tourist destination.

Table 4 shows the country of origin of the tourists. Most foreign tourists who came to Sarajevo for the first time were from Germany, Croatia, Austria and Italy. Foreign tourists who have already been to Sarajevo came from Croatia, Serbia and Germany. It can be concluded that a large number of tourists who regularly visit Sarajevo come from countries in the region. As many as 49 respondents who have already been to Sarajevo earlier are from Croatia, Serbia and Slovenia. These results are in accord-

ance with data from the Institute for Informatics and Statistics of Canton Sarajevo which show that it is precisely foreign tourists from these countries who visit Sarajevo during the winter months.

The second section of the questionnaire referred to evaluation of the general quality of tourist destination offer. Tourists responded in this section by using a Likert scale from 1 to 5, with 1 meaning very low and 5 meaning very high. Table 5 shows the answers of the respondents.

Almost the same number of respondents (first-time and repeat foreign tourists) rated the overall quality of tourist destination offer as “near very high” and “very high”. However, foreign tourists who had visited Sarajevo more than once were more satisfied with the overall quality of the offer of this tourist destination, compared to foreign tourists who were visiting Sarajevo for the first time.

The third section of the questionnaire was related to the overall satisfaction with tourist visit to this tourist destination. In this section, tourists were asked to rate the overall satisfaction with their visit to this tourist destination on a scale of 1–5, where “1” means they are completely dissatisfied and “5” means they are completely satisfied.

From Table 6, it can be concluded that both groups of foreign tourists who visited Sarajevo in the winter are sat-

Table 3: Where have tourists heard about this tourist destination?

Is this your first visit to this tourist destination?		Frequency	%
Yes	I already knew of it	23	17.4
	The Internet	39	29.5
	Friends and relatives	35	26.5
	Media	9	6.8
	Books and guides	2	1.5
	Travel agency	20	15.2
	It was part of the travel package	4	3.1
	Total	132	100.0
No	I already knew of it	66	56.0
	The Internet	11	9.3
	Friends and relatives	21	17.8
	Media	8	6.8
	Books and guides	3	2.5
	Travel agency	6	5.1
	Fairs and/or exhibitions	1	0.8
	It was part of the travel package	2	1.7
	Total	118	100.0

Source: Research results, 2019.

Table 4: Country of residence

Is this your first visit to this tourist destination?		Frequency	%
Yes	Germany	16	12.1
	Croatia	13	9.8
	Austria	11	8.3
	Italy	9	6.8
	Serbia	7	5.3
	China	6	4.5
	Poland	6	4.5
	Slovenia	5	3.8
	France	5	3.8
	United Kingdom	5	3.8
	Turkey	4	3.0
	Romania	4	3.0
	Sweden	3	2.3
	Spain	3	2.3
	Montenegro	3	2.3
	Hungary	3	2.3
	Denmark	3	2.3
	Czech Republic	3	2.3
	United States of America	3	2.3
	Russia	3	2.3
	Malaysia	2	1.5
	Switzerland	2	1.5
	Norway	2	1.5
	Ireland	2	1.5
	Kuwait	2	1.5
	Oman	2	1.5
	Bulgaria	2	1.5
	Slovakia	1	0.8
	Qatar	1	0.8
	Bahrain	1	0.8
	Total	132	100.0

Is this your first visit to this tourist destination?		Frequency	%
No	Croatia	29	24.7
	Serbia	15	12.8
	Germany	13	11.0
	Austria	11	9.3
	Italy	6	5.1
	Slovenia	5	4.2
	France	5	4.2
	Sweden	5	4.2
	Turkey	4	3.5
	Switzerland	3	2.6
	The Netherlands	3	2.6
	Australia	2	1.7
	Montenegro	2	1.7
	Hungary	2	1.7
	Denmark	2	1.7
	United States of America	2	1.7
	Bahrain	2	1.7
	United Kingdom	1	0.8
	Spain	1	0.8
	Czech Republic	1	0.8
	Uganda	1	0.8
	Canada	1	0.8
	Russia	1	0.8
	Oman	1	0.8
	Total	118	100.0

Source: Research results, 2019.

isfied. Neither respondent, in any of the groups, answered “near completely dissatisfied” and “completely dissatisfied”. However, it can be concluded that repeat foreign tourists were more satisfied than first-time foreign tourists.

The last, that is, the fourth section of the questionnaire was related to the intention of tourists to revisit and

recommend Sarajevo to their friends and relatives. Tourists were asked to indicate whether they agreed or disagreed with the statements related to intention to revisit and recommend Sarajevo to their friends and relatives and to what extent, using a scale of 1–5, where “1” means they completely disagreed and “5” means they completely agreed. Table 7 shows the answers of the respondents.

As can be seen in Table 7, both groups of foreign tourists have the intention to recommend Sarajevo to their friends and relatives and also to return to this tourist destination. Neither respondent, in any of the groups, answered with “completely disagree” to the statement “I will recommend this tourist destination to my friends

Table 5: General quality of tourist destination offer

Is this your first visit to this tourist destination?		Frequency	%
Yes	Near very low	5	3.8
	Between high and low	30	22.7
	Near very high	63	47.7
	Very high	31	23.5
	I don't know	3	2.3
	Total	132	100.0
No	Near very low	3	2.5
	Between high and low	24	20.3
	Near very high	60	50.9
	Very high	31	26.3
	Total	118	100.0

Source: Research results, 2019.

Table 6: Overall tourist satisfaction

Is this your first visit to this tourist destination?		Frequency	%
Yes	Between satisfied and dissatisfied	12	9.1
	Near completely satisfied	62	47.0
	Completely satisfied	58	43.9
	Total	132	100.0
No	Between satisfied and dissatisfied	11	9.3
	Near completely satisfied	45	38.1
	Completely satisfied	62	52.6
	Total	118	100.0

Source: Research results, 2019.

and relatives". Repeat foreign tourists were more willing to recommend Sarajevo to others than first-time foreign tourists.

As in the previous case, neither respondent, in any of the groups, answered "completely disagree" to the statement "I will return to this tourist destination". First-time foreign tourists and repeat foreign tourists intend to visit Sarajevo in the future. Repeat foreign tourists (65.3%) "completely agree" with this statement, while 35.6% of first-time foreign tourists answered "completely agree" to this statement. There is greater agreement between the foreign tourists who had visited Sarajevo more than once with the intention of returning to Sarajevo compared

to foreign tourists who were visiting Sarajevo for the first time.

The hypotheses and results of the tests are presented below. Four hypotheses have been defined in this paper: H1: "repeat foreign tourists" who visited Sarajevo during the winter have a more positive opinion about the general quality of this tourist destination offer than the "first-time foreign tourists;" H2: "repeat foreign tourists" who visited Sarajevo during the winter have a more positive attitude towards overall satisfaction with tourist destination than the "first-time foreign tourists;" H3: "repeat foreign tourists" who visited Sarajevo during the winter have a more positive intention to revisit Sarajevo than the "first-time

Table 7: Intention of tourists to revisit and recommend Sarajevo

I will recommend this tourist destination to my friends and relatives			
Is this your first visit to this tourist destination?		Frequency	%
Yes	Near completely disagree	2	1.5
	Between agree and disagree	17	12.9
	Near completely agree	35	26.5
	I completely agree	77	58.3
	I don't know	1	0.8
	Total	132	100.0
No	Near completely disagree	2	1.7
	Between agree and disagree	12	10.2
	Near completely agree	36	30.5
	I completely agree	66	55.9
	I don't know	2	1.7
	Total	118	100.0
I will return to this tourist destination			
Yes	Near completely disagree	9	6.8
	Between agree and disagree	30	22.7
	Near completely agree	40	30.3
	I completely agree	47	35.6
	I don't know	6	4.6
	Total	132	100.0
No	Near completely disagree	2	1.7
	Between agree and disagree	10	8.5
	Near completely agree	24	20.3
	I completely agree	77	65.3
	I don't know	5	4.2
	Total	118	100.0

Source: Research results, 2019.

foreign tourists” and H4: “repeat foreign tourists” who visited Sarajevo during the winter have a more positive intention to recommend Sarajevo to their friends and relatives than the “first-time foreign tourists”.

For hypothesis testing, the statistical method of Mann–Whitney U test was used. In a sample of 250 respondents, almost 50% of respondents (47.2% of respondents) have already been to Sarajevo in the past. The results of the research showed that repeat foreign tourists who visited Sarajevo in the winter of 2019 had a more positive opinion about the general quality of this tourist destination offer and a more positive attitude towards overall satisfaction with tourist destination, and they were more willing to

visit Sarajevo again and to recommend Sarajevo to others than the first-time foreign tourists. However, in order to exclude differences that are not large enough to conclude that they are statistically significant, an appropriate statistical test had to be done. Since we are using the data with no normal distribution, and ordinal variables, the non-parametric Mann–Whitney U test was the most acceptable for analysis.

H1: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive opinion about the general quality of this tourist destination offer than the “first-time foreign tourists”.

To test the first hypothesis, we compared the question “General quality of this tourist destination offer is” with “Is this your first visit to this tourist destination” (Yes, No). In doing so, the degree of correlation has been tested by non-parametric test (Mann–Whitney U test), whereby the difference between the responses about the general quality of this tourist destination offer, coming from first-time foreign tourists in Sarajevo and repeat foreign tourists to Sarajevo, was individually examined. Table 8 shows the results of Mann–Whitney U test for a variable related to the general quality of this tourist destination offer.

Since $p > 0.05$, it can be concluded that there is no statistically significant difference between first-time foreign tourists and repeat foreign tourists. The first hypothesis is, therefore, rejected ($U = 7580.000$, $Z = -0.394$, $p > 0.05$, $p = 0.694$), which means that both groups of foreign tourists who visited Sarajevo during the winter were satisfied with the general quality of this tourist destination offer.

H2: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive attitude towards overall satisfaction with tourist destination than the “first-time foreign tourists”.

To test the second hypothesis, we compared the question “What is your overall satisfaction with your visit to

this tourist destination?” with “Is this your first visit to this tourist destination” (Yes, No). The degree of correlation was tested by a non-parametric test (Mann–Whitney U), whereby the difference between the responses about the overall tourist satisfaction, coming from first-time foreign tourists in Sarajevo and repeat foreign tourists to Sarajevo, was individually examined.

As can be seen in Table 9, the second hypothesis is rejected, since $p > 0.05$ ($U = 7189.000$, $Z = -1.166$, $p = 0.244$). It can be concluded that there is no statistically significant difference between first-time foreign tourists visiting Sarajevo and repeat foreign tourists, in terms of overall tourist satisfaction.

H3: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive intention to revisit Sarajevo than the “first-time foreign tourists”.

We compared the statement “I will return to this tourist destination” with the question “Is this your first visit to this tourist destination” (Yes, No) to test the third hypothesis. The degree of correlation was tested, as in the case of the previous hypotheses, by a non-parametric Mann–Whitney U test, whereby the difference between the first-time and repeat foreign tourists’ responses to the intention of returning to Sarajevo was individually examined. Table 10 shows the results of Mann–Whitney U test for a variable related to the intention to revisit Sarajevo.

Since $p < 0.05$, it can be concluded that there is statistically significant difference between first-time and repeat foreign tourists’ intention to revisit Sarajevo. Foreign tourists who have already been to Sarajevo are more willing to revisit Sarajevo than foreign tourists who are in Sarajevo for the first time, and the difference is statistically significant. The third hypothesis is accepted ($U = 5373.500$, $Z = -4.570$, $p = 0.000$).

Table 8: Results of Mann–Whitney U test for a variable related to the general quality of this tourist destination offer

	General quality of this tourist destination offer
Mann–Whitney U (p value)	7580.000
Wilcoxon W	16,358.000
Z	-0.394
p Value	0.694

Source: Research results, 2019.

Table 9: Results of Mann–Whitney U test for a variable related to overall tourist satisfaction

	Overall tourist satisfaction
Mann–Whitney U (p value)	7189.000
Wilcoxon W	15,967.000
Z	-1.166
p Value	0.244

Source: Research results, 2019.

Table 10: The results of Mann–Whitney U test for a variable related to the intention to revisit Sarajevo

	Intention to revisit Sarajevo
Mann–Whitney U (p value)	5373.500
Wilcoxon W	14,151.500
Z	-4.570
p Value	0.000

Source: Research results, 2019.

H4: “Repeat foreign tourists” who visited Sarajevo during the winter have a more positive intention to recommend Sarajevo to their friends and relatives than the “first-time foreign tourists”.

To test the fourth hypothesis, we compared the statement “I will recommend this tourist destination to my friends and relatives” with the question “Is this your first visit to this tourist destination” (Yes, No). The degree of correlation was tested by a non-parametric test (Mann–Whitney U test), whereby the difference between the answers from first-time and repeat foreign tourists about the intention to recommend Sarajevo to their friends and relatives was individually examined.

In Table 11 are presented the results of Mann–Whitney U test for a variable related to the intention of recommendation. Since $p > 0.05$, it can be concluded that there is no statistically significant difference between first-time foreign tourists and repeat foreign tourists in terms of recommending Sarajevo to their friends and relatives. We reject the fourth hypothesis ($U = 7766.000$, $Z = -0.043$, $p = 0.965$), meaning that both groups of foreign tourists who visited Sarajevo in the winter are planning to recommend Sarajevo to others.

Several research questions have been set up for the purposes of this research. This section provides answers to each of the research questions.

Do repeat foreign tourists have more positive opinion about the general quality of this tourist destination offer than first-time foreign tourists?

Both groups of respondents have a positive opinion about the general quality of this tourist destination offer. However, foreign tourists who have previously visited Sarajevo have a more positive opinion than foreign tourists who are visiting Sarajevo for the first time. To test this difference statistically, Mann–Whitney U test was used. However, no statistical significance was found. It can be concluded that there is no statistically significant dif-

ference between first-time and repeat foreign tourists in terms of general quality of this tourist destination offer.

Do repeat foreign tourists have more positive attitude about overall satisfaction with tourist destination than first-time foreign tourists?

Repeat foreign tourists have more positive attitude about overall satisfaction with tourist destination than first-time foreign tourists. As with the previous research question, a Mann–Whitney U test was used to test this difference statistically. Given that $p > 0.05$, there is no statistically significant difference between the two groups of respondents. The frequency of visits to Sarajevo, or whether foreign tourists are in Sarajevo for the first time or have already been to Sarajevo, has no role in their attitude regarding the overall satisfaction with a tourist destination. That is, repeat foreign tourists have a more positive view of this claim, but this difference is not statistically significant.

Do repeat foreign tourists who visited Sarajevo during the winter have more positive intention to revisit Sarajevo than first-time foreign tourists?

The potential of revisiting Sarajevo is significant. Both groups (first-time and repeat foreign tourists) expressed their intention to revisit Sarajevo. However, repeat foreign tourists are more willing to visit Sarajevo again than first-time foreign tourists. These differences were tested by the Mann–Whitney U test to examine the statistical significance of their differences by the frequency of visit. The difference proved to be statistically significant. The intention of returning is below 0.05 probability (0.000). Foreign tourists who have visited Sarajevo are more than willing to visit Sarajevo again than foreign tourists who are visiting Sarajevo for the first time. It can be concluded that loyal visitors to Sarajevo are significantly better ambassadors in terms of revisiting.

Do repeat foreign tourists who visited Sarajevo during the winter have more positive intention to recommend Sarajevo to their friends and relatives?

The potential for recommendation is great and both groups have expressed their intention to recommend a visit to Sarajevo to their friends and relatives. There is a slightly greater agreement of repeat foreign tourists with the statement that they would recommend the visit to Sarajevo, in comparison to the foreign tourists who are in Sarajevo for the first time. However, what is important to highlight in this section is that there is no statistically significant difference in the referral potential between the two groups of foreign tourists. The potential of both is about the same.

The results of the study are in line with the results of similar, previously conducted researches. A number

Table 11: Results of Mann–Whitney U test for a variable related to the intention of recommendation

Intention of recommendation	
Mann–Whitney U (p value)	7766.000
Wilcoxon W	16,544.000
Z	−0.043
p value	0.965

Source: Research results, 2019.

of empirical studies have examined first-time and repeat visitation. These studies aimed to establish whether there was an association between previous visits and the intention of choosing the same destination in the future.

Results confirmed that repeat tourists are expected to be more likely than first-timers to choose the same destination in their future holiday. It appears that the second visit is a high predictor of a future one (Gitelson & Crompton, 1984; Juaneda, 1996). Research results are also consistent with the results given in “First-time and repeat visitors to Langkawi Island, Malaysia” by Wahid *et al.* (2016). Results showed that repeat visitors were found to be significantly more loyal compared to the first-timers. The results of the study “First-time versus repeat tourists: level of satisfaction, emotional involvement, and loyalty at hot spring” showed that there were no significant differences between first-timers and repeat visitors in terms of their satisfaction, but that repeat visitors were still slightly more loyal than first-time visitors (Shavanddasht & Allan, 2018). The results of the study are in agreement with this research.

The literature about both groups shows that first-time visitors are less satisfied than repeat visitors (Gitelson & Crompton, 1984; Kozak, 2000). These results are not in agreement with this research because this paper shows no statistically significant difference between the two groups; first-time foreign tourists and repeat foreign tourists are equally satisfied with the general quality of tourist destination offer and with their visit to Sarajevo.

Also, the results of the research show that there are no statistically significant differences between these two groups of foreign tourists who visited Sarajevo during the winter, and that both are willing to recommend Sarajevo to their friends and relatives. The results have shown that Sarajevo is a well-known tourist destination. Most of the respondents already knew of Sarajevo as a tourist destination, while 22.4% of tourists heard about Sarajevo from their friends and relatives. This is a very important information from a marketing standpoint because it shows that Sarajevo as a tourist destination is already positioned in the awareness of tourists. Additionally, it has been shown that WOM is the best way to promote the destination.

Previous research has also shown that repeat visitation will depend on the distance to travel (Moutinho & Trimble, 1991). This finding also coincides with this research, because over 30% of the surveyed foreign tourists were from the region. Of the 118 respondents who did not visit Sarajevo for the first time, as many as 49 came from Croatia, Serbia and Slovenia. Supporting this conclusion is the fact that the Institute for Informatics and Statistics of Canton Sarajevo reports that the largest number of Sarajevo foreign tourists visiting Sarajevo during the

winter are from the region. Because a large number of surveyed tourists were from the region and Sarajevo as a tourist destination is relatively close to them, they will probably be more likely to visit Sarajevo in the future.

4 Conclusions

This study makes some notable contributions to the profiling of foreign tourists who visited Sarajevo during the winter. This study will contribute to the body of knowledge about tourism in Sarajevo during the winter by providing an enhanced understanding of the characteristics of Sarajevo's winter tourism industry.

Sarajevo is a very popular tourist destination during the winter months. A large number of foreign tourists visit Sarajevo during this period, mainly because of New Year and Christmas holidays, and also because of the proximity of the famous Olympic mountains such as Jahorina, Bjelašnica and Igman. However, there is no research analysing the winter foreign tourists in Sarajevo. This research has given the information on who are the foreign tourists who visit Sarajevo during the winter months, what is their attitude about the quality of this tourist destination offer and whether they are satisfied and their loyalty. A large number of repeat foreign tourists are from Croatia, Serbia and Slovenia. This information can be very useful for destination management. This study has filled in the gaps in the existing literature about the importance of winter foreign tourists to sustainable development of the destination.

The segmentation of tourists is very important for each tourist destination, regardless of whether foreign tourists come to Sarajevo during the winter for the first time or are repeat foreign tourists. This is of great importance for the strategy of developing a tourist destination during the winter, a destination offer, as well as the marketing strategy.

This study examined the relationships between the general quality of tourist destination offer, overall satisfaction with tourist destination, revisiting this tourist destination, recommending Sarajevo to friends and relatives, as well as the concept of repeat foreign tourists compared to first-time foreign tourists who visited Sarajevo during the winter. Descriptive statistics were used to analyse data, while Mann–Whitney U test was used to test the hypotheses. Four hypotheses were initially constructed, and the test results confirmed one hypothesis and the other three were not accepted as standing. It has been shown that there is a statistically significant positive

difference, and that the repeat foreign tourists are more willing to return to Sarajevo than the first-time foreign tourists. The study also showed that there is no statistically significant difference between repeat foreign tourists and first-time foreign tourists who visited Sarajevo during the winter when it comes to the general quality of tourist destination offer, overall satisfaction with tourist destination and recommending Sarajevo to their friends and relatives. The results showed that foreign tourists who have already visited Sarajevo have a more positive attitude about the overall quality of tourist destination offer and overall satisfaction with the tourist destination; they are more willing to visit Sarajevo again and to recommend Sarajevo to others than the first-time foreign tourists. The Mann–Whitney U test showed only a statistically significant difference in the intention to revisit.

While there are plenty of first-time and repeat visitor tourism studies, there are no studies that have analysed the quality of offers, in addition to satisfaction and loyalty. This research has filled the gap and provides further evidence of a link between these variables.

It becomes increasingly important to destination managers and marketers to choose the right marketing strategies and direction. The results reveal that both foreign tourists groups are equally important for the long-term sustainability of the destination. Thus, destination managers must strive to achieve a collective balance between both categories of foreign tourists and they need to make a clear distinction between the marketing strategies for first-time and repeat foreign tourists. They should pay attention to visitors' specific preferences in order to attract them.

There were several limitations in this study. Sampling was one of the major limitations of this study. The use of convenience sample in this study is a limitation that relates to the representativeness of the sample. Another limitation of this research is the fact that only foreign tourists who visited Sarajevo during the winter months are included in the sample and the results cannot be generalised to all foreign tourists, especially to all visitors who visit Sarajevo during other months of the year.

Recommendations for further research would be to investigate the relationships between these variables in different samples, at different times of the year, in different countries, in order to test and generalise the results in the future. Respondents to this study are foreign tourists only. Therefore, the recommendation for further research would definitely be to include domestic tourists in the analysis, in order to fully understand the behaviours and preferences of visitors to the city of Sarajevo.

Amra Čaušević was born in 1986 in Sarajevo, Bosnia and Herzegovina. She holds a PhD in management/business. She completed all three cycles of studies at the School of Economics and Business, University of Sarajevo. She works as an assistant professor in the field of tourism at the Faculty of Science, Department of Geography, University of Sarajevo. Her fields of interest are tourism, marketing and management.

Ranko Mirić, PhD is an associate professor at the Faculty of Science, Department of Geography, University of Sarajevo. He is the vice-dean for teaching and scientific research. He completed all three cycles of studies at the Faculty of Science, Department of Geography, University of Sarajevo. His fields of interest are tourism and regional geography.

Nusret Drešković, PhD is a full professor and has 26 years of experience in research and education. He is the head of Department of Geography, Faculty of Science, University of Sarajevo. He completed all three cycles of studies at the Faculty of Science, Department of Geography, University of Sarajevo. His fields of interest are physical geography, geographic information system and tourism.

Edin Hrelja has a PhD in geography. He completed first two cycles of studies at the Faculty of Science, Department of Geography, University of Sarajevo. He completed the third cycle of study at the Faculty of Science, University of Zagreb. He works as an assistant professor at the Faculty of Science, Department of Geography, University of Sarajevo. His fields of interest are physical geography, geographic information system and tourism.

References

- [1] Aliman, N.K., Hashim, S.M., Wahid, S.D.M., & Harudin, S. (2016). Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island. *International Journal of Marketing Studies*, 8(3), 173-188. doi: 10.5539/ijms.v8n3p173
- [2] Chen, C., & Chen, F. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31, 29-35. doi: 10.1016/j.tourman.2009.02.008
- [3] Čaušević, A. (2019). Analysis of the image of the City of Sarajevo. *Geografski pregled*, 41, 87-96.
- [4] Čaušević, A., & Čizmić, E. (2017). Uticaj specifične manifestacije na percepciju turističke destinacije - Primjer Sarajevo Film Festivala. *Zbornik radova Ekonomskog fakulteta u Sarajevu*, 35, 30-50.

- [5] Čaušević-Ribić, A., & Čizmić, E. (2016). Utjecaj kulturnih manifestacija na namjeru turista da ponovo posjete Sarajevo – Primjer Sarajevo Film Festivala. *Pregled*, 57(3), 1-20.
- [6] Dymond, S.J. (1997). Indicators of sustainable tourism in New Zealand: a local government perspective. *Journal of Sustainable Tourism*, 5(4), 279-293. doi: 10.1080/09669589708667292
- [7] Freytag, T. (2010). Deja-vu: tourist practices of repeat visitors in the city of Paris. *Soc. Geogr.*, 5, 49–58. doi: 10.5194/sg-5-49-2010
- [8] Gitelson, R. J., & Crompton, J.L. (1984). Insights into the repeat vacation phenomenon. *Annals of Tourism Research*, 11(2), 199-217. doi: 10.1016/0160-7383(84)90070-7
- [9] Hellier, P.K, Guersen, G.M., Carr, R.A., & Rickard, J.A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762-1800. doi: 10.1108/03090560310495456
- [10] Institute for Informatics and Statistics of Canton Sarajevo. (2019). *Dolasci i noćenja stranih turista po zemljama, decembar 2018*. Retrieved from https://zis.ks.gov.ba/sites/zis.ks.gov.ba/files/zemlje_turisti_5.pdf
- [11] Institute for Informatics and Statistics of Canton Sarajevo. (2019). *Dolasci i noćenja stranih turista po zemljama, januar 2019*. Retrieved from https://zis.ks.gov.ba/sites/zis.ks.gov.ba/files/zemlje_turisti_januar_2019.pdf
- [12] Juaneda, C. (1996). Estimating the probability of return visits using a survey of tourist expenditure in the Balearic Islands. *Tourism Economics*, 2(4), 339-352. doi: 10.1177/135481669600200404
- [13] Kerstetter, D., & Cho, M.H. (2004). Prior knowledge, credibility and information search. *Annals of Tourism Research*, 31(4), 961-985. doi: 10.1016/j.annals.2004.04.002
- [14] Kemperman, A.A., Joh, C.H., & Timmermans, H.H. (2003). Comparing first-time and repeat visitors activity patterns. *Tourism Analysis*, 8(2), 159-164. doi: 10.3727/108354203774076661
- [15] Kotler, P., Bowen, J., & Makens, J. (2003). *Marketing for hospitality and tourism*. Upper Saddle River, N.J. : Pearson Education International for Prentice Hall.
- [16] Kozak, M. (2000). Comparative assessment of tourist satisfaction with destinations across two nationalities. *Tourism Management*, 22(4), 391-401. doi: 10.1016/S0261-5177(00)00064-9
- [17] Kozak, M. (2001). Repeaters' behaviour at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807. doi: 10.1016/S0160-7383(00)00078-5
- [18] Kruger, M., Saayman, M., & Ellis, S. (2010). Does loyalty pay? First-time versus repeat visitors at a national arts festival. *South African Business Review*, 14(1), 79-104.
- [19] Kruger, M., Saayman, M., & Hermann, U.P. (2014). First-time versus repeat visitors at the Kruger National Park. *Acta Commercii*, 14(1), 1-9. doi: 10.4102/ac.v14i1.220
- [20] Kruger, M., & Saayman, M. (2018). First-time versus repeat visitors to a music festival in South Africa. *Journal of Convention & Event Tourism*, 19(3), 219–247. doi: 10.1080/15470148.2018.1448312
- [21] Kumar, D., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of Retailing*, 80(4), 317-330. doi: 10.1016/j.jretai.2004.10.007
- [22] Lau, L.S., & McKercher, B. (2004). Exploration Versus Acquisition: A Comparison of First-Time and Repeat Visitors. *Journal of Travel Research*, 42(3), 279–285. doi: 10.1177/0047287503257502
- [23] Li, X., Cheng, C., Kim, H., & Petrick, J.F. (2008). A systematic comparison of first-time and repeat visitors via a two-phase online survey. *Tourism Management*, 29(2), 278-293. doi: 10.1016/j.tourman.2007.03.010
- [24] Marcussen, C.H. (2011). Determinants of tourist satisfaction and intention to return. *Tourism*, 59(2), 203-221.
- [25] Maumbe, K., & Arbogast, D. (2015). Relationship between visitor motivations, destination evaluation and future behavior intentions: The case of West Virginia. *Tourism*, 63(4), 465-478.
- [26] McCain, S.C., Jang, S., & Hu, C. (2005). Service quality gap analysis toward customer loyalty: Practical guidelines for casino hotels. *International Journal of Hospitality Management*, 24(3), 465-472. doi: 10.1016/j.ijhm.2004.09.005
- [27] McKercher, B., & Wong, D.Y.Y. (2004). Understanding tourism behaviour: examining the combined effects of prior visitation history and destination status. *Journal of Travel Research*, 43, 171–179. doi: 10.1177/0047287504268246
- [28] Moniz, A.I. (2012). A dynamic analysis of repeat visitors. *Tourism Economics*, 18(3), 505–517. doi: 10.5367/te.2012.0129
- [29] Morais, D.B., & Lin, C-H. (2010). Why Do First-Time and Repeat Visitors Patronize a Destination?. *Journal of Travel & Tourism Marketing*, 27, 193–210. doi: 10.1080/10548401003590443
- [30] Moutinho, L., & Trimble, J. (1991). A probability revisitation model: the case of winter visits to the Grand Canyon. *The Service Industries Journal*, 11(4), 439-357. doi: 10.1080/02642069100000068
- [31] Oppermann, M. (1999). Predicting destinations choice – a discussion of destination loyalty. *Journal of Vacation Marketing*, 5(1), 51-65. doi: 10.1177/135676679900500105
- [32] Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39(1), 78-84. doi: 10.1177/004728750003900110
- [33] Petrick, J.F., Morais, D., & Norman, W. (2001). An examination of the determinants of entertainment vacationers' intentions to visit. *Journal of Travel Research*, 40(1), 41-48. doi: 10.1177/004728750104000106
- [34] Petrick, J.F. (2004). Are loyal visitors the desired visitors? *Tourism Management*, 25(1), 463-470. doi: 10.1016/S0261-5177(03)00116-X
- [35] Pollard, J., & Dominguez, R. (1993). Tourisms and Torremolinos: recession or reaction to environment? *Tourism Management*, 14(4), 247-258. doi: 10.1016/0261-5177(93)90059-T
- [36] Prayag, G., & Ryan, C. (2011). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356. doi: 10.1177/0047287511410321
- [37] Puczko, L., & Ratz, T. (2000). Tourist and residential perceptions of the physical impacts of tourism at Lake Balaton, Hungary: issues for sustainable tourism management. *Journal of Sustainable Tourism*, 8(6), 458-479. doi: 10.1080/09669580008667380

- [38] Ryan, C. (1995). *Researching Tourist Satisfaction*. London: Routledge.
- [39] Severt, D., Wong, Y., Chen, P., & Breiter, D. (2007). Examining the motivation, perceived performance and behavioral intentions of convention attendees: Evidence from a regional conference. *Tourism Management*, 28(2), 399-408. doi: 10.1016/j.tourman.2006.04.003
- [40] Shavanddasht, M., & Allan, M. (2018). First-time versus repeat tourists: level of satisfaction, emotional involvement, and loyalty at hot spring. *Anatolia- An International Journal of Tourism and Hospitality Research*, 30(1), 61-74. doi: 10.1080/13032917.2018.1498363
- [41] Tjørve, E., Lien, G., & Flognfeldt, T. (2015). Properties of first-time vs. repeat visitors: lessons for marketing Norwegian ski resorts. *Current Issues in Tourism*, 21(1), 78-102. doi: 10.1080/13683500.2015.1062472
- [42] Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158. doi: 10.1016/j.annals.2006.06.003
- [43] Vogt, C.A., Stewart, S.I., & Fesenmaier, D.R. (1998). Communication strategies to reach first-time visitors. *Journal of Travel and Tourism Marketing*, 7(2), 69-89. doi: doi.org/10.1300/J073v07n02_04
- [44] Wahid, S.D.M., Aliman, N.K., Hashim, S.M., & Harudin, S. (2016). First-time and Repeat Visitors to Langkawi Island, Malaysia. *Procedia Economics and Finance*, 35, 622-631. doi: 10.1016/S2212-5671(16)00076-9
- [45] Yolal, M., Chi, C., & Pesämaa, O. (2017). Examine destination loyalty of first-time and repeat visitors at all-inclusive resorts. *International Journal of Contemporary Hospitality Management*, 29(7), 1834-1853. doi: 10.1108/IJCHM-06-2015-0293