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Analysis of tourists' satisfaction with a tourist destination: the case of Sarajevo

Čaušević, Amra[*]
University of Sarajevo (Bosnia and Herzegovina)
Hrelja, Edin[†]
University of Sarajevo (Bosnia and Herzegovina)
Korjenić, Aida[‡]
University of Sarajevo (Bosnia and Herzegovina)

ABSTRACT

Sarajevo is becoming an increasingly popular tourist destination and is visited by a large number of tourists. Even though Sarajevo holds a large number of tourist visits, it is still a relatively unknown tourist destination. Not many authors have explored the tourist satisfaction with Sarajevo as a tourist destination. The satisfaction of tourists is a key to the success of each tourist destination. This paper analyzes tourist satisfaction with Sarajevo as a tourist destination. It observes how motives for travel, the general quality of tourist destination offer, expenses related to tourist stay, perceived value, as well as declaration of tourist satisfaction with tourist destination, influence the tourist satisfaction.

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Keywords: Tourism; Destination; Satisfaction; Sarajevo.

Tourist satisfaction, the quality of tourist destination offer, expenses related to tourist stay, perceived value and declaration of tourist satisfaction with tourist destination were the dominant areas of research in tourism. Research conducted in recent years has shown that consumer behavior is better understood through perceived value (Heskett, Sasser, & Schlesinger, 1997; Jensen, 1996; Nilson, 1992; Ostrom and Iacobucci, 1995; Woodruff & Gardial, 1996). Several studies have shown that the quality of tourist

[*] E-mail address: amra.causevic@pmf.unsa.ba
[†] E-mail address: edinhrelja@pmf.unsa.ba
[‡] E-mail address: aida.k@pmf.unsa.ba

destination offerings, measured by accessibility, accommodation, and location, had a significant relationship to passenger satisfaction and behavioral intentions (Ali & Howaidee, 2012; Čaušević, Drešković, Mirić, Banda, 2020; Gallarza et al., 2013).

Perceived value can be defined as the difference between the perceived benefits and costs of tourists. Creating value for tourists is a key factor in the success of a destination. Perceived value arises when the total benefits of a product or service are greater than the total costs incurred in obtaining the product or service (Alireza et al., 2011). It is a strong predictor in explaining customer satisfaction and purchase intentions such as loyalty and word of mouth information (Chen & Tsai, 2007).

Tourist costs have so far been researched in the literature (Agarwal & Yochum, 1999; Amir, Osman, Bachok & Ibrahim, 2015; Čaušević, Drešković, Mirić & Banda, 2020; Loon & Rouwendal, 2017; Nicolaides & Zigiriadis, 2011; Soldić Frleta & Smolčić Jurdana, 2018). The research "Understanding domestic and international tourists' expenditure pattern in Melaka, Malaysia: Result of CHAID analysis" examined the pattern of tourism costs in the city of Melaka. The results found that tourists spent less on entertainmen and transportation, and more in the other three sectors: accommodation, shopping, drink and food (Amir, Osman, Bachok, and Ibrahim, 2015).

The research "Satisfaction as a determinant of tourist expenditure" investigated the use of the tourist offer on their spending in the destination. The assumption in this study is that tourists who are satisfied with tourist destinations will spend more money than those tourists who are less satisfied. The results were also confirmed by the assumptions that tourists, who are satisfied with the tourist offer, will spend more money (Smolčić Jurdana & Soldić Frleta, 2016). The study "Economic Impacts of Tourism Industry" deals with the economic effects of the tourism industry, especially in developing countries (Ardahaey, 2011). The economic impact of tourism on the tourism industry has been extensively investigated in the literature. Tourist costs is an important measure of international tourism demand. Wang & Davidson (2010) provide an overview of cost analysis in the context of tourism by presenting a number of factors that can affect costs and tourism demand. The study concludes that greater emphasis should be placed on microeconomic modeling of tourism demand and explore the effects of psychological and destination-related tourism costs factors. Saayman, Saayman & Naude (2000) analyzed the impact of tourism consumption in South Africa. The authors proposed tourism as a long-term strategy, ie investments in infrastructure and transport services in order to reduce the effects of road dependence, which is more characteristic in international tourism. Also, authors McKelly, Rogerson, Huysteen, Maritz & Ngidi (2017) illustrated the importance of tourism spending in local economies.

Ferreira & Perks (2020) proposed a dimensional framework of tourism indicators that affect the competitiveness of the destination. Based on the dimensional framework, they developed three sets of hypotheses that can be tested in any country to determine which key, facilitating, or supportive tourism indicators may affect a destination's competitiveness. Regarding the impact of supported tourism indicators on destination

competitiveness, the authors proposed the following hypothesis "H3.2: Economic indicators influence destination competitiveness" (Ferreira & Perks, 2020, p. 13).

Numerous studies have also investigated the expenses related to tourist stay, quality of tourist destination offer, perceived value, declaration of tourist satisfaction with tourist destination and tourist satisfaction (Čaušević, Drešković, Mirić, Banda, 2020; Čaušević & Ahmić, 2020; Kashyap & Bojanic, 2000; Monroe, 1992; Murphy et al., 2000; Tam, 2000; Zeithaml, 1988). In the study "Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour", the authors investigated the relationship between perceived value and cost. The results showed that cost perceptions related to perceived monetary price are positively related to perceived value (Gallarza & Saura, 2006).

Customer satisfaction is the most important success factor in the tourism industry (Sadeh et al., 2012). Tourist satisfaction with a tourist destination can be defined as a psychological concept that includes prosperity and feelings of happiness that result from expectations of products and services in a tourist destination (Chen & Tsai, 2007). Tourist satisfaction is an emotional response when assessing the difference between expectations and perceptions in terms of service performance and actual performance, obtained by physical interaction with products and services. If the quality of service that the customer expected is lower than the perception of the service, the customer will be dissatisfied. Also, if the service that the customer expects to receive is similar to the one he received, the customer will feel completely satisfied. However, the customer will be very satisfied when the service received exceeds their expectations (Adinegara, Suprapti, Yasa and Sukaatmadja, 2017, p. 45). A significant number of studies have shown that the quality of the tourist destination offer and the observed value have the greatest impact on the declaration of tourist satisfaction with a tourist destination (Ali & Howaidee, 2012; Alireza et al., 2011; Chen & Tsai, 2007; Forozia, Zadeh, & Gilani 2013; Gallarza et al., 2013; Heskett, Sasser, & Schlesinger, 1997; Jensen, 1996; Nilson, 1992; Ostrom & Iacobucci, 1995; Wang et al., 2009; Woodruff & Gardial, 1996).

Consumer satisfaction has been defined in several forms, from cognitive or affective approaches to other that indicate the specific or accumulative charter of the transaction (Cronin & Brady, 2000; Hoest & Knie-Anderson, 2004; Vavra, 1997). According to the definition of the World Tourism Organization (UNWTO, 2014), quality in tourism is considered as the result of a process that implies satisfaction with all legitimate product needs and services in tourist destinations, satisfaction that comes with the fulfillment of the requirement and expectations of users/tourists, and satisfaction with price and value (Golob et al., 2014). The satisfaction of tourists can be related to the quality of a tourist destination, ie quality of the entire tourist offer in a particular destination. Tourist destination is quality if the entire tourist service and offer satisfies the needs of tourists and ultimately fulfills their expectations (Pirija, 2003).

Severt et al. (2007) define tourist satisfaction as the extent of the tourist's fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist's desires, expectations and wants in association with the trip.

Satisfaction is created by the comparison of the customer's expectation before and after consumption (Aliman et al., 2016). In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. The tourist is satisfied when experiences go beyond their expectations. However, if the tourist feels displeasure, dissatisfaction will be the expected outcome (Chen & Chen, 2010; Reisinger & Turner, 2003). From the foregoing discussion, it can be understood that satisfaction of tourists is caused by two different dimensions: firstly, it is related to the pre-expectation of the tourist before the travel; and secondly, it reffers to the justification of the tourist on the delivered services after the travel based on the real experiences (Aliman et al., 2016). A satisfied tourist will recommend tourist destination to others, making this the cheapest and most effective form of marketing and promotions. Also, the satisfaction of tourists contributes to the increase in the retention rate of tourists, through their loyalty which helps in the realization of economic goals such as increasing the number of tourists and total revenues (Hapenciuc et al., 2007).

The basic purpose of measuring customer satisfaction is to identify which elements of the destination's offer need improvement. Tourists' comments, suggestions and complaints are invaluable source of ideas for improvements. (Aliman et al., 2016). A lot of studies which measured tourists' satisfaction showed significant influence of visit experience on the levels of tourist satisfaction (Shahrivar, 2012; Kozak & Rimmington, 2000). Understanding tourists' satisfaction is crucial for developing tourism marketing strategies (Shavanddasht & Allan, 2018; Xia et al., 2009).

There is no unique model for measuring the satisfaction of tourists. According to ACSI (Fornell et al., 1996), the three antecedents of customer satisfaction are customer expectation, perceived quality and perceived value. In the ECSI model (Eklof & Westlund, 2002) customer expectation, perceived quality, perceived value and company image are identified as the antecedents of overall customer satisfaction. In the past decade, these models have been widely used in different geographical regions. A research using the same model, conducted in Hong Kong, investigated the impact of perceived attractiveness, perceived quality and perceived value on satisfaction (Um et al., 2006). Xia et al. (2009) present tourist expectation, destination image, perceived quality and perceived value as predictors of tourist satisfaction. Dmitrovic et al. (2009) suggest that quality, perceived value, image, as well as costs and risks are determinants of tourist satisfaction. In Western Australia, Quintal & Polczynski (2010) studied the relationships between perceived attractiveness, perceived quality, perceived value, perceived risk and satisfaction, while in Thailand, Prayag & Ryan (2011) investigated the role and influence of destination image, place attachment and personal involvement on visitor satisfaction. Based on these premises, another study examines five antecedents of tourist satisfaction: tourist expectation, perceived quality, perceived value, destination image, and costs and risks (Aliman et al., 2016). In her research, Prebensen (2004) included motives for travel as a determinant of the tourist satisfaction.

In this study, motives for travel, general quality of tourist destination offer, expenses connected with tourist stay, perceived value, overall satisfaction, declaration of tourist satisfaction with tourist destination, are taken as determinants of tourist satisfaction.

Despite the large number of studies conducted so far, interest in this area is not waning. The reason for this can be found in an increasing number of tourist destinations, as well as in the recent inclusion of an increasing number of tourists in international travel. As the demand for tourism grows, more and more places, cities and countries are getting involved in tourism. The emergence of new destinations in the tourism market is forcing existing ones to find new ways to attract tourists in order to remain competitive in the international tourism market (Čaušević, Mirić, Drešković & Hrelja, 2019). Because the tourism product is specific, tourist satisfaction with the destination becomes one of the key sources of competitive advantage. The current literature on tourism has mostly reported findings about tourist perceptions and satisfaction levels towards travelling in Western countries. Literature on tourist satisfaction in the countries of Southeastern Europe, especially the Balkans, is very scarce. The notion of Sarajevo as a tourist destination has not been sufficiently explored.

Sarajevo is the capital and also the largest city in Bosnia and Herzegovina. Sarajevo is relatively small when compared to other European cities. It is becoming an increasingly popular tourist destination and is visited by a large number of tourists (Čaušević, Drešković, Mirić & Banda, 2020). Sarajevo is renowned for its traditional, cultural and religious diversity. Because of its long history, religious and cultural diversity, Sarajevo is sometimes called "the Jerusalem of Europe" or "the Jerusalem of the Balkans". It is one of the few European cities, which has a mosque, a Catholic church, an Orthodox church and a synagogue in an immediate vicinity. Sarajevo is also famous for the XIV Winter Olympic Games which took place in February 8–19, 1984. Moreover, the 2019 European Youth Olympic Winter Festival was held in Sarajevo and East Sarajevo, February 10-15, 2019. These are just some of the reasons why a large number of tourists visit Sarajevo.

In 2018, 573.227 tourists visited Sarajevo Canton and made 1.189.159 overnight stays. Most tourists were from Turkey, Croatia, China, UAE, Slovenia, Saudi Arabia, Germany, Serbia, USA and Italy. In 2018, Sarajevo Canton was visited by tourists from 167 countries of the world. The average length of their stay was 2,1 days.

In December 2018, a total of 24,079 arrivals of foreign tourists and 48,400 overnight stays of foreign tourists were recorded in the 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. 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% (Čaušević, Mirić, Drešković & Hrelja, 2020). Even though Sarajevo has a large number of visitors, only a small number of authors explored Sarajevo as a tourist destination.

1.   Methodology and Research Results.

The topic of this paper is the tourist satisfaction with a tourist destination, using the case of Sarajevo. The main question raised in the research is which determinants influence the satisfaction of tourists, ie how motives for travel, general quality of tourist destination offer, expenses connected with tourist stay, perceived value, as well as declaration of tourist satisfaction with tourist destination, influence the tourists' satisfaction with Sarajevo as a tourist destination? Having in mind that the tourists in Sarajevo stay only for a short period of time the purpose of the research is to establish the determinants which influence the satisfaction of the tourists and elements of the destination which need improvement.

The paper used a quantitative approach to research, which included data collection through surveys (Face to Face), using 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 six sections. Generally speaking, all sections of the questionnaire include questions formed using a Likert scale from one (1) to five (5). The study used the questionnaire in English language because of foreign tourists who do not understand the Bosnian language.

The survey sample for is consisted of 250 respondents (foreign tourists) - foreign tourists who visited Sarajevo during the winter (from December 10, 2018 to January 31, 2019). During the winter, a large number of tourists visit Sarajevo for the holidays. For this reason, it was decided that the survey should be conducted during that period. 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 center of the city.

Upon collecting and entering data in the SPSS base and the preparation for processing, the test of internal consistency of each of the sections measuring tourist satisfaction with Sarajevo as a tourist destination was carried out by calculating Cronbach's Alpha coefficients. The calculated coefficient is shown in the table below.

Table 1: Cronbach's Alpha coefficient.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,849	,921	20

Source: Research results, 2019.

As it can be observed, Cronbach's Alpha coefficients were all above 0.8, which confirms the high reliability of the measuring instrument.

To achieve scientific relevance, during the analysis and interpretation of the obtained data, descriptive statistics and tests of statistical significance were used. In this way, the validity of the hypothesis was verified. For the purposes of this research, five hypotheses have been defined: H1: Motives for travel have a positive effect on overall tourist satisfaction; H2: Perceived general quality of tourist destination offer has a positive effect on overall tourist satisfaction; H3: Expenses related to tourist stay directly influence tourist satisfaction; H4: Tourist perceived value has a positive effect on overall tourist satisfaction; H5: Declaration of tourist satisfaction with destination have a positive effect on overall tourist satisfaction.

1.1 Traveler's Motives.

The first section of the questions referred to travel motives. This study attempted to discover whether there is a connection between the traveler's motives and tourist satisfaction. Table 2 shows given answers on traveler's motives for visiting Sarajevo. Respondents could choose more than one appropriate answer.

Table 2: Traveler's motives for visiting Sarajevo.

		Frequency	Percent
Valid	Rest and relaxation	49	19,6
	Visiting relatives and friends	41	16,4
	Business reasons	18	7,2
	Culture	23	9,2
	Fun	16	6,4
	Sports and recreation	1	,4
	More than one reason on this list	102	40,8
	Total	250	100,0

Source: Research results, 2019.

Most of the respondents (102 respondents) chose more than one reason to visit Sarajevo. For most respondents (19,6%) rest and relaxation are the main reasons for visiting Sarajevo. 16,4% of tourists answered that visiting relatives and friends are the main reasons for visiting Sarajevo. Following are culture (9,2% of tourists), business reasons (7,2% of tourists) and fun (6,4% of tourists). Only 0,4% of tourists said that sports and recreation are their motives for visiting Sarajevo. It can be concluded that main motives of traveling to Sarajevo are rest and relaxation and visiting relatives and friends.

1.2 General Quality of Tourist Destination offer.

The second section of the questionnaire was related to the evaluation of general quality of tourist destination offer. Tourists evaluated this section by using a Likert scale from one (1) to five (5), with 1 meaning very low, 2 - near very low, 3 - between high and low, 4 - near very high and 5- very high. Table 3 shows the answers of the respondents.

Table 3: General quality of tourist destination offer.

	Grade Average
General quality of tourist destination offer	3,97

Source: Research results, 2019.

The average grade of the general quality of tourist destination offer is 3,97. It can be concluded that the general quality of this tourist destination offer is near very high.

1.3. Expenses Connected with Tourist Stay.

The third section of the questionnaire refers to expenses related to tourist stay at this tourist destination. Tourists evaluated this section by using a Likert scale from one (1) to five (5), that 1 means completely disagree, 2 - near completely disagree, 3 - between agree and disagree, 4 - near completely agree and 5 - completely agree. The goal of this section was to have tourists evaluating expenses related to their stay in Sarajevo. For each of the statements, tourists should indicate to what extent do they agree, „1"meaning they completely disagree and „5"that they completely agree with the statement. In Table 4 are the answers of the respondents.

Table 4: Expenses related to tourist stay in Sarajevo.

	Grade Average
Making a booking at this tourist destination was easy	4,58
The price of B&B/half board/full board in this tourist destination is reasonable.	4,37
The prices of additional offer at this tourist destination (i.e. prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programs) are favorable.	4,52

Source: Research results, 2019.

All statements related to expenses received average grades above four. It can be concluded that most of tourists (about 40% of respondents) completely agree with the three above stated statements.

1.4. Tourist Perceived Value.

This part of the questionnaire refers to tourists' feelings and comprehension of the value of their stay at this tourist destination. Tourists evaluated this section by using a Likert scale from one (1) to five (5), where 1 means completely disagree, 2 - near completely disagree, 3 - between agree and disagree, 4 - near completely agree and 5 - completely agree. Table 5 shows the answers of the tourists.

Table 5: Tourist perceived value.

	Grade Average
Overall, staying in this tourist destination has been very valuable to me.	4,45
I have gained a lot of new knowledge and experiences in this tourist destination.	4,35
Staying at this tourist destination is worth every Euro paid.	4,35

Source: Research results, 2019.

Tourists have rated well all three statements related to tourist perceived value. The average grade is above 4,3. Over 80% of respondents agree with these statements.

1.5. Overall Tourist Satisfaction.

The fifth section in the questionnaire refers 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 1 – 5, where „1"means they are completely dissatisfied and „5"that they are completely satisfied. In table 6 are the answers of the tourists.

Table 6: Overall tourist satisfaction.

	Grade Average
What is your overall satisfaction with your visit to this tourist destination?	4,39

Source: Research results, 2019.

Most of tourists (even 90,8%) are satisfied with their visit. As can be seen in table 6, average grade of overall tourist satisfaction is 4,39.

1.6. Declaration of Tourists' Satisfaction with Tourist Destination.

The last section in the questionnaire refers to expressing the satisfaction of tourists with Sarajevo as tourist destination. Tourists were asked to indicate to what extent they agreed with the statements, where "1" means they completely disagree and "5" that they completely agree. In table 7 are the answers of the tourists.

Table 7: Declaration of tourist satisfaction with tourist destination.

	Grade Average
I am pleased that I decided to visit this tourist destination.	4,54
The visit to this tourist destination exceeded my expectations.	4,22
I will speak highly of this tourist destination to my friends and colleagues.	4,47

Source: Research results, 2019.

Most tourists agree with the statements related to declaration of satisfaction with this destination. All statements received average grades above four.

1.7. Testing Of Research Hypotheses.

The hypothesis and results of the tests are presented below. Descriptive statistics are already shown in the previous section. For the hypothesis testing, the statistical method of ANOVA was used. Below given is the research model.
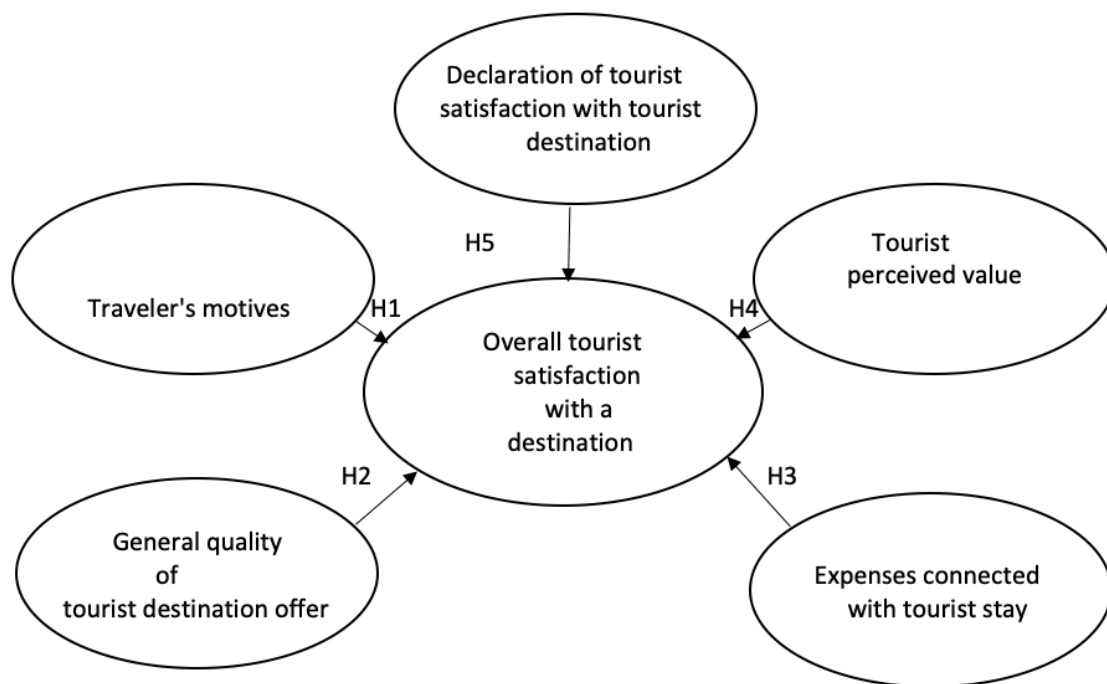
Figure 1: Research model.
Source: Authors

For this research, five variables with a potential influence on overall tourist satisfaction were defined, and those are: traveler's motives, general quality of tourist destination offer, expenses related to tourist stay, tourist perceived value and declaration of tourist satisfaction with tourist destination.

The study "Tourist Satisfaction with a Destination: Antecedents and Consequences" by Nina K. Prebensen analyzed the impact of motives on satisfaction related to the service/organizing aspect of travel, activities in general, and overall satisfaction with the destination (Prebensen, 2004).

A hypothesis is defined accordingly: H1: Motives for travel have a positive effect on overall tourist satisfaction.

Table 8: Testing the first hypothesis.

What are the main reasons for your visit to this tourist destination					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60,868	2	30,434	2,080	,127
Within Groups	3614,416	247	14,633		
Total	3675,284	249			

Source: Research results, 2019.

First hypothesis is not accepted, because there is no statistically significant difference (p>0,05), so travel motives are not a requirement for tourist's satisfaction.

A lot of studies that have analyzed the satisfaction of tourists with a particular tourist destination presented general quality of tourist destination offer as a predictor of tourist satisfaction (Aliman et al., 2016; Prayag & Ryan, 2011; Quintal & Polczynski, 2010; Dmitrovic et al., 2009; Xia et al., 2009; Um et al., 2006; Eklof & Westlund, 2002; Fornell et al., 1996).

Accordingly, a second hypothesis is defined: H2: Perceived general quality of tourist destination offer has a positive effect on overall tourist satisfaction.

Table 9: Testing the second hypothesis.

	General quality of this tourist destination offer is …				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36,542	2	18,271	36,560	,000
Within Groups	123,442	247	,500		
Total	159,984	249			

Source: Research results, 2019.

Second hypothesis is accepted (p<0,05), and it can be concluded that the quality of destination offer has a statistically significant positive effect on tourist satisfaction.

The study "Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island" defined and analyzed the hypothesis "Costs and risks directly influence tourist satisfaction" (Aliman et al., 2016). Also research "The Effect of Tourist Expenses on Travelers' Satisfaction and Loyalty" analyzed the impact of costs on tourist satisfaction with the destination. In that research, the hypothesis "H1: Total expenses of tourists have a positive influence on the overall tourist's satisfaction with the destination" was tested (Čaušević, Drešković, Mirić & Banda, 2020). From the above mentioned the third hypothesis is defined: H3: Expenses related to tourist stay directly influence tourist satisfaction.

Table 10: Testing the third hypothesis.

	Expenses related to tourist stay				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	79,161	2	39,580	7,651	,001
Within Groups	1277,739	247	5,173		
Total	1356,900	249			

Source: Research results, 2019.

Since p<0,05 the third hypothesis can be accepted, which means that expenses related to tourist stay have statistically significant influence on tourist satisfaction.

In most of the previously conducted studies, it has been shown that perceived value affects the satisfaction of tourists. Anwar and Gulzar (2011) have investigated the influence of the perceived value on customer satisfaction.

Hence the definition of the fourth hypothesis: H4: Tourist perceived value has a positive effect on overall tourist satisfaction.

Table 11: Testing the fourth hypothesis.

Perceived value					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	296,105	2	148,052	65,081	,000
Within Groups	561,895	247	2,275		
Total	858,000	249			

Source: Research results, 2019.

The fourth hypothesis can also be accepted, because p<0,05. Tourist perceived value has statistically significant positive effect on tourist satisfaction.

Anwar and Gulzar (2011) in their research analyzed the impact of declaration of tourist satisfaction with destination on overall tourist satisfaction. The impact of a declaration of tourist satisfaction with a destination on overall tourist satisfaction was also analyzed in the study "Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island" (Aliman et al., 2016).

From all the above, the fifth hypothesis is defined: H5: Declaration of tourist satisfaction with destination have a positive effect on overall tourist satisfaction.

Table 12: Testing the fifth hypothesis.

Declaration of tourist satisfaction with destination					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	315,269	2	157,634	77,584	,000
Within Groups	501,855	247	2,032		
Total	817,124	249			

Source: Research results, 2019.

The fifth hypothesis is accepted (p<0,05). Declaration of tourist satisfaction with destination have statistically significant positive effect on overall tourist satisfaction.

2. Discussion Of Research Results.

After reviewing the research results and testing hypotheses, many conclusions are imposed. Four of the five hypotheses are accepted. The following hypotheses have been accepted: H2: Perceived general quality of tourist destination offer has a positive effect on overall tourist satisfaction; H3: Expenses related to tourist stay directly influence tourist satisfaction; H4: Tourist perceived value has a positive effect on overall tourist satisfaction and H5: Declaration of tourist satisfaction with destination have a positive effect on overall tourist satisfaction. Only one hypothesis is not accepted: H1: Motives for travel have a positive effect on overall tourist satisfaction.

The first hypothesis "H1: Motives for travel have a positive effect on overall tourist satisfaction" is not accepted. Research results are consistent with the research given in "Tourist Satisfaction with a Destination: Antecedents and Consequences" by Nina K. Prebensen. This study shows that motives provide explanations for very little of the variance in satisfaction related to the service/ organizing aspect of the travel, activities in general, and overall satisfaction with the destination (Prebensen, 2004). These results are in agreement with the results of the research provided in this paper.

Accepting the fifth hypothesis „H5: Declaration of tourist satisfaction with destination have a positive effect on overall tourist satisfaction" is in accordance with the results of research „Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island". This study attempted to explore the antecedents of tourist satisfaction (Aliman et al., 2016). The similarly formulated hypothesis "Costs and risks directly influence tourist satisfaction" is accepted in this study. In the same research, hypotheses related to quality and perceived value are not accepted, which is not consistent with this research. In respective study it was shown that quality of tourist destination offer (H2) and tourist perceived value (H4) have statistically significant positive effect on overall tourist satisfaction. However, most of the previous studies have shown that the quality of tourist destination offer has a positive effect on overall tourist satisfaction (Haghkah et al., 2011).

Several studies have shown that the quality of providing services at the destination affects the tourist's satisfaction (Ali & Ahliyya, 2012). In most of the previously conducted studies, it has also been shown that perceived value affects the satisfaction of tourists. Anwar and Gulzar (2011) indicated in their research that there is a positive influence of the perceived value on customer satisfaction. Acceptance of the hypothesis „H5: Declaration of tourist satisfaction with destination have a positive effect on overall tourist satisfaction" is also in agreement with previous research. Costumer holds an important role in measuring satisfaction with the products and services provided by the company (Kotler & Keller, 2009: 142). Customer satisfaction is defined as a psychological concept that involves prosperity and feelings of happiness which resulted from expectations and expected from products and services (Chen & Tsai, 2007).

Research by Forozia, (2012) in a three star hotel in Malaysia found that the guest satisfaction is directly affected by service quality, perceived value, and guests' expectations. Service quality had the highest influence on satisfaction. This study has proven that guest satisfaction is the main factor driving the success of the hospitality business. Kotler et al., (2003: 389-390) stated that tourist satisfaction, as a requirement for loyalty and travelers' expectations, must be met or exceeded in order to build loyalty. The increase in tourist satisfaction can lead to increased profits and revenues for service providers. Satisfaction has important implications for management purposes; hence the main consequence of tourists' satisfaction is the loyalty that is manifested in repeat purchase behavior, willingness to pay a higher price, company communications by word of mouth as well as an increase in brand equity (Dmitrovic et al., 2009).

These results are in line with previous research in Sarajevo. Previously conducted similar surveys in Sarajevo also showed that tourists are satisfied with Sarajevo as a tourist destination (Čaušević & Ahmić, 2020; Čaušević, Drešković, Mirić, & Banda, 2020). Paper „Tourists' satisfaction, recommendation and revisiting Sarajevo" shows that the overall tourist satisfaction with Sarajevo has a positive influence on the intention of tourists to recommend Sarajevo to friends and relatives, say positive things about Sarajevo to friends and colleagues and on intention of tourists to return to this tourist destination in the future (Čaušević & Ahmić, 2020). Research „The Effect of Tourist Expenses on Travellers' Satisfaction and Loyalty" shows that total expenses of tourists have a positive influence on the overall tourist's satisfaction with the destination; have a positive influence on the general quality of this tourist destination offer; have a positive influence on the perceived value and have a positive influence on declaration of tourist satisfaction with a destination (Čaušević, Drešković, Mirić, & Banda, 2020).

3. Conclusions.

The importance of tourist satisfaction makes it necessary to measure tourist's satisfaction and the factors affecting it. This study examined the relationships between motives for travel, general quality of tourist destination offer, expenses related to tourist stay, perceived value and declaration of tourist satisfaction and tourist satisfaction. Descriptive statistics were used to analyze data, while ANOVA was used to test the hypothesis. Five hypotheses were initially constructed, resulting in confirming four hypotheses and not accepting one as standingt. It has been shown that there is a statistically significant positive correlation between the quality of tourist destination offer, expenses related to tourist stay, perceived value, declaration of tourist satisfaction with tourist destination and tourist satisfaction. The study also showed that motives for travel have no impact on the satisfaction of tourists. The results of the study are in line with the results of similar, previously conducted research. The findings of the research indicate that tourists are generally very satisfied with their visits to Sarajevo. Tourists were in agreement with the majority of questions in the survey.

As tourists stay in Sarajevo for a short period, this research attempted to uncover the reasons behind this. However, the results showed that tourists are satisfied with Sarajevo as a tourist destination. Therefore, it can be concluded that the reason for their short stay is not dissatisfaction with Sarajevo. One of the possible explanations can be the transit tourism. This research can contribute to the development of Sarajevo as a tourist destination. It is necessary to devise a program and content that will attract tourists to visit Sarajevo as a primary destination, as well as to extend the length of their stay. Sarajevo has great potentials as a tourist destination but they need to be used appropriately. The results can be used as a focus point of marketing strategies. These strategies could then be implemented to develop products for specific travel needs of tourists.

Although tourism is a comparative advantage of Bosnia and Herzegovina, there are only a few authors who have been exploring the quality of tourist destination offer, expenses related to tourist stay, perceived value, declaration of tourist satisfaction with tourist destination and tourist satisfaction with Sarajevo. There is still very little work to be done in this area. This paper presents a more serious and scientific approach to one part of this topic and indicates the possibility of contributing to a better recognition of Sarajevo in the tourism market. The results of the research have a wide application. The results can be used by the faculties in education, Ministry of Economy of the Sarajevo Canton, Federal Ministry of Environment and Tourism, Construction and Environmental Protection of Canton Sarajevo, Ministry of Physical Planning, Institute for Informatics and Statistics of Canton Sarajevo, Agency for Statistics of Bosnia and Herzegovina, Ministry of Culture and Sports of Sarajevo Canton many non-governmental organizations and a large number of tourism companies (Čaušević & Ahmić, 2020).

Although this research provided a lot of information and a set of recommendations, there were some limitations which however did not affect the purpose of the paper. The first limitation is the questionnaire. Questions in the questionnaire were closed-ended type, so the respondents could not answer in more depth and with an elaborate response. The second limitation is the sample. Although the sample included 250 respondents, it may still need to be larger. Apart from the quantitative approach, for exploring the tourist's satisfaction with a tourist destination, qualitative research should also be included.

Recommendations for further research are based on research limitations. A larger number of respondents should be included in the research because larger sample sizes provide more accurate values. In addition to closed-ended questions, the questionnaire should also include open-ended questions. Apart from quantitative research, it is necessary to include a qualitative approach. This study showed that tourists are very satisfied with visiting Sarajevo and that the visit to Sarajevo fulfilled their expectations. However, the study did not find out the reason behind their short stay in Sarajevo. For this reason qualitative research is desirable.

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