

ORGANIZED TRAVEL VS INDIVIDUAL TRAVEL – THE CASE OF SARAJEVO

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Abstract

Sarajevo is a very interesting tourist destination. The official statistics of Canton Sarajevo show that tourists usually visit Sarajevo individually. The purpose of this paper is to explore the differences between foreign tourists who came to Sarajevo individually and the ones whose travel was organized by a travel agency. The aim of this research is to compare foreign tourists from the aspect of the travel mode in relation to the declaration of tourists' satisfaction with a tourist destination, the general quality of this tourist destination offer, overall satisfaction, and loyalty. For the purposes of data analysis, descriptive statistics and Mann–Whitney U test were used. The results have shown that foreign tourists who visited Sarajevo individually have a more positive attitude about perceived value, declaration of tourists' satisfaction with a tourist destination, and they are more willing to revisit Sarajevo in the future than the foreign tourists who visited through a travel agency / another organizer. Also, it has been shown that there is no statistically significant difference between visitors who visited Sarajevo individually and tourists who visited through a travel agency / another organizer in terms of the general quality of the tourist destination offer, overall satisfaction, and intention to recommend Sarajevo to their friends and relatives.

Keywords: Tourism; Destination; Sarajevo; Organized travel; Individual travel

INTRODUCTION

Thanks to a favorable geographic position, the turbulent history, and the unique intertwining of culture and civilization, Sarajevo is a very interesting tourist destination (Čaušević, 2017, p. 82). The continuous increase in the number of visitors shows the extent of the tourist potential of Sarajevo (Čaušević & Čizmić, 2017; Čaušević, 2019). Tourism is a very important drive of economic growth and the development of countries, especially in the developing countries, which helps the economic welfare of local populations (Webstera & Ivanov, 2014, p. 137). Accordingly, tourism can become the main factor for the economic development of Bosnia and Herzegovina.

In December 2018, 17,499 foreign tourists visited Sarajevo individually and had made 37,116 overnight stays. The number of tourists whose arrival to Sarajevo was organized by a travel agency was 6,580. They have made 11,284 overnight stays (Institute for Informatics

and Statistics of Sarajevo Canton, 2018). In January 2019, 13,368 foreign tourists visited Sarajevo individually, and they have made 30,641 overnight stays. Meanwhile, only 5,261 foreign tourists came to Sarajevo organized by a travel agency, and they realized 11,432 overnight stays (Institute for Informatics and Statistics of Sarajevo Canton, 2019).

As for the entire Bosnia and Herzegovina generally, tourists mostly visit Sarajevo individually and stay for about two days. Tourists mostly go through Sarajevo traveling to another destination, the phenomenon known as transit tourism. The contemporary trend in the world is certainly organised travel tours, but Sarajevo, unfortunately, is not following this trend. Official statistics show that independent travel is much more frequent. Accordingly, the aim of the paper is to discover the differences between individual travel and organised travel. The contribution of the paper is to find a way to extend the stay of tourists. The paper seeks to investigate whether tourists who come individually have a more positive opinion as for the value, their satisfaction with Sarajevo, the general quality of this tourist destination offer, overall satisfaction with their visit to Sarajevo, intention to revisit Sarajevo, and recommending Sarajevo to other people compared to the tourists whose travelling was organized by travel agency / another organizer. This topic of this research in literature is quite unexplored. The justification of the research is certainly to fill in the gaps in the existing literature.

THEORETICAL BACKGROUND

Tourism and travel have become increasingly important in the global economy. The purpose of the tourist industry is to offer tourists satisfactory, extraordinary, memorable, and valuable experiences (Unković, 1980; Pizam, 2010; Ivanov, Illum & Liang, 2010; Tung & Ritchie, 2011; Walls, Okumus, Wang, & Kwun, 2011, Rääkkönen & Honkanen, 2013). Tourism is a very specific area of business because of the fact that its product or service cannot be observed or manipulated through direct experience prior to purchase (Bogdanovych, Berger, Simoff & Sierra, 2006). The contact between providers of tourist offers (for example hotels) and tourists can be direct, and mediators may also appear among these subjects. By way of selling in tourism, this means "the whole business and organizational activities that ensure that the tourist product reaches the consumer in a way, time, place and price that will best suit them" (Bakić, 2010, p. 176).

Every tourist trip requires a specific organization regardless of whether the motive is a vacation or a job. The potential tourist has at their disposal two basic organizational travel opportunities. One is to refer to the providers of transport, accommodation, food and similar

services, while the other possibility is to request the help of a tourist mediator (Weber & Mikačić, 2006, p. 127).

The tourist agency can be defined as the subject whose services are necessary for travel and stay of third parties that or the services offered in special combinations as new "own services" (Klatt & Fischer, 1961, p. 17). Starting from the wider content of the activities of travel agencies, their roles can be classified into four most important groups: (1) mediation in the realization of tourist travels in the narrow sense, from the point of view of obtaining travel documents and providing services related to travel and stay of tourists, to be performed by a third person; (2) organization of package tours; (3) information and counseling services related to travel and stay (providing free oral and written information to current and potential tourists) and other ancillary services (sale of souvenirs and other products necessary to meet the needs of tourists, as well as the (4) provision of some services in order to meet the needs of tourists (car service, etc.) (Marković & Marković, 1970, p. 164-165).

The most widespread travel agency service is certainly a tour package (Vukonić, 1997; Bowie & Chang, 2005). Tour package is defined as a combination of vacation components (such as transportation, accommodation, meals and entertainment) that are sold to the consumer as a single product at a single price (Sheldon, 1986, p. 351).

In addition to travel agencies, in the process of organization of world-class tour packages, airline companies, other carriers, large banks, department stores and representatives of other economic activities are included very intensively. All these organizations are known today as Tour Operators (Unković, 1980; Unković, 2001; De Blust, 2008).

Some authors have been researching if satisfaction with package tours lead to successful vacation experiences (Räikkönen & Honkanen, 2013), while other authors analyzed relationship intention as a mediator between relational benefits and customer loyalty in the tour operator industry (Conze, et al., 2010). Also, another paper has explored the role of tour operators in the sustainable tourism development – The case of the tourist destination Kotor (Dragičević, Proročić & Letunić, 2013). He & Song (2009) wrote a paper about a mediation model of tourists' repurchase intentions for packaged tour services. That study examines the mutual relationships among tourists' perceived service quality, value, satisfaction, and intentions to repurchase packaged tour services from travel agents (He & Song, 2009, p. 317).

In the paper of the authors Bogdanovych, Berger, Simoff & Sierra (2006), the topic of travel agents versus online booking was explored. Ambrož & Lotrič (2009) investigated the impact of a mediating role of repurchasing intentions on customer retention and they discovered that quality perceptions impose direct effect on tourist satisfaction. They emphasize that such effect is more powerful when mediated by repurchase intentions of

experienced tourists. The quality of packaged tour services mediated by repurchase intentions of the experienced tourist is expected to be paramount for the retention of the tourist in the long term (Ambrož & Lotrič, 2009, p. 341).

Study “Tour Guide Performance and Tourist Satisfaction: a Study of the Package Tours in Shanghai” by Songshan Huang, Cathy H. C. Hsu and Andrew Chan examines tour guide performance and its relationship with tourist satisfaction in the context of package tours in Shanghai. Results show that “tour guide performance was found to have a significant direct effect on tourist satisfaction with guiding service and an indirect effect on satisfaction with tour services and with tour experience. Satisfaction with guiding service positively affected satisfaction with tour services but showed no direct effect on satisfaction with the overall tour experience” (Huang, Hsu & Chan, 2010, p. 3).

Another study also explored tourist satisfaction, from a perspective of a mixed international guided package tour. Findings of the study “indicate that the tour leader is a significant determinant psychologically, spiritually and practically in influencing the success of the tour product” (Bowie & Chang, 2005, p. 303).

In the last few decades, most relevant research on satisfaction, quality of service, supply and loyalty in the tourism sector and travel was conducted in air transport and especially in the accommodation industry (Cadotte & Turgeon, 1988; Hartline et al., 2003; Fernandez - Barcala et al., 2009; Ramanathan & Ramanathan, 2011; Mohajerani & Miremedi, 2012; Marković et al., 2013). Some of these authors pointed out a significant link between quality of service and customer loyalty. For example, in its customer satisfaction research in the hotel industry, Mohajerani & Miremedi (2012) conclude that customer satisfaction can be predicted from the image, expectations of the clients, perceived values and perceived quality of service, while customer loyalty and complaints are the consequences of customer satisfaction.

Although there are many studies on satisfaction, offer and loyalty in several industries related to tourism and travel, such as hotel industries and airlines, research of this problem in tourism agencies is relatively rare (Moisescu & Gica, 2014; Katircioglu et al., 2012). Several authors emphasize that the role of tourism agencies rarely appears as a topic of research (Fache, 2000; Ryan & Cliff, 1997).

According to previous literature, mode of travel has been identified as an important precursor to the travel experience. Different groups of travelers such as group travelers and independent travelers have different motivations to participate in the trip (Chang, Wang, Guo, Su & Yen, 2007; Chen, Schuckert, Song & Chon, 2016; Luo, Huang & Brown, 2015; Ong & du Cros, 2012).

Independent travel is an important and growing sector of world tourism. The study “The Nature of Independent Travel” examines the scope of travel planning by independent travelers, the degree of action of travel plans, and the timing of the selection of vacation elements. The results show that the motivation for independent travel is reflected in the decision-making processes adopted by independent travelers. Three characteristics have been identified that differentiate the nature of independent travel: the traveler experiences a new travel path, the traveler is willing to take risks in choosing vacation elements, and the traveler has a desire to experience the unplanned (Hyde & Lawson, 2003).

The research “Segmentation by Experiential Familiarity and Travel Mode of the Chinese Outbound Market to Spain” by Aureli Lojo and Mimi Li analyzes the possibilities of segmenting Chinese tourists’ motivations and satisfaction in Western destinations by travel mode, namely Free Independent Travel and Group-tour Travel (Lojo & Li, 2017).

The basis for successful marketing segmentation is understanding and satisfaction differences in consumer needs through different variables (Dolnicar & Kemp, 2009). A segmentation leads to the identification of different groups of tourists according to prior knowledge, is widely used in tourism research (Dolnicar, 2004a, 2004b; Wedel & Kamakura, 2012). The basis of the segmentation is a way of traveling: the importance of different ways of traveling, like Free Independent Travel or Group-tour travel is recognized as a deciding factor in Chinese tourism (Li, Meng, Uysal, & Mihalik, 2013; Lu & Chen, 2014).

The main results show significant differences among tourists: independent travelers are less satisfied with the Chinese language services, whereas group-tour travelers are, overall, less satisfied with the destination and the trip. Results also show that independent travelers are more motivated to visit the destination and more satisfied with the trip. The results show that independent travelers and group-tour travelers have different prior travel and demographic experience profiles. Independent travelers has more social motivations and they are motivated by a wider range of destination attributes. Group-tour travelers are basically motivated visits to new places, picturesque landscapes and famous sights. Independent travelers are more satisfied with destination and travel, but are more important about tourist information in Chinese language and availability of information, which are the most valued elements Spain as a destination. On the other hand, group-tour travelers is generally less satisfied with the destination, and in particular give the worst rating to the relaxation factor of the trip (Lojo & Li, 2017).

This paper builds on the previous study “Segmentation by Experiential Familiarity and Travel Mode of the Chinese Outbound Market to Spain” by Aureli Lojo and Mimi Li and

explores tourist satisfaction from the perspective of independent travelers and group-tour travelers.

To date, no previous research has analyzed tourist satisfaction and loyalty to Sarajevo, taking into account a priori segmentation variables for the mode of travel. In the literature on tourism and tourist satisfaction with Sarajevo, several researchers studied travel motivations and satisfaction (Čaušević & Ahmić, 2020), as well as tourist costs (Čaušević, Drešković, Mirić & Banda, 2020). Also, in one paper, the segmentation of tourists (first-time and repeat visitors) was done and the satisfaction of tourists with Sarajevo was analyzed (Čaušević, Mirić, Drešković & Hrelja, 2020). From all the above it follows that the mode of travel remains undetermined in many studies (Corigliano, 2011; Kim, Wan & Pan, 2015; Lai, Li & Harrill, 2013; Li, Song, Chen & Wu, 2012; Lu, 2011; Park, Lee & Miller, 2015; Tsang, Lee & Liu, 2014; Wang, Fong & Law, 2015). In destination satisfaction studies, not determining the types of respondents to be interviewed prevents the possibility of correctness extrapolating the results. Consequently, this paper extends to the previous literature and tries to overcome the limitation by including segmentation variables from the point of view of the mode of travel.

The topic of this paper is a comparison of independent travelers and group-tour travelers in Sarajevo. The main questions raised in the research are if foreign tourists who visited Sarajevo individually have a more positive opinion about perceived value, more positive attitude about declaration of tourists' satisfaction with tourist destination, more positive opinion about general quality of this tourist destination offer, more positive attitude about overall satisfaction with their visit to this tourist destination, more positive attitude about intention to revisit Sarajevo and more positive attitude about recommending Sarajevo to other people, than the foreign tourists who visited with travel / another agency?

For the purposes of the paper, the following hypotheses are defined, which acceptance or rejection will be described later:

H1: Foreign tourists who visited Sarajevo individually have a more positive opinion about perceived value than the foreign tourists who visited through a travel agency.

H2: Foreign tourists who visited Sarajevo individually have a more positive attitude about declaration of tourists' satisfaction with tourist destination than the foreign tourists who visited through a travel agency.

H3: Foreign tourists who visited Sarajevo individually have a more positive opinion about general quality of this tourist destination offer than the foreign tourists who visited through a travel agency.

H4: Foreign tourists who visited Sarajevo individually have a more positive attitude about overall satisfaction with their visit to this tourist destination than the foreign tourists who visited through a travel agency.

H5: Foreign tourists who visited Sarajevo individually have a more positive attitude about intention to revisit Sarajevo than the foreign tourists who visited through a travel agency.

H6: Foreign tourists who visited Sarajevo individually have a more positive attitude about recommend Sarajevo to other people than the foreign tourists who visited through a travel agency.

DATA AND METHODS

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, p. 16).

In this paper, a quantitative approach to the research was applied, which involved the collection of data through interviewing (face to face) of respondents, using the questionnaire. Data was collected using the questionnaire taken from similar research where its reliability has been confirmed and adapted to this research.

The population covered by this research is foreign tourists (non-nationals of Bosnia and Herzegovina) who visited Sarajevo during the winter. The planned survey lasted 52 days during the winter (from December 10, 2018 to January 31, 2019). This period has been selected because a large number of tourists visit Sarajevo in the winter months, which is confirmed by the statistics of the Canton of Sarajevo. Large number of tourists in Sarajevo arrived in December and January due to Christmas and New Year holidays.

Most research in Sarajevo was conducted in the summer months, as 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, but also because of the proximity of the mountains Jahorina, Bjelašnica and Igman, famous ski resorts. For these reasons, the research was conducted in the winter months. No research in Sarajevo has compared independent travelers and group-tour travelers. Accordingly, this research will fill in the gaps in the existing literature.

The survey sample is convenience sample of 250 respondents (foreign tourists) - who visited Sarajevo during the winter (from December 10, 2018 to January 31, 2019) (Čaušević, Drešković, Mirić & Banda, 2020; Čaušević, Mirić, Drešković & Hrelja, 2020). Two points of interception in the center of Sarajevo were determined; first by the Cathedral and the second on the Baščaršija square.

After the survey was conducted, the questionnaire data was entered into a specially designed database in Excel and then exported to the SPSS in which the analysis was performed.

In order to achieve scientific relevance, descriptive statistics and Mann–Whitney U test were used in the analysis and interpretation of the obtained data. In this way, the validity of the hypothesis was verified. Descriptive statistics were used to describe the results of the research. The Mann–Whitney U test was selected according to the data type that was treated in the analysis. The Mann-Whitney U test was chosen to test the hypotheses because the data does not have a normal distribution; it represents ordinal variables, in order to prove the relationship between the two variables. The aim of the Mann–Whitney U test is to determine whether the differences between the results of the response of foreign tourists who came individually or who came to Sarajevo by the travel / another agency are the result of coincidence or the differences are statistically significant in order to discuss the structural differences between foreign tourists and their satisfaction, perceived value, declaration of tourists' satisfaction with tourist destination, general quality of this tourist destination offer and loyalty.

RESULTS

The research in this paper is explorative and should provide insight into the problem of satisfaction and loyalty of foreign tourists in regards to whether they came individually or visited Sarajevo as part of a travel agency arrangement. The comparison should show whether there are differences in the satisfaction of tourists with the tourist destination of the city of Sarajevo, perceived value, declaration of tourists' satisfaction with a tourist destination, general quality of this tourist destination offer and loyalty of tourists, among foreign tourists

who came individually and foreign tourists who came through tourist agency. Descriptive statistics are presented below.

Most of the tourists (16.8%) came from Croatia, followed by 11.6% of tourists who came from Germany, 8.8% of tourists from Serbia, 8.8% of tourists from Austria, 6% of tourists from Italy, 10% of tourists from Slovenia, 10% of tourists from France, 3.2% of tourists from Sweden, 3.2% of tourists from Turkey, 2.4% of tourists from United Kingdom, 2.4% of tourists from China, 2.4% of tourists from Poland. Following are Switzerland (2.0%), Montenegro (2.0%), Hungary (2.0%), Denmark (2.0%), United States of America (2.0%), Spain (1.6%), Czech Republic (1.6%), Romania (1.6%), Russia (1.6%), Bahrein (1.2%), Netherlands (1.2), Oman (1.2%). The smallest number of tourists came from Australia (0.8%), Malaysia (0.8%), Norway (0.8%), Ireland (0.8%), Kuwait (0.8%), Bulgaria (0.8%), Slovakia (0.4%), Qatar (0.4%), Uganda (0.4%) and Canada (0.4%). These results are in accordance with the official data of the Agency for Statistics of Bosnia and Herzegovina, showing that 30% of the tourists were from the region.

The largest number of respondents is male (57.6%), while 42.4% are female. The largest number of foreign tourists are employed (57.6%), followed by self-employed (18.8%) and student/pupil (18.8%).

In Tab. 1 are the answers of respondents whether the foreign tourists arrived in Sarajevo individually or with a travel agency.

Table 1 Was your trip to this tourist destination organized by a travel agency/another organizer?

	Frequency	Percent
Yes	50	20.0
No	200	80.0
Total	250	100.0

Source: Research results, 2019.

Only 20.0% of tourists came to Sarajevo through a travel agency/another organizer. Most of tourists (80%) visited Sarajevo individually.

The next question was to explore tourists' feelings and comprehension of the value of their stay at this tourist destination. Foreign tourists evaluated this question, which consists of three statements pertaining to the perceived value, by using a Likert scale from one (1) to five (5), where 1 means completely disagree and 5 - completely agree. In Tab. 2 are the answers of the respondents.

Table 2 Perceived value

Was your trip to this tourist destination organized by a travel agency / another organizer?		Frequency	Percent
Yes	Overall, staying in this tourist destination has been very valuable to me.		
	Between agree and disagree	8	16.0
	Near completely agree	20	40.0
	I completely agree	22	44.0
	Total	50	100.0
No	Near completely disagree	2	1.0
	Between agree and disagree	8	4.0
	Near completely agree	78	39.0
	I completely agree	110	55.0
	I don't know	2	1.0
	Total	200	100.0
Yes	I have gained a lot of new knowledge and experiences in this tourist destination.		
	Near completely disagree	1	2.0
	Between agree and disagree	7	14.0
	Near completely agree	20	40.0
	I completely agree	22	44.0
	Total	50	100.0
No	Near completely disagree	2	1.0
	Between agree and disagree	26	13.0
	Near completely agree	67	33.5
	I completely agree	104	52.0
	I don't know	1	0.5
	Total	200	100
Yes	Staying at this tourist destination is worth every Euro paid.		
	Near completely disagree	1	2.0
	Between agree and disagree	10	20.0
	Near completely agree	19	38.0
	I completely agree	20	40.0
	Total	50	100.0
No	Near completely disagree	5	2.5
	Between agree and disagree	20	10.0
	Near completely agree	62	31.0
	I completely agree	109	54.5
	I don't know	4	2.0
	Total	200	100.0

Source: Research results, 2019.

From Tab. 2, it can be concluded that both groups of foreign tourists who visited Sarajevo in the winter agree with the stated statements regarding perceived value. Neither respondent, in any of the groups, answered with “completely disagree”.

In Tab. 3 are the answers of the respondents about declaration of tourists' satisfaction with tourist destination. The question consists of three statements regarding the expression of the satisfaction of tourists with Sarajevo as a tourist destination. Respondents were asked to indicate to what extent they agreed with the statements, where 1 means completely disagree and 5 - completely agree.

Table 3 Declaration of tourist satisfaction with a tourist destination

Was your trip to this tourist destination organized by a travel agency / another organizer?		Frequency	Percent
Yes	I am pleased that I decided to visit this tourist destination.		
	Between agree and disagree	7	14.0
	Near completely agree	18	36.0
	I completely agree	25	50.0
	Total	50	100.0
No	Between agree and disagree	7	3.5
	Near completely agree	70	35.0
	I completely agree	123	61.5
	Total	200	100.0
Yes	The visit to this tourist destination exceeded my expectations.		
	Near completely disagree	1	2.0
	Between agree and disagree	12	24.0
	Near completely agree	15	30.0
	I completely agree	22	44.0
No	Total	50	100.0
	Near completely disagree	6	3.0
	Between agree and disagree	26	13.0
	Near completely agree	82	41.0
	I completely agree	84	42.0
	I don't know	2	1.0
Total	200	100	
Yes	I will speak highly of this tourist destination to my friends and colleagues.		
	Near completely disagree	1	2.0
	Between agree and disagree	9	18.0
	Near completely agree	15	30.0
	I completely agree	25	50.0
No	Total	50	100.0
	Near completely disagree	1	0.5
	Between agree and disagree	15	7.5
	Near completely agree	62	31.0
	I completely agree	120	60.0
	I don't know	2	1.0
Total	200	100.0	

Source: Research results, 2019.

As can be seen in Tab. 3, foreign tourists who came to Sarajevo individually agree more with statements related to the declaration of tourist satisfaction with Sarajevo as a tourist destination than tourists who came in organized way.

The next question is related to the evaluation of general quality of tourist destination offer. In Tab. 4 are the answers of respondents. Foreign tourists evaluated this question by using a Likert scale from one (1) to five (5), where 1 means very low and 5- very high.

Table 4 General quality of tourist destination offer

Was your trip to this tourist destination organized by a travel agency / another organizer?		Frequency	Percent
	Near very low	2	4.0
	Between high and low	7	14.0
	Near very high	27	54.0
	Very high	13	26.0
	I don't know	1	2.0
	Total	50	100.0
No	Near very low	6	3.0
	Between high and low	47	23.5
	Near very high	96	48.0
	Very high	49	24.5
	I don't know	2	1.0
	Total	200	100.0

Source: Research results, 2019.

Both groups of foreign tourists consider very high quality of tourist destination offer. Neither group rated the general quality of the offer as very low. However, as can be seen in Tab. 4, foreign tourists who came to Sarajevo in an organized way better rated the general quality of the offer of this tourist destination than foreign tourists who came individually.

Next question refers to the overall satisfaction with tourist visit to this tourist destination. In this question, foreign tourists should evaluate 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 Tab. 5 are the answers of the foreign tourists.

Table 5 What is your overall satisfaction with your visit to this tourist destination?

Was your trip to this tourist destination organized by a travel agency / another organizer?		Frequency	Percent
Yes	Between satisfied and dissatisfied	12	24.0
	Near completely satisfied	16	32.0
	Completely satisfied	22	44.0
	Total	50	100.0
No	Between satisfied and dissatisfied	11	5.5
	Near completely satisfied	91	45.5
	Completely satisfied	98	49.0
	Total	200	100.0

Source: Research results, 2019.

Foreign tourists are satisfied with their visit to Sarajevo. However, it can be concluded from Tab. 5 that tourists who came individually were more satisfied than foreign tourists whose trip was organized by a travel agency or other organizer.

Next question is related to the intention of tourists to revisit Sarajevo in the future. Respondents were asked to indicate whether they agree or disagree with the statement related to intention to revisit Sarajevo in the future and to what extent, using a scale 1-5, where „1“ means they completely disagree and „5“ – they completely agree. Tab. 6 shows the answers of the respondents.

Table 6 Intention of tourists to revisit Sarajevo

Was your trip to this tourist destination organized by a travel agency / another organizer?		Frequency	Percent
Yes	Near completely disagree	5	10.0
	Between agree and disagree	10	20.0
	Near completely agree	14	28.0
	I completely agree	20	40.0
	I don't know	1	2.0
	Total	50	100.0
No	Near completely disagree	6	3.0
	Between agree and disagree	30	15.0
	Near completely agree	50	25.0
	I completely agree	104	52.0
	I don't know	10	5.0
	Total	200	100.0

Source: Research results, 2019.

Most of respondents answered statement “I will return to this tourist destination” with “completely agree” and “near completely agree”. From Tab. 6 it can be concluded that foreign tourists who came individually to Sarajevo are more willing to visit Sarajevo again in the future than foreign tourists who came in an organized way.

Tourists should indicate the last question whether they agree or disagree with the statement related to intention to recommend Sarajevo to their friends and relatives and to what extent, using a scale 1-5, where „1“ means they completely disagree and „5“ they completely agree. In Tab. 7 are the answers of the respondents.

Table 7 Intention of tourists to recommend Sarajevo

Was your trip to this tourist destination organized by a travel agency / another organizer?		Frequency	Percent
Yes	Near completely disagree	2	4.0
	Between agree and disagree	10	20.0
	Near completely agree	12	24.0
	I completely agree	26	52.0
	Total	50	100.0
No	Near completely disagree	2	1.0
	Between agree and disagree	19	9.5
	Near completely agree	59	29.5
	I completely agree	117	58.5
	I don't know	3	1.5
	Total	200	100.0

Source: Research results, 2019.

Similar is the situation with the statement “I will recommend this tourist destination to my friends and relatives”. Most of respondents were in complete agreement. As can be seen in Tab. 7, foreign tourists who came individually to Sarajevo are more willing to recommend Sarajevo to friends and relatives than foreign tourists who came in an organized way.

In the text below, hypotheses and test results are set. In a sample of 250 respondents, 200 respondents, ie 80% of tourists, stated that their trip to this tourist destination was not organized by a travel agency/another organizer. They visited Sarajevo individually. Only 20% of respondents traveled with a travel agency or another organizer.

For the hypothesis testing, the statistical method of Mann-Whitney U test was used. The results of the research showed that foreign tourists who visited Sarajevo individually have a more positive opinion about perceived value, more positive attitude about declaration of

tourists' satisfaction with tourist destination, more positive attitude about overall satisfaction with their visit to this tourist destination, more positive attitude about intention to revisit Sarajevo and more positive attitude about recommend Sarajevo to other people than the foreign tourists who visited through a travel agency. Only foreign tourists who came organized have a more positive opinion about general quality of this tourist destination offer than the foreign tourists who visited Sarajevo individually. 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: Foreign tourists who visited Sarajevo individually have a more positive opinion about perceived value than the foreign tourists who visited through a travel agency.

To test the first hypothesis, we compared the question „Perceived value“(all three statement: Overall, staying in this tourist destination has been very valuable to me, I have gained a lot of new knowledge and experiences in this tourist destination, Staying at this tourist destination is worth every Euro paid) with „Was your trip to this tourist destination organized by a travel agency / another organizer?“ (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 perceived value, coming from individually and organized, was individually examined.

Table 8 Results of Mann Whitney U-test for a variables related to the perceived value

	Overall, staying in this tourist destination has been very valuable to me.
Mann-Whitney U (p-value)	4174.000
Wilcoxon W	5449.000
Z	-2.029
P value	.042
	I have gained a lot of new knowledge and experiences in this tourist destination.
Mann-Whitney U (p-value)	4570.000
Wilcoxon W	5845.000
Z	-1.034
P value	.301
	Staying at this tourist destination is worth every Euro paid.
Mann-Whitney U (p-value)	4046.500
Wilcoxon W	5321.500
Z	-2.293
P value	.022

Source: Research results, 2019.

The first hypothesis was partially accepted (Overall, staying in this tourist destination has been very valuable to me - $U = 4174.000$, $Z = -2.029$, $p < 0.05$; $p=0.042$; I have gained a lot of new knowledge and experiences in this tourist destination - $U = 4570.000$, $Z = -1.034$, $p > 0.05$; $p = 0.301$; Staying at this tourist destination is worth every Euro paid - $U = 4046.500$, $Z = -2.293$, $p < 0.05$; $p = 0.022$). It can be concluded that there is statistically significant difference between foreign tourists who came individually and foreign tourists who came organized when it comes “Overall, staying in this tourist destination has been very valuable to me” and “Staying at this tourist destination is worth every Euro paid”.

H2: Foreign tourists who visited Sarajevo individually have a more positive attitude about declaration of tourists' satisfaction with tourist destination than the foreign tourists who visited through a travel agency.

To test the second hypothesis, we compared the question „Declaration of tourist satisfaction with tourist destination“ (all three statement: I am pleased that I decided to visit this tourist destination, The visit to this tourist destination exceeded my expectations and I will speak highly of this tourist destination to my friends and colleagues) with „Was your trip to this tourist destination organized by a travel agency / another organizer?“ (Yes, No). The degree of correlation was tested by a non-parametric test (Mann-Whitney U), whereby the difference between the responses about the declaration of tourist satisfaction with tourist destination, coming individually or organized in Sarajevo, was individually examined.

Table 9 Results of Mann Whitney U-test for a variables related to the declaration of tourist satisfaction with tourist destination

	I am pleased that I decided to visit this tourist destination.
Mann-Whitney U (p-value)	4243.000
Wilcoxon W	5518.000
Z	-1.913
P value	.046
	The visit to this tourist destination exceeded my expectations.
Mann-Whitney U (p-value)	4758.000
Wilcoxon W	6033.000
Z	-.570
P value	.569
	I will speak highly of this tourist destination to my friends and colleagues.
Mann-Whitney U (p-value)	4232.000
Wilcoxon W	5507.000
Z	-1.908
P value	.048

Source: Research results, 2019.

The second hypothesis was partially accepted (I am pleased that I decided to visit this tourist destination - $U = 4243.000$, $Z = -1.913$, $p < 0.05$; $p = 0.046$; The visit to this tourist destination exceeded my expectations - $U = 4758.000$, $Z = -0.570$, $p > 0.05$; $p = 0.569$; I will speak highly of this tourist destination to my friends and colleagues - $U = 4232.000$, $Z = -1.908$, $p < 0.05$; $p = 0.048$). It can be concluded that there is statistically significant difference between foreign tourists who came individually and foreign tourists who came organized when it comes “I am pleased that I decided to visit this tourist destination.” and “I will speak highly of this tourist destination to my friends and colleagues”.

H3: Foreign tourists who visited Sarajevo individually have a more positive opinion about general quality of this tourist destination offer than the foreign tourists who visited through a travel agency.

We compared the question „General quality of tourist destination offer is ...“with „Was your trip to this tourist destination organized by a travel agency / another organizer?“ (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 foreign tourists who came individually and organized response to the general quality of tourist destination offer was individually examined.

Table 10 Results of Mann Whitney U-test for a variable related to the general quality of tourist destination offer

	General quality of this tourist destination offer is...
Mann-Whitney U (p-value)	4606.000
Wilcoxon W	24706.000
Z	-.931
P value	.352

Source: Research results, 2019.

Since $p > 0.05$, it can be concluded that there is no statistically significant difference between foreign tourists who visited Sarajevo individually and foreign tourists who visited Sarajevo through a travel agency. The third hypothesis is therefore rejected ($U = 4606.000$, $Z = -0.931$, $p > 0.05$; $p = 0.352$), 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.

H4: Foreign tourists who visited Sarajevo individually have a more positive attitude about overall satisfaction with their visit to this tourist destination than the foreign tourists who visited through a travel agency.

To test the fourth hypothesis, we compared the question „What is your overall satisfaction with your visit to this tourist destination?“ with „Was your trip to this tourist destination organized by a travel agency / another organizer?“ (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, was individually examined.

Table 11 Results of Mann Whitney U-test for a variable related to overall tourist satisfaction

	Overall tourist satisfaction
Mann-Whitney U (p-value)	4292.000
Wilcoxon W	5567.000
Z	-1.720
P value	.085

Source: Research results, 2019.

The fourth hypothesis is rejected, since $p > 0.05$ ($U = 4292.000$, $Z = -1.720$, $p > 0.05$; $p = 0.085$). It can be concluded that there is no statistically significant difference between foreign tourists who visited Sarajevo individually and foreign tourists who visited Sarajevo through a travel agency, in terms of overall tourist satisfaction.

H5: Foreign tourists who visited Sarajevo individually have a more positive attitude about intention to revisit Sarajevo than the foreign tourists who visited through a travel agency.

We compared the question „I will return to this tourist destination“ with „Was your trip to this tourist destination organized by a travel agency / another organizer?“ (Yes, No) to test the fifth 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 foreign tourists who visited Sarajevo individually and foreign tourists who visited Sarajevo through a travel agency response to the intention of returning to Sarajevo was individually examined.

Table 12 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)	4034.000
Wilcoxon W	5309.000
Z	-2.282
P value	.023

Source: Research results, 2019.

Since $p < 0.05$, it can be concluded that there is statistically significant difference between foreign tourists who visited Sarajevo individually and foreign tourists who visited Sarajevo

through a travel agency intention to revisit Sarajevo. Foreign tourists who visited Sarajevo individually are more willing to revisit Sarajevo than foreign tourists who visited through a travel agency, and the difference is statistically significant. Fifth hypothesis is accepted ($U = 4034.000$, $Z = -2.282$, $p < 0.05$; $p = 0.023$).

H6: Foreign tourists who visited Sarajevo individually have a more positive attitude about recommend Sarajevo to other people than the foreign tourists who visited through a travel agency.

To test the sixth hypothesis, we compared the question „I will recommend this tourist destination to my friends and relatives“ with „Was your trip to this tourist destination organized by a travel agency / another organizer?“ (Yes, No). The degree of correlation was tested by a non-parametric test (Mann-Whitney U test), whereby the difference between the answers from foreign tourists who visited Sarajevo individually and foreign tourists who visited Sarajevo through a travel agency, about the intention to recommend Sarajevo to their friends and relatives, was individually examined.

Table 13 Results of Mann Whitney U-test for a variable related to the intention of the recommendation

	Intention of the recommendation
Mann-Whitney U (p-value)	4324.000
Wilcoxon W	5599.000
Z	-1.665
P value	.096

Source: Research results, 2019.

Since $p > 0.05$, it can be concluded that there is no statistically significant difference between foreign tourists who visited Sarajevo individually and foreign tourists who visited Sarajevo through a travel agency in terms of recommending Sarajevo to friends and relatives. We reject the sixth hypothesis ($U = 4324.000$, $Z = -1.665$, $p > 0.05$; $p = 0.096$), meaning that both groups of foreign tourists who visited Sarajevo in the winter are planning to recommend Sarajevo to others.

DISCUSSION

Data from the Institute for Informatics and Statistics of Sarajevo Canton show that 17,499 foreign tourists visited Canton of Sarajevo individually in December 2018 and 13,368 in January 2019. They realized 37,116 overnight stays in December 2018 and 30,641 overnight stays in January 2019. Additionally, the results of this research show that a larger number of

tourists whose travel was not organized by a tourist or other agency arrived in Sarajevo. Most arrivals (200 respondents) in Sarajevo were not organized by a travel or other agency. Only 20.0% of tourists came to Sarajevo through a travel agency/another organizer. From all stated above, it can be concluded that Sarajevo does not follow the contemporary world trends. Previously conducted research shows that organized trips are a trend in the world and that tour packages are on the rise (Sheldon, 1986; Ryan & Cliff, 1997; Bowie & Chang, 2005; Bogdanovych, et al., 2006; He & Song, 2009; Conze, et al., 2010; Huang, Hsu & Chan, 2010; Katircioglu, et al., 2012; Rääkkönen & Honkanen, 2013; Moisescu & Gica, 2014).

The topic of perceived value, quality of this tourist destination offer, tourist satisfaction and tourist loyalty is quite thoroughly researched in the existing literature (Kozak & Rimmington, 2000; Um, Chon & Ro, 2006; Dmitrovic et al., 2009; Chen & Chen, 2010; Quintal & Polczynski, 2010; Prayag & Ryan, 2011; Ali & Ahliyya, 2012; Golob, Sirotić & Golob, 2014; Aliman et al., 2016; Shavanddasht & Allan, 2018). Measuring and understanding tourist satisfaction is important for the development of each destination and for developing tourism marketing strategies (Xia et al., 2009; Shavanddasht & Allan, 2018). However, there is no single pattern of measuring tourist satisfaction (Fornell et al., 1996). A lot of studies have shown that visit experience affects the satisfaction of tourists (Kozak & Rimmington, 2000; Shahrivar, 2012). Tourist satisfaction is created by comparing expectations before and after consumption of travel (Aliman et al., 2016). Additionally, the perceived value and quality of the tourist destination offer affects the tourist's satisfaction (Anwar & Gulzar, 2011; Haghkah et al., 2011; Ali & Ahliyya, 2012). Anwar and Gulzar (2011) discovered in their research that perceived value has a positive impact on customer satisfaction. In the research „Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island“ a significant impact of declaration of tourist satisfaction on overall tourist satisfaction is noticeable (Aliman et al., 2016). A large number of previous studies showed the connection between tourist satisfaction and the readiness of tourists to recommend and return to destination (Hapenciuc et al., 2007). Therefore, it can be concluded that perceived value, quality of the tourist destination offer, tourist satisfaction and tourist loyalty are quite researched.

However, there are small number of papers that investigated those determinants from the point of view of tourists who came individually and tourists who came in an organized manner through a travel agency or another similar agency. There are many studies about this topic in hotel industries and airlines, but research of this topic when it comes to tourism agencies is relatively rare (Ryan & Cliff, 1997; Fache, 2000; Katircioglu et al., 2012;

Moisescu & Gica, 2014). There are also a very few papers dealing with tour packages (Bowie & Chang, 2005; Ambrož & Lotrič, 2009; He & Song, 2009; Conze, et al., 2010; Huang, Hsu & Chan, 2010; Dragičević, Proročić & Letunić, 2013; Räikkönen & Honkanen, 2013).

The results of the research „Does satisfaction with package tours lead to successful vacation experiences?“ show that „satisfaction with tour operators’ has only a limited impact on the success of a package tourism experience (Räikkönen & Honkanen, 2013:108). Conze, Bieger, Laesser & Riklin (2010) concluded in their study that „intention of a customer to invest in a relationship is dependent on the perceived level of relationship benefits“ and that „the buying behavior of customers is influenced by the perceived relational benefits“ (Conze, et al., 2010, p. 51). Study „A Mediation Model of Tourists’ Repurchase Intentions for Packaged Tour Services“ shows that tourists’ satisfaction has a direct effect on tourists’ repurchase intentions (He & Song, 2009). Huang, Hsu & Chan (2010) have been researching the impact of tour guide on the satisfaction of tourists in the context of the package tours in Shanghai in their study.

Study "Segmentation by Experiential Familiarity and Travel Mode of the Chinese Outbound Market to Spain" by Aureli Lojo and Mimi Li as in this paper did a segmentation into independent travelers and group-tour travelers and analyzed tourist satisfaction as well as loyalty. Independent travelers are more satisfied with the trip overall, more prone to visit Spain again and have higher intentions of recommending the trip, in particular when compared to group-tour travelers. Also independent travelers report higher satisfaction with the destination and are more prone to visit the destination than group tour-travelers (Lojo & Li, 2018). The results of the study are in agreement with this research when it comes to the intention to revisit, but not in agreement when it comes to the overall satisfaction and intention of the recommendation.

It can be concluded, from everything stated above, that organized travel is quite unexplored. Some studies have explored satisfaction with package tour (Räikkönen & Honkanen, 2013), while other explored repurchase intentions for packaged tour services (He & Song, 2009) or the role of the tour guide on the tourist satisfaction (Huang, Hsu & Chan, 2010), but there is a small number of studies that analyzes and compares the tourists who came individually and those who came in an organized manner (Lojo & Li, 2018) in the context of perceived value, quality of the tourist destination offer, declaration of tourists' satisfaction with tourist destination, tourist satisfaction and tourist loyalty. This paper will certainly contribute to a better understanding of one of the most popular trends in the world.

CONCLUSION

Two hypotheses were partially accepted, one was accepted, while three were rejected. The partially acceptance of these two hypotheses shows that there is a statistically significant positive difference between tourists who visited Sarajevo individually and tourists who visited through a travel agency / another organizer when it comes to perceived value and declaration of tourists' satisfaction with Sarajevo as tourist destination. Statistical significance is also shown when it comes intention to revisit Sarajevo in the future. This means that foreign tourists who visited Sarajevo individually have a more positive attitude about perceived value, declaration of tourists' satisfaction with tourist destination and they are more willing to revisit Sarajevo in the future than the tourists who visited through a travel agency / another organizer.

The results of the Mann–Whitney U test showed that the other three hypotheses were rejected (H3, H4 and H6). This means that there is no statistically significant difference between visitors who visited Sarajevo individually and tourists who visited through a travel agency / another organizer in terms of general quality of the tourist destination offer, overall satisfaction and intention to recommend Sarajevo to their friends and relatives.

The empirical findings provide destination managers and policy makers with valuable information about tourists who arrived in Sarajevo in an organized manner. This study shows that as many as 80% of tourists come to Sarajevo individually. The results can be used to promote organized trips and attract tourists to visit Sarajevo. Tourists in Sarajevo, on average, stay about 2 to 3 days. Changing the mode of tourist arrivals from an individual travel to an organized trip can certainly increase the number of stays. The first economic effect to be created by the extension of the stay of tourists is consumption. Tourism consumption results in developed tourism, and furthermore, it has an impact on the country's balance of payments. Tourists staying in Sarajevo longer would also have the opportunity to visit many tourist attractions of the city of Sarajevo which would contribute to the development of tourism.

A number of practical implications arise from this research. From a marketing perspective, these study findings can help marketers and destination managers better direct the tourism product to different kinds of tourists and identify segments. In response, Sarajevo tourism managers should take steps to better promote different destination attributes for different segments. Given that foreign tourists who visit Sarajevo in winter, are tourists from the region, ie from Serbia, Croatia and Slovenia, managers should promote organized travel and

include and promote various artistic, heritage and natural resources, but also culture, lifestyle and gastronomy.

The study raised the importance differentiating the typologies of Sarajevo foreign tourists and found significant differences between segments. Therefore, the failure to segment foreign tourists can lead to inaccurate findings. On a theoretical level, this research confirms that the mode of travel is a valid segmentation tool.

This paper contributes scientifically to the explanation of the essence of organized travel, explains the impacts and interdependencies between tourists who came individually and who arrived in an organized manner with a travel agency. The results of the research support and deepen the existing scientific and research findings related to organized trips in the existing sources of literature. Throughout the research, the existing gaps in the literature were filled in the context of understanding the modes of tourist arrivals. The practical contribution of the paper was achieved through the delivery of important conclusions to the destination managers and through the identified need for a better management of the entire tourism development strategy of the city of Sarajevo, where organized travels have a significant role.

This study makes some significant contributions to the profiling of foreign tourists who visited Sarajevo during the winter when it comes travel mode. This study will contribute to expanding knowledge about tourism in Sarajevo during the winter, providing an improved understanding of the characteristics of the Sarajevo winter tourism industry.

Sarajevo is a very popular tourist destination during the winter months. A large number of foreign tourists visit Sarajevo in this period, mainly due to the proximity of the famous Olympic mountains such as Jahorina, Bjelašnica and Igman, but also the New Year and Christmas holidays. However, there is no research that analyzed winter foreign tourists in Sarajevo from the aspect of the travel mode. This research provided 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 and whether they are satisfied and loyal. A large number of foreign tourists who visited Sarajevo in the winter are from Serbia, Croatia, and Slovenia, mostly male, employed or self-employed and students. This information can be very useful for destination management. This study filled in the gaps in the existing literature on the importance of winter foreign tourists for the sustainable development of the destination.

Though this research has provided a lot of information and many recommendations, there were some limitations that did not affect the achievement of the goals of the paper. The first limitation is the sample of research. Although the sample consisted of 250 respondents, a research based on a larger sample would allow for greater segmentation and analysis. Since

this research involved tourists who visited Sarajevo individually and in an organized manner, the results can not be generalized in other areas. Another limitation is that only foreign tourists who visited Sarajevo during the winter months are included in the sample, the results cannot be generalized to foreign tourists who visit Sarajevo in other periods of the year.

Given that a very small number of foreign tourists come to Sarajevo in an organized manner, cooperation between travel agencies and destination tourism managers is needed. It is of special interest develop qualitative studies to understand internal differences in behavior and attitude between segments, deepen knowledge in satisfying items and loyalty items for these foreign tourists to certain destinations.

Recommendations for further research would be to include a larger number of respondents in the sample and to test these variables in other states, cities, and other periods of the year. Future research should also include and analyze the destination image from the point of view of tourists who came individually and who came in an organized manner, as well as a comparison between them.

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