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## ANALYSIS OF GENDER DIFFERENCES IN DESTINATION DECISION-MAKING – THE CASE STUDY OF ZAKYNTHOS ISLAND\*\*\*

*The process of tourist decision-making is heavily influenced by a number of external and internal factors, and can be interpreted only by using multidisciplinary theories and techniques in researches. The main goal of tourist s behavior analysis is to understand the motives and reasons of customer decisions during their choice of tourist destination. By getting to know the potential and existing customers, tourism companies can adjust the characteristics of their products. Higher customer satisfaction also means better the financial results. The research was conducted in the summer of 2013, through a structured questionnaire with 28 questions. The sample consists of 100 tourists, who visited the Greek island of Zakynthos as the customers of Rapsody travel, tour operator from Belgrade, Serbia. The aim of this research is to determine the needs and motivation in the process of destination selection of tourists, who visited Zakynthos, and their comparison between genders. Data was processed with the IBM SPSS 19.0. software package for statistical research, through the Chi-Square statistical test. Results of the study showed that there are statistically significant differences only at the question categories of destination decision-making and expressing satisfaction and dissatisfaction.*

**Keywords:** *tourism consumers, tourist's needs and motives, customer behavior, decision-making, Zakynthos.*

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## 1. Introduction

The offer of tourism services and products must adjust constantly to customer needs and demands, to ensure company survival on the competitive market. To meet the demands, companies have to analyze tourist behavior in the decision-making process, and to gather sufficient information. The main internal and external factors of the tourist destination selection must be determined to create effective strategic marketing plan. When having adequate knowledge about potential consumers, companies can perceive tourists' needs more efficiently and standardize their marketing activities.

If the characteristics of their products and services meet customer demands on the market, companies attract corresponding tourist segments and groups' attention. When a product is spotted by a potential tourist, the process of gathering additional information is stimulated (from the internet, in the travel agency, through friend recommendation). The interest and fulfillment of the needs can potentially trigger product buying. Tourist satisfaction usually increases the consumer loyalty and the company profit.

When the perceived service quality is higher than expectations and needs, visitors may well be satisfied. The service satisfaction is a key factor for future behavior and the intention to repeat the visit<sup>1</sup>. The process of tourism products purchase is very complex for tourists, and requires a significant amount of time, information and money. As a travel to a destination involves higher level of different risks (financial, health, natural, etc.), bad consumer decisions are very common in tourism<sup>2</sup>. This is because a tourism product is not a visible, material object, but a package of various non-material tourism services, with a unique price.

The principal aim of this research is to determine the needs and motivation in the process of destination selection of tourists who visited Zakynthos, and to determine if there is a difference between genders in terms of needs and motivation in the process of destination selection.

## 2. Literature review

The process of destination decision-making is one of the most important topics in the research of consumer behavior in tourism. The intention of travel destination choice is satisfaction of tourism needs and desire<sup>3</sup>.

<sup>1</sup> Mavragani Eleni, Lymperopoulos Constantine (2013): "Factors affecting museum visitors' satisfaction: The case of Greek museums". *Tourismos*, 8/2013, 275.

<sup>2</sup> Sirakaya Ercan, Woodside Arch (2005): "Building and testing theories of decision making by travelers". *Tourism Management*, 26/2005, 823.

<sup>3</sup> Đeri Lukrecija (2007): *Research of the potential tourists' behavior while choosing tourist destination with the example of Bačka*. PhD thesis. Faculty of Science, University of Novi Sad, 156.

The most frequently used decision-making process model in the literature is the **classic model**. The consumers' destination selection is described as a problem solving process that includes five phases:

- identifying the tourism needs,
- searching for information,
- evaluating alternatives,
- making purchase decision about tourism product or service,
- after-purchase evaluation and feedback<sup>4</sup>.

The majority of the authors are referring to the five stage model in the tourist decision-making research lately<sup>5</sup>.

**Contemporary models** of consumer behavior process include the topic of consumer motivation in the research, through analyzing the internal and external factors that influence consumer choices<sup>6</sup>.

The research of consumer decision-making has increased during the past three decades, although no single unifying theory has emerged out to predict or explain consumer decisions<sup>7</sup>.

Creating satisfied customers is essential, as it assists in customer retention and can lead to new business opportunities through satisfied customers. Marketers must differentiate their destinations adequately within the marketplace, to distinguish themselves as a good alternative option<sup>8</sup>.

The process of decision-making begins with the consumer awareness of specific tourist needs. If this need is strong enough, tourists start seeking information about tourist offer. The amount of gathered information shows the involvement of a tourist in the tourist destination choice. Tourists can determine the best alternative destinations, on the basis of available information. In the fourth stage, potential tourists can opt for one of the available alternatives and become tourist-participant in tourism. The decision-making process ends with the purchase assessment, based on the degree of satisfaction after returning from a tourist destination<sup>9</sup>.

The assumptions throughout the models have been that decision-makers exhibit rationalistic behavior in their choices among alternative destinations.

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<sup>4</sup> Maričić Branko (2002): *Ponašanje potrošača*, 6th edition. Savremena administracija, Belgrade

<sup>5</sup> Bonera Michelle (2008): "The vacation decision making process – Tourism in the Garda Lake". 8th Global Conference on Business & Economics - Proceedings, Florence, 29.

<sup>6</sup> Milenković Božidar (1986): *Istraživanje ponašanja potrošača*. Institut za unapređivanje robnog prometa, Belgrade, 20.

<sup>7</sup> Sirakaya Ercan, Woodside Arch, 822.

<sup>8</sup> Hanlan Janet *et al.* (2005): "Destination decision making and consumer demands: identifying critical factors", Center for Enterprise Development and Research Occasional paper, Coffs Harbour, 10.

<sup>9</sup> Đeri Lukrecija, 124.

They will select a destination, which offers the greatest utility subject to individual or social constraints<sup>10</sup>.

Most human decisions are not perfectly rational, because they are influenced by a multitude of factors, which may constraint or motivate them to act irrationally<sup>11</sup>.

Fuller et al.<sup>12</sup> researched the motivation, behavior and satisfaction levels of tourists on the East Coast of Australia, using the Chi Square test. The aforementioned elements of the decision-making process were also the topic of the Tourism in the Garda Lake scientific paper<sup>13</sup>. A random sample of 266 tourists was surveyed at the Verona Villafranca airport. Results showed that tourists were mostly influenced by family and friends recommendation. Important sources of information were also the internet and travel agencies.

The research conducted by Đeri et al.<sup>14</sup> showed, that tourists not necessarily pass all the phases in the process of decision making. Also, faithfulness to a certain brand reduces their efforts in information search. The questionnaire consisted of questions referring to all five phases in the decision making process when selecting a tourist destination.

### 2.1 Tourist decision-making factors

Tourist decision-making process is under influence of various factors. The ratio of these factors is determined by their relevance and level of influence<sup>15</sup>.

There are two main categories of tourist decision-making: internal and external. Psychological factors of tourist destination selection also have to be analyzed, beside the external factors, as this selection is primarily an individual choice.

**Internal (subjective) factors** are the personal characteristics that influence personal attitudes, opinions and customer motives, and encourage a tourist to travel. This group gathers the individual psychological elements, needs, fields of interest, emotions and motives, which are under the influence of external factors<sup>16</sup>.

<sup>10</sup> Sirakaya Ercan, Woodside Arch, 822.

<sup>11</sup> Bettman James et al. (1998): "Constructive consumer choice processes, *Journal of Consumer Research*, 25/1998, 189.

<sup>12</sup> Fuller Don et al. (2007). *Destination decision making in tourism regions on Australia's east coast*. Flinders Business School Research Paper Series, Adelaide

<sup>13</sup> Bonera Michelle, 11.

<sup>14</sup> Đeri Lukrecija et al. (2007): "Analysis of potential tourists' behavior in the process of deciding upon a tourist destination based on a survey conducted in Bačka region". *Geographica Pannonica*, 11/2007, 72.

<sup>15</sup> Maričić Branko (2008). *Ponašanje potrošača*, 8th edition. Centar za izdavačku delatnost Ekonomskog fakulteta, Belgrade, 85.

<sup>16</sup> Đeri Lukrecija, 133.

**External factors** are the non-personal factors. *General* external factors consist of geographic, economic and demographic factors, culture, etc. *Specific* external factors are the influence of social groups through interpersonal communication, lifestyles, revenues, consumer characteristics, etc. Marketing activities of tourist companies on the market are also part of external factors<sup>17</sup>.

The family is the basic social community, and has the strongest influence on the consumer preferences and personal attitudes and opinions<sup>18</sup>.

Several other factors also impact the decision-making process of a tourist, which are neither personal, nor external factors. When making decision about potential tourist destinations there is an influence of the surroundings (happiness, distraction, staff friendliness, etc.) called **situational factors**<sup>19</sup>.

## 2.2 Tourist risk perception

Tourists typically face a dilemma - they want the products or services that possibly match their needs, but they are also afraid of making wrong decisions and getting a bad purchase experience<sup>20</sup>.

Cho et al. (2006) mentions that risk perception or uncertainty has been viewed as one of the most critical reasons for delaying making purchase decisions and as one definition of consumer hesitation.

Tourists are trying to avoid or minimize potential risks of their choice they are aware of, during the decision-making process:

- Functional risk – lower functionality of purchased product than needed;
- Physical risk – for any participant during travel;
- Financial risk – lower financial value of the product, or higher expenses than expected;
- Social risk – a bad decision could cause interpersonal confrontations;
- Psychological risk – lower personal ego<sup>21</sup>.

Dhebar<sup>22</sup> concluded that consumer perceived risk can make a consumer regret a previous purchase, hesitate over any new purchase, and agonize over similar purchases in the future. As a form of protective behavior, tourists can alter their destination choices or modify their travel behavior, even to decide not

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<sup>17</sup> Ibid, 132.

<sup>18</sup> Živković Radmila (2009): *Ponašanje i zaštita potrošača u turizmu*. Univerzitet Singidunum, Fakultet za turistički i hotelijerski menadžment, Belgrade, 27.

<sup>19</sup> Kesić Tanja (1999): *Ponašanje potrošača*. ADECO, Zagreb, 54.

<sup>20</sup> Jehn-Yih Wong, Ching Yeh (2009): "Tourist hesitation in destination decision making". *Annals of Tourism Research*, 36/2009, 17.

<sup>21</sup> Milisavljević Momčilo (2003): *Marketing*. Savremena administracija, Belgrade, 19.

<sup>22</sup> Dhebar Anirudh (1996): "Speeding high-tech producer, meet the balking consumer". *Sloan Management Review*, 37/1996, 37.

to travel<sup>23</sup>. Galamboš et al.<sup>24</sup> also concluded that increased safety risk during any phase of travel can lead to cancelation of travel. The research of Azim<sup>25</sup> showed that risk-averse consumers will purchase more likely prepackaged trips and spend fewer nights abroad visiting fewer destinations. His research also shows that women are also more sensitive than men under the effect of the risk factor.

### 3. Methodology

The research was conducted on a sample of 100 respondents, who visited the Greek island of Zakynthos in the summer of 2013, as clients of *Rhapsody Travel* from Belgrade, Serbia. A structured questionnaire was used to gather information about their attitude determinants in tourist destination choice. Tourists who liked the Facebook page of the travel agency were asked to take part in an online survey. The aim of the research was to analyze the process of tourist destination decision-making, in the case of Zakynthos, and to provide a comparison based on genders.

The survey was carried out through 19 questions about the five phases of destination decision-making process, based on the classic DM model (identifying the tourism needs, searching for information, evaluating alternatives, making purchase decision about tourism product or service and after-purchase evaluation and feedback). In addition, there are 9 general questions, to give insight about the demographic structure of the respondents.

The data gathered through the survey will be analyzed in the remainder of this paper. The focus of the research will be on the most relevant questions for comparing statistical differences by gender, based on the results of Chi-Square test. It is a test of statistical significance involving widely used bivariate tabular association analysis (two random samples). As a non-parametric test, it can be used for nominal data also.

### 4. Results and discussion

The study sample consisted of the higher number of female respondents (57%) than male ones (43%), as they were more willing to express their attitudes and opinions about their travelling to Zakynthos.

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<sup>23</sup> Sonmez Sevil *et al.* (1999): "Tourism in crisis: Managing the effects of terrorism". *Journal of Travel Research*, 38/1999,14.

<sup>24</sup> Galamboš Adam *et al.* (2014): "Air travel safety perception among tourists with or without flying experience", *European journal of economic studies*, 7/2014, 16.

<sup>25</sup> Azim Tare Sayed Abdel (2010): "The relationship between the perception of risk and the decision making process of travel of French tourists: The case of Egypt". *Tourismos*, 5/2010, 41.

The age group from 21 to 40 years old is highly dominant in the sample (84%). Only 16% of the respondents were under 20, and none of them was older than 41 years of age. There are two main causes of this phenomenon. Zakynthos is a well-known youth tourist destination, as it offers a great nightlife and a lot of fun. On the other hand, *Rapsody Travel* is a specialized agency mostly for youth travelers.

The most prevalent educational level of the respondents was the *Diploma* (43%), a pre-Bologna process degree (four year university education, equalized with Master's degree). The next category referring to volume was the *high school* degree (31%), followed by the respondents with *higher school degree* - three year university education (15%), and MSc degree (11%). In the total of 69% of the respondents had a university educational degree, due to the domination of the age group of 21 to 40 years old in the sample (84%). There were no respondents with elementary school or PhD degree.

The financial status of the respondents was gathered through their household income. There were five financial categories, *Very high* (more than 50.001 RSD), *High* (30.001-50.000 RSD), *Average* (10.001-30.000 RSD), *Low* (5.001-10.000 RSD), *Very low* (up to 5.000 RSD). The majority of respondents belong to *High* and *Very high* financial categories (*Table 1*).

**Table 1** Household income

	Very high	High	Average	Low	Very low	Total
%	37	42	19	0	2	100

Source: data gained through questionnaire

### 3.1 Analysis of the survey results by gender

The results of the Chi-Square test show that there are no statistically significant differences (*Table 2*) between male and female respondents in terms of the *Effect of price and payment method on your decision* question ( $C=0.258$ ,  $p=0.130$ ).

**Table 2** Contingency coefficient

	Value (C)	(p)
Contingency coefficient	0.258	0.130
Number of valid cases	100	

Source: data gained through questionnaire

The price of travel services and payment method (*Table 3*) has generally a high effect on the respondents (male – 34.9%, female – 38.6%). The smallest share of men reckons this effect as very high, while women as no effect.

**Table 3** Statistically significant differences between male and female respondents (fifth phase – after-purchase evaluation)

The effect of price and payment method on your decision								
			No effect	Low	Medium	High	Very High	Total
Gender	Male	%	4.7	25.6	32.6	34.9	2.3	100.0
	Female	%	5.3	10.5	31.6	38.6	14.0	100.0
Total		%	5.0	17.0	32.0	37.0	9.0	100.0

Source: data gained through questionnaire

When it comes to *Making purchase decision* about tourist destination, differences were observed between males and females ( $C = 0.238$ ,  $p = 0.049$ ) (Table 4).

**Table 4** Contingency coefficient

	Value (C)	(p)
Contingency coefficient	0.238	0.049
Number of valid cases	100	

Source: data gained through questionnaire

The majority of men make a relatively easy and quick decision about the tourist destination (65.1%). They rely mostly on their intuition, while women make decisions after consultation with the family and friends (43.9%) (Table 5).

**Table 5** Statistically significant differences between male and female respondents (fourth phase – making purchase decision)

Making purchase decision						
			Relatively easy and quick, based on intuition	Difficult, after a lot of alternative assessment	After consulting family and friends	Total
Gender	Male	%	65.1	9.3	25.6	100.0
	Female	%	40.4	15.8	43.9	100.0
Total		%	51.0	13.0	36.0	100.0

Source: data gained through questionnaire

The analysis of the *Service satisfaction expression* question (Table 6) showed that gender differences exist ( $C = 0.260$ ,  $p = 0.007$ ).

**Table 6** Contingency coefficient

	Value (C)	(p)
Contingency coefficient	0.260	0.007
Number of valid cases	100	

Source: data gained through questionnaire

A high percentage (80.7%) of female respondents expresses their travel satisfaction by recommendation to friends and family, while only 55.8% males acts the same way. On the other hand, a larger percentage of males (55.8%) become loyal to a tourist destination, if satisfied with the previous travel than females (19.3%) (Table 7).

**Table 7** Statistically significant differences between male and female respondents (fifth phase – after-purchase evaluation)

		Service satisfaction expression			
			Satisfaction raises your loyalty	Would recommend the services to friends and family	Total
Gender	Male	%	44.2	55.8	100.0
	Female	%	19.3	80.7	100.0
Total		%	30.0	70.0	100.0

Source: data gained through questionnaire

Men and women express dissatisfaction with the service quality differently (Table 8), as it is shown by the contingency coefficient level of statistical significance ( $C = 0.335$ ,  $p = 0.027$ ).

**Table 8** Contingency coefficient

	Value (C)	(p)
Contingency coefficient	0.335	0.027
Number of valid cases	100	

Source: data gained through questionnaire

Most female respondents (63.2%) tend to express their negative experiences to friends and family, creating a negative verbal propaganda, while a much smaller number of men decide on such an action (34.9%) (Table 9). They usually boycott the travel agency the next time. Men also express complaints about the service quality to the travel agency more often than women.

**Table 9** Statistically significant differences between male and female respondents (fifth phase – after-purchase evaluation)

		How do you express your dissatisfaction with the service quality?							
			Boycotting the travel agency	Telling it to friends	Expressing no feedback	Expressing complaints to the travel agency	Seeking for your right protection	Suing the travel agency	Total
Gender	Male	%	37.2	34.9	14.0	11.6	0	2.3	100.0
	Female	%	28.1	63.2	5.3	1.8	1.8	0	100.0
Total		%	32.0	51.0	9.0	6.0	1.0	1.0	100.0

**Source:** data gained through questionnaire

An overview of gender differences in the destination decision-making process and the coefficient contingency is presented in *Table 10*.

**Table 10** Overview of respondent attitudes and the Contingency coefficient by phases

First phase - Identifying the tourism needs					
		Male (%)	Female (%)	Contingency coefficient	
				Value (C)	(p)
How do you spend your free time?	Travel, adventures, sports.	34.9	26.3	0.243	0.100
	Books, magazines, music, TV.	7.0	26.3		
	Parties, socializing with friends.	51.2	42.1		
	Play/surf on computer.	7.0	5.3		
Becoming aware of your travel needs.	Routinely, by habit.	18.6	10.5	0,131	0,628
	Deliberately, by planning.	39,5	47,4		
	Impact of surroundings.	32,6	29,8		
	Consulting family and friends.	9,3	12,3		
The purpose of your travel?	Fulfilling a desire.	9,3	8,8	0,111	0,868
	Re-experiencing earlier travel satisfaction.	25,6	33,3		
	Escape from the environment, meeting new landscapes and people.	25,6	26,3		
	Relaxation, health reasons.	2,3	3,5		
	Seeking for adventure.	37,2	28,1		

First phase - Identifying the tourism needs					
		Male (%)	Female (%)	Contingency coefficient	
				Value (C)	(p)
If had unlimited money, your priorities would be?	Travel needs.	53,5	59,6	0,245	0,271
	Self-confirmation.	0,0	3,5		
	Need for belonging.	11.6	10.5		
	Status.	14.0	3.5		
	Safety and security need.	16.3	12.3		
	Physiological needs.	4.7	10.5		
Second phase - Searching for information					
The impact of existing knowledge on information search.	No impact.	9.3	7.0	0.211	0.324
	Low impact.	7.0	15.8		
	Medium impact.	46.5	42.1		
	Significant impact.	30.2	19.3		
	High impact.	7.0	15.8		
The impact of earlier travel satisfaction on information search.	No impact.	9.3	1.8	0.236	0.209
	Low impact.	14.0	15.8		
	Medium impact.	46.5	43.9		
	Significant impact.	20.9	15.8		
	High impact.	9.3	22.8		
The main sources of information.	Advertisements.	34.9	40.4	0.063	0.819
	Personal sources.	55.8	52.6		
	Opinion of family and friends.	9.3	7.0		
Impact of discounts on the intensity of information search.	No impact.	11.6	7.0	0.139	0.742
	Low impact.	20.9	19.3		
	Medium impact.	39.5	35.1		
	Significant impact.	23.3	35.1		
	High impact.	4.7	3.5		
The impact of urgent decision-making on information search.	No impact.	9.3	8.8	0.181	0.498
	Low impact.	27.9	26.3		
	Medium impact.	44.2	43.9		
	Significant impact.	14.0	21.1		
	High impact.	4.7	0.0		
Time of information search.	Throughout the year.	30.2	28.1	0.069	0.786
	Before a planned travel.	53.5	59.6		
	Without planning.	16.3	12.3		

First phase - Identifying the tourism needs					
		Male (%)	Female (%)	Contingency coefficient	
				Value (C)	(p)
Third phase - Evaluating alternatives					
Your priorities at alternative assessment.	Travel offer quality.	37.2	24.6	0.265	0.275
	Own preferences.	25.6	26.3		
	Kindness of travel agency employee.	9.3	5.3		
	Your lifestyle.	9.3	7.0		
	Price of a tourist product.	7.0	22.8		
	Existing experiences.	4.7	10.5		
	All inclusive packages.	7.0	3.5		
Fourth phase - Making purchase decision					
Difficulty of decision-making.	Easy and fast. Based on intuition.	65.1	40.4	0.238	0.049
	Difficult. After a long alternative assessment.	9.3	15.8		
	After consulting family and friends.	25.6	43.9		
Purchase hesitation.	Assessing all alternatives.	90.7	91.2	0.009	0.927
	Buying at once.	9.3	8.8		
What impacts your decision?	Own assessment of alternatives.	76.7	77.2	0.130	0.632
	Attitude of other people.	16.3	10.5		
	Unexpected situations: inflation, additional charges.	2.3	1.8		
	Unexpected situations: unstable situations at tourist destination.	4.7	10.5		
The impact of price and payment method on your decision-making.	No impact.	4.7	5.3	0.258	0.130
	Low impact.	25.6	10.5		
	Medium impact.	32.6	31.6		
	Significant impact.	34.9	38.6		
	High impact.	2.3	14.0		
What unexpected situation in the office impacts your decision-making?	Impolite employees.	55.8	75.4	0.227	0.244
	Physical surroundings.	7.0	3.5		
	Shopping was not planned. Accompanied by someone.	9.3	3.5		
	Your mood.	25.6	17.5		
	Time of shopping.	2.3	0.0		
Fifth phase - After purchase evaluation and feedback					
Are you satisfied with your stay at Zakynthos?	Fully satisfied.	65.1	57.9	0.215	0.184
	Mostly satisfied.	20.9	36.8		
	Partly satisfied.	11.6	5.3		
	Dissatisfied.	2.3	0.0		

First phase - Identifying the tourism needs					
		Male (%)	Female (%)	Contingency coefficient	
				Value (C)	(p)
You express satisfaction with the service quality by?	Increased loyalty (destination).	44.2	19.3	0.260	0.007
	Recommending services (destination) to family and friends.	55.8	80.7		
You express your dissatisfaction with the service quality by?	Boycotting the travel agency.	37.2	28.1	0.335	0.027
	Telling it to friends.	34.9	63.2		
	Expressing no feedback.	14.0	5.3		
	Expressing complaints to the travel agency.	11.6	1.8		
	Seeking for your right protection.	0.0	1.8		
	Suing the travel agency.	2.3	0.0		

**Source:** data gained through questionnaire

## 5. Conclusion

The major focus of marketing studies is the tourist needs of consumers, their destination choice and preferences. By understanding the consumer behavior during the decision-making process and the travel itself, company managers can create effective marketing strategies. It is also important to determine the main factors that affect their destination choice.

The data analysis showed that the ratio of males and females who visited Zakynthos is relatively equal. The average respondent is young (from 21 to 40 years old) and is not married. This Greek island is one of the most popular tourist destinations for the youth in the country, mostly because of its nightclubs and bars. Based on the results of the Chi-Square test, it can be concluded that there are significant differences between the answers of male and female respondents only at two survey questions (*Making purchase decisions* and the *Effect of service satisfaction*). Male respondents usually make easy and fast decision about the tourist destination, mostly based on their intuition, while females are used to consult family members and friends for advice and opinions. The two gender groups also express their satisfaction/dissatisfaction about the service quality differently. Female respondents (as opposed to male) are used to recommend the services on a tourist destination based on their **satisfaction**, but they also

express their **dissatisfaction** to friends and family. Men usually boycott a certain travel agency when dissatisfied.

The results of this research should primarily be used for creating adequate loyalty increasing strategy, but also for shaping the promotional activities of *Rhapsody travel*, based on different behavior of male and female tourists.

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## **ANALIZA POLNIH RAZLIKA U DONOŠENJU ODLUKA O IZBORU DESTINACIJE – STUDIJA SLUČAJA – OSTRVO ZAKINTOS**

*Proces turističkog odlučivanja je pod uticajem velikog broja spoljnih i unutrašnjih faktora, a može se tumačiti samo pomoću multidisciplinarnih teorija i tehnika u istraživanjima. Glavni cilj analize ponašanja turista je razumevanje motiva i razloga za donošenje odluka potrošača tokom izbora turističke destinacije. Upoznavanjem sa potencijalnim i postojećim klijentima, turističke kompanije mogu prilagoditi karakteristike svojih proizvoda. Veće zadovoljstvo kupaca znači i bolje finansijske rezultate. Istraživanje je sprovedeno u leto 2013. godine, kroz strukturiran upitnik sa 28 pitanja. Uzorak se sastoji od 100 turista, koji su posetili grčko ostrvo Zakintos preko turističke agencije Rapsody travel, turoperatora iz Beograda, glavnog grada Srbije. Cilj ovog istraživanja je da se utvrde potrebe i motivi u procesu selekcije destinacije od strane turista, koji su posetili Zakintos, kao i poređenje između muškaraca i žena. Podaci su obrađeni sa IBM SPSS 19.0. softverskim paketom za statistička istraživanja, kroz hi-kvadrat statistički test. Rezultati studije pokazali su da postoje statistički značajne razlike samo po pitanju kategorija odlučivanja o turističkoj destinaciji i izražavanju zadovoljstva i nezadovoljstva.*

**Ključne reči:** *turistički potrošači, turističke potrebe i motivi, turističko ponašanje, donošenje odluka, Zakintos*