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THE IDENTIFICATION OF SATISFACTION DRIVERS OF VACATION TRAVELING TOURISTS

Identifikacija pokretača satisfakcije turista koji putuju zbog odmora

Abstract

Tourist satisfaction is an important component in management and marketing of tourism destinations and companies which perform their business activity within the tourism sector. Managing customer satisfaction is necessary in order to secure a long-term tourism development within destinations and profitable business of tourism companies in the long-term. Tourism is a complex business area and vacation traveling tourists use a great number of different services. Different services influence tourist satisfaction. The analysis within the paper considers the basic groups of services used by tourists before traveling and services used during traveling in order to determine their influence on satisfaction. The analysis has been performed based on empirical research and the usage of statistical analyses, such as confirmative factor analysis, SEM (structural equation modeling) analysis and t test for two independent samples. Service used by travellers before traveling and during traveling have been regarded separately. The analysis has been performed with vacation traveling tourists and the ones using services of tourism agencies. The selection of this category of tourists has been made in order for the analysis to encompass all the services from the moment of traveling decision making until the return from the voyage. Based on the analysis key satisfaction drivers have been identified. The paper also analyzes the difference between tourism satisfaction drivers of tourists which have used the service of the traveling agency for the first time and the tourists which have used these services mutiple times up to now.

Keywords: satisfaction, satisfaction drivers, vacation, tourists, services

Sažetak

Satisfakcija turista je važna komponenta u upravljanju i marketingu turističkih destinacija i preduzeća koja svoju poslovnu delatnost obavljaju u turističkom sektoru. Upravljanje satisfakcijom turista je neophodno kako bi se obezbedio dugoročni razvoj turizma u destinacijama i profitabilno poslovanje turističkih preduzeća na dugi rok. Turizam je složena delatnost i turisti koji putuju zbog odmora koriste veliki broj različitih usluga. Različite usluge utiču na satisfakciju turista. U radu su uzete u obzir osnovne grupe usluga koje turisti koriste pre putovanja i usluga koje koriste u toku putovanja kako bi se utvrdio njihov uticaj na satisfakciju. Analiza je urađena na osnovu empirijskog istraživanja i primene statističkih analiza, kao što su konfirmativna faktorska analiza, SEM analiza i t test za dva nezavisna uzorka. Odvojeno su posmatrane usluge koje turisti koriste pre putovanja i usluge koje turisti koriste u toku putovanja. Analiza je rađena kod turista koji putuju zbog odmora i koriste usluge turističkih agencija. Odabir ove kategorije turista je urađen kako bi u analizi mogle da se obuhvate sve usluge od momenta donošenja odluke o putovanju do povratka sa putovanja. Na osnovu analize identifikovani su ključni pokretači satisfakcije. U radu je analizirana i razlika u pokretačima satisfakcije turista koji prvi put koriste usluge turističkih agencija i turista koji su ranije koristili usluge.

Ključne reči: satisfakcija, pokretači satisfakcije, odmor, turisti, usluge

Introduction

The tourism industry is of great importance when it comes to developing national economies. Within areas of developed tourism activity, due to direct and indirect economic effects, tourism significantly contributes to the GDP. Besides the contribution to the growth of GDP, there is also a significant influence on the growth of employment, bearing in mind that tourism is a labor-intense business area. Due to stated effects, when it comes to planning of economic development of national economies, tourism as a business has a great importance.

During the last decades, tourism has been considered as one of the fast growing economic sectors, with the average growth rate beyond 4% [57, p. 90-99]. According to the officially published data of the Global Tourism Organization in 2014, the number of international tourism travels was around 1,13 billion, which is 4.3% more compared to the previous 2013. The highly growing demand opens up the possibility for the creation and profitable business of tourism companies of different profile: tourism agencies, tour operators, hotels, restaurant companies, hospitality objects etc.

Bearing in mind the fact that tourism business is characterized by a high degree of innovation in business processes and the dynamics in preferences of service users, there is an evident pressure onto tourism destinations and tourism companies for constant business improvement and adjusting the offer to the demands of the market. Consequently, the measuring and customer satisfaction management has become crucial for the survival, development and success within service sectors, such as tourism [53, p. 459-479].

The basic idea of the paper is to analyze the drivers of vacation traveling tourists, which travel to summer tourist destinations and use the services of tourism agencies. Due to the different nature of the services, satisfaction drivers of services used before the voyage and the ones used during the voyage shall be analyzed separately. The analysis has been performed based on an empirical research carried out in Serbia in 2015, based on a sample of 341 respondents which have traveled due to summer holiday. According to the National Association of tourism agencies and tour operators (JUTA) in 2014, 874.322 tourists traveled on their vacation using the services of tour operators.

Tourism satisfaction

The most frequently used definition of satisfaction is the one that says that satisfaction is the estimate of customer expectation fulfillment [49, p. 78]. Analog to the general definition, in tourism, satisfaction is defined as a degree to which tourist expectations have been fulfilled. The expectations of consumers are defined as ideal or desired states of products and services being bought [54, p. 132]. When it comes to relationship between expectations and satisfaction, the expectations represent the estimate created based on previous experience in consuming products/services or gathered information about a product [48, pp. 25-48].

In modern tourism satisfaction is paid great attention, since it influences the selection of destination, travel, services, as well as the decision about the repeated visit to some destination, or used service of a tourism company. Tourists form in advance their expectations concerning the stay within a certain destination or using a service. Thus, their satisfaction during or after the travel or using the services is directly determined by the degree of fulfilled expectations [27, pp. 81-99].

While measuring and grading tourist satisfaction it is necessary to understand the factors which influence it. Based on Vavra`s two-dimension satisfaction model [56] Matzler & Sauerwein defined three groups of factors which influence consumer satisfaction in different ways. These are: basic factors, excitement factors and performance factors [35, pp. 314-322]. The grouping has been performed based on product and service attributes, depending how they influence consumer satisfaction. The basic factors are defined as border factors, meaning that if they are not reached, extreme dissatisfaction arises, and if they are reached, that does not cause satisfaction. The second group of factors are excitement factors which lead to satisfaction if expectatitons are fulfilled, while if not, that shall not cause dissatisfaction. The last group of factors, performance factors, are the ones which act two-ways, generating satisfaction and dissatisfaction based on whether the expectations have been fulfilled or not.

Bearing in mind the evident importance of tourism satisfaction onto the development of tourism destinations,

as well as onto all tourism products and services, the number of studies dealing with this is issue is growing [29, pp. 260-269], [10, pp. 297-308]. The study performed by Kozak & Rimmington has shown that satisfaction influences the decision while choosing a destination, consuming a product or a service at the destination, as well as the decision to visit the destination again. Similar research has shown that satisfaction is in the function of expectations and the total experience while traveling [2, pp. 52-73]. After carrying out the comparison of expectations with actual performance of the destination, satisfaction dealing with the destination in question can be graded [29, pp. 260-269].

Different product attributes are differently preferred by tourists, and tourists have different expecatitons from different attributes. This is confirmed by a study carried out by Aksu, İçigen & Ehtiyar [4, pp. 66-77]. This study was aimed at comparing the expectations and tourism satisfaction visiting the Antalya region in Turkey, in order to define the weaknesses and advantages of the regional tourism, in order to improve it. The results have shown that tourist expectations concerning food and shopping were high, but that the degree of satisfaction after traveling was low. Low expectations were followed by low satisfaction in case of local transport, culture events, communication with the local population, sport activities, cleanness etc. The improvement of these factors has been graded as a possibility for improving the tourism of Antalya. Factors for which tourists had high expectations, and which resulted in even greater satisfaction are: convenience for family travel, the services of food and drink, cultural values, accomodation services and the hospitality of the local population. These factors have been recongized as the key factors on which to base both short-term and long-term competitive advantage of this tourism destination. The results of this study indicate the fact that satisfaction can be managed, and that sucess within that field can have positive effects on tourism. So, konwing the expectations and tourism preferences is of key importance for the growth of their satisfaction, which furhter leads to fulfilling of one of the main goals of every tourism entity, and that is to form a loyal customer.

The services used by vacation traveling tourists

The tourism industry is complex, which derives from the fact that creating a tourism product is influenced by a great number of factors which are connected to tourism destinations, as well as a great number of services offered by different tourism companies during the travel [22]. Vacation traveling tourists use a great number of different services and enjoy attractions of destinations which they perceive as parts of the unique product [51, pp. 368] which essentially means that there is a great number of different attributes which influence tourism satisfaction.

The macro value chain in tourism based on which a tourism business system can be pereceived creates a complex tourism product. The macro value chain in tourism is analyzed by a great number of authors from many perspectives [40, pp. 55-61], [50], [54].

Yilmaz & Bititci have defined the value chain from the perspective of the tourist as a way of encompassing all business systems involved in offering the service, from the moment of making a decision on traveling, performing the necessary activities before traveling up to the very return from traveling. The analysis from the perspective of the tourist is a needed (assumed) approach within the satisfaction analysis, so the value chain defined by the stated authors shall be presented in detail [57, pp. 139-149].

The Yilmaz & Bititci value chain is divided according to phases which tourist perform during travel. The value chain is shown is shown within Figure 1.

The value chain presented within Figure 1 is composed of four parts:
- The offer selection which includes activities beginning from the moment of gathering information needed for the estimate of alternatives up to the final decision making about travel selection.
- The services before traveling represent a part of the value chain referring to offering services which enable tourists to perform a series of activities needed for the realization of the journey.These activities include: informing about the characteristics of the offer, information about the content of package arrangement, service payment, voucher take-over, gathering information important for the realization of the journey (weather conditions, the needed measures

Figure 1: The tourism value chain
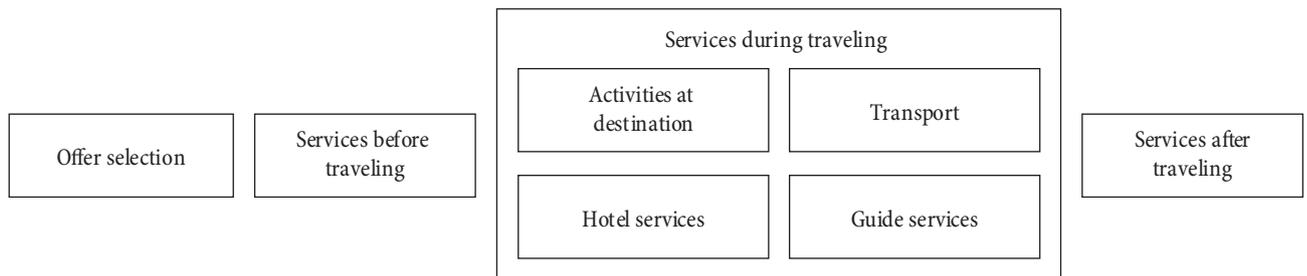
Source: [57, pp. 139-149].

of protection etc.), getting visas for passports for particular foreign destinations etc.;

- The services during traveling include different elements of the value chain which influence the creation of the tourism product which the tourists get during the very journey. The elements of the tourism product which are connected to this part of the value chain are: tourist transport (from and to the tourism destination), activities during the tourists' stay within tourism destinations (sightseeing and/or a stay near a naturally attractive area, the activities within the destination connected to built infrastructure, the sightseeing of the cultural and historic heritage etc.), fun activities, accomodation services etc. [57, pp. 139-149].

- The services after traveling refer to the part of the value chain which includes activities performed after traveling. First of all, that refers to correction measures in case some of the services have not been offered to tourist, or in case the obtained value was not adequate compared to the one promised while making a contract.

The empirical research

The main goal of the carried out empirical research is to identify the key satisfaction drivers of tourists before going on vacation and during the vacation. In that concept, two research models have been developed. Model 1 includes two factors which drive the satisfaction of tourists before the very travel. These are: the activities of the desk service and call centers within tourism agencies, as well as marketing activities (shown within Table 1). Model 2 includes variables which can significantly influence the satisfaction during the

very travel and stay within a tourism destination (shown within Table 2). The independent variables of this model are: transport quality, accommodation quality, the quality of work of the tourism guide, the facultative excursions and the quality of the destination. Within both suggested models, the general level of tourism satisfaction represents a dependent variable.

Statements made within the research have been chosen based on the review of marketing literature. Every variable within the questionnaire has been measured using various statements, except satisfaction which has been measured by one statement taken over and adopted from previous research [11, pp. 55-68], [12, pp. 336-346]. All statements were measured using a five-grade Likert scale (1- I absolutely disagree, 5- I absolutely agree, except in the case of satisfaction where grade 1 means that the questionnaire is very dissatisfying, while the grade 5 means that the questionnaire is very satisfying).

The data analysis has been carried out within the Statistical package for social sciences, as well as in AMOS. From the used statistical analyses within the research, SEM analysis and t test for two independent samples were used. For the estimate of accordance and the validity of the model confirmative factor analysis has been implemented. As adequacy measurements of the model, we used: ratio χ^2/df, comparative fit index, Tucker- Lewis index, Incremental Fit index and Root mean square error of approximation index. Also, the convergent and discriminatory validity of the model have been tested, as well as composite confidentiality. Based on the value of Cronbach's alpha coefficient internal consistency of statements used for measuring latent variables was analyzed. In order to test the relations between independent variables of both models and satisfaction (as a dependent variable) SEM analysis was used. Finally, using the t test for two independent samples

it was determined which statements within the questionnaire expressed statistically significant differences in attitudes of the respondents which used the services of tour agencies in Serbia for the first time, and those which had used those services in the past as well.

The sample

The research has been carried out on a sample of 341 respondents who have used the services of Serbian tourism agencies. Precisely, these respondents have all traveled during their summer holiday to the Greek island of Zakynthos. The survey has been carried out in two phases. Within the first step, the respondents who have agreed to participate within the research, before going on holiday obtained along with their vouchers questionnaire within which they rated the activities of the desk service and call centers within tourism agencies, as well as the marketing activities of agencies. Filled out questionnaires were handed over by the respondents to the guides within the Nikola Tesla Airport, Belgrade, the capital of Serbia, before the very journey to Zakynthos. Out of 414 respondents which have obtained the questionnaires within the agencies, 377 returned the filled out questionnaires to the guides. After having returned from the island of Zakynthos, using e-mails questionnaires were sent to the respondents which have agreed to participate within the research. A total of 377 questionnaires was sent, out of which 355 respondents returned the filled surveys to the interviewers. Having revised the collected questionnaires, the researchers have excluded 14 incomplete surveys from further analysis.

Table 1: Tourist satisafaction factors before the travel

Satisfaction factor	Facts upon which the factor has been graded	Sources based on which the statements were defined
- the activities of the desk service and call centers within tourism agencies	- Kindness - Prevenance - Efficiency at work - Imformativeness	- [26]; - [14, pp. 45-54]; - [28]; - [17, pp. 1-57]
- the marketing activities of agencies	- Internet page - Catalogs with travel programs - Ads within newspapers - Traveling programs in agencies	- [7, pp. 49-83]; - [34, pp. 107-121]

Table 2: Tourist satisafaction factors during the travel

Satisfaction factor	Facts upon which the factor has been graded	Sources based on which the statements were defined
- transport quality	- The adequate departure time - The comfort of the transport unit - Animation during transport - Quality of transfer within destination	- [6]; - [15, pp. 312-322]; - [24, pp. 35-42].
-accommodation quality	- The hotel location - Contents within the hotel - Quality of food and drinks - Cleanness - Staff kindness	- [52, pp. 324-343]; - [16, pp. 74-79];
- the quality of work of the tourism guide	- Organization of the sightseeing - Interpretation quality - Hospitality during the stay - Kindness	- [26]; - [57, pp. 90-99]; - [8, pp. 24-36];
-the facultative excursions	- The importance of locations being visited - The atmosphere within the group during the visit - The quality of interpretation	- [46, pp. 43-52]; - [9, pp. 345-354]; - [57, pp. 90-99];
- The quality of destination	- Quality of sea and beach - Fun within the destination - Culture and history of the destination - Image of the destination	- [51, p. 368]; - [46, pp. 43-52]; - [18, pp.137-152].

The segmentation of the respondents was carried out using several criteria. The research included 159 respondents which used the tourism agency for traveling for the first time and 182 respondents who have used the services of travel agencies before as well. Out of the total number of participants, 290 of them executed their summer vacation during the season (July-August), while 51 respondent executed their summer vacation during pre-season or post-season (June or September). The respondents were staying at 2,3,4 and 5 star hotels. 103 respondents were staying at a 2-star hotel, 109 respondents were staying at a 3-star hotel, 74 respondents were staying at a 4-star hotel and 55 respondents were staying at a 5-star hotel.

The cofirmative factor analysis has been used with the aim to estimate the fit and validity of both suggested models. In case of the first model (which encompasses the satisfaction drivers before going on holiday), first of all the two statements which had a low level of correlation with the variable to which they belonged were excluded from further analysis. The final model has shown an adequate level of fit ($\chi2/df$ = 2.22; CFI = 0.985; TLI = 0.974; IFI = 0.986; RMSEA = 0.060). When it comes to the second model (which contains the drivers of satisfaction during the very holiday), from the initially conceived model four statements were excluded which have shown a low level of correlation with the variable they were used to measure. After that, the model has shown an acceptable level of fit ($\chi2/df$ = 2.76; CFI = 0.946; TLI = 0.924; IFI = 0.947; RMSEA = 0.072). As can be seen within Table 3, the value $\chi2/df$ for both models is lower than treshold

3 suggested by Carmines & McIver [13]. Bearing in mind the values of CFI, TLI and IFI, which are higher than 0.9 with both models, we can state that in both cases we have a good fit [5, pp. 74-94]. Also, the values of RMSEA index with both models are lower than the treshold 0.08, which indicates the acceptable level of fit [25].

All confirmative factor loads are higher then 0.65. Average variance extracted (AVE) from every variable with both models surpasses the threshold of 0.5, thus securing a converegent validity [21, pp. 39-80]. The condition of the discriminatory value has been satisfied with the fact that the AVE of every latent variable is higher than the sqaured coefficient of correlation between the given variable and every other variable individually. Both models also possess the satisfactory level of composite confidentiality, since the composite teliability values of all constructions are higher than 0.8 (presented within Table 4). Finally, the value of the Cronbach's alpha coefficient for all variables surpasses the minimum needed threshold of confidentiality of 0.7, which was recommended by [47].

By using the SEM analysis, a statistical significance of influence of independent variables of both models onto the satisfaction of the tourists has been determined. When it comes to model 1, the results confirm the significance of the bond between the activities of the desk service and call centers and satisfaction (β = 0.395, п 0.01). The results are shown within Table 5. Marketing activities as well stand out as a statistically important satisfaction driver (β = 0.137, п 0.05). However, the influence of marketing activities onto the

Table 3: Fit indices for models 1and 2

Fit indices	$\chi2/df$	CFI	TLI	IFI	RMSEA
Recommended values	< 3	> 0.90	> 0.90	> 0.90	< 0.08
Values within model 1	2.22	0.985	0.974	0.986	0.060
Values within model 2	2.76	0.946	0.924	0.947	0.072

Table 4: AVE, CR and Cronbach's alpha

Variables	AVE	CR	Cronbach's alpha
Desk service and call centers	0.66	0.85	0.83
Marketing activities of agencies	0.62	0.83	0.82
Transport quality	0.71	0.88	0.87
Accommodation quality	0.60	0.82	0.82
Quality of work of the tourism guide	0.82	0.94	0.95
Facultative excursions	0.55	0.83	0.83
Quality of destination	0.62	0.83	0.83
Satisfaction (this variable has been measured using only one statement)	-	-	-

satisfaction of tourists is somewhat weaker compared to the influence of desk service and call centers within agencies. Four out of five regarded relations within model 2 are statistically significant (also shown within Table 5). So, out of five regarded antecedents of tourism satisfaction during the traveling, the biggest influence is made by the quality of destination (β = 0.515, п 0.01). Somewhat weaker, but also significant influence is made by the quality of transport (β = 0.313, п 0.01), facultative excursions (β = 0.177, п 0.05) and accommodation quality (β = 0.109, п 0.1). However, the results of the carried out study

have not shown a significant correlation between the quality of work of the tourism guide and tourist satisfaction.

Using the t test for two independent samples a desire was expressed to determine do significant differences in respondent attitudes occur between the tourists which have used the services of an agency for the first time and the ones that have used those services in the past as well (presented within Table 6). The results show that the grades of statements concerning the activities of the desk service and call centers are not statistically significantly different between the two regarded groups. On the other hand, tourists which have previously used the services of the travel agency have more positive attitudes when it comes to statements which reflect the marketing activities of the agencies, the quality of transport and the quality of accomodation. In case of statements dealing with the measurement of the remaining three independent variables (Quality of work of the tourism guide, Facultative excursions and Quality of destination) there have been no noted significant difference

Table 5: The results of SEM analysis

The tested relationship	The standard regression coefficient
Desk service and call centers → satisfaction	0.395***
Marketing activities of agencies → satisfaction	0.137**
Transport quality → satisfaction	0.313***
Accommodation quality → satisfaction	0.109*
Quality of work of the tourism guide → satisfaction	0.079
Facultative excursions → satisfaction	0.177**
Quality of destination → satisfaction	0.515***

Table 6: The results of t test for two independent samples

Statements	Group 1 M (SD)	Group 2 M (SD)	t value
The employees at the desk service and call center are attentive	4.58 (0.76)	4.62 (0.69)	- 0.46
The employees at the desk service and call center offer the right information	4.45 (0.83)	4.58 (0.71)	- 1.53
The employees at the desk service and call center are efficient	4.22 (1.09)	4.33 (0.92)	- 1.05
Catalogs are of good quality	4.44 (0.88)	4.68 (0.60)	- 2.85**
Radio and tv commercials are of good quality	4.21 (1.05)	4.50 (0.76)	- 2.91**
The magazines are of good quality	4.40 (0.88)	4.61 (0.68)	- 2.55*
The transport to destination is well organized	3.59 (1.22)	4.25 (1.04)	- 5.35**
The transfer within destination is well organized	3.97 (1.12)	4.56 (0.75)	- 5.58**
The desk service at the airport is well organized	4.01 (0.92)	4.55 (0.75)	- 5.94**
The content during the stay at the hotel is of good quality	3.64 (1.19)	4.07 (1.11)	- 3.44**
The food at the hotel is of good quality	3.68 (1.29)	4.13 (1.09)	- 3.42**
The hotel is clean	3.87 (1.20)	4.24 (1.09)	- 2.90**
The tour guides offer the needed information	4.34 (1.09)	4.43 (0.98)	- 0.84
The interpretation of the tour guide is of good quality	4.24 (1.18)	4.40 (1.07)	- 1.33
The tour guides are attentive	4.51 (0.97)	4.60 (0.90)	- 0.88
The tour guides have good organization skills	4.34 (1.10)	4.44 (1.01)	- 0.92
The excursions are attractive	4.36 (0.88)	4.45 (0.84)	- 0.98
The excursion prices are affordable	4.16 (1.00)	4.23 (0.96)	- 0.69
The excursion are well organized	4.16 (1.02)	4.21 (0.98)	- 0.52
The work of local guides is satisfactory	4.18 (0.95)	4.10 (1.06)	0.71
The sea is nice	4.48 (0.76)	4.61 (0.66)	- 1.70
The destination has a good content when it comes to animation	4.14 (0.93)	4.37 (0.79)	- 2.52*
Beaches are nice and well kept	4.18 (0.93)	4.22 (0.98)	-0.47
The general level of satisfaction	4.28 (0.98)	4.58 (0.76)	- 3.19**

M- mean; SD- standard deviation; Group 1- respondents which are traveling for the first time using the given agency; Group 2- respondents which have used the services of the given agency to travel in the past as well.

in the grades od the respondents. Only the tourists which have previously used the services of the tourism agencies have shown a more favorable attitude when it comes to the statement "The destination has a good content when it comes to animation". Although a certain number of statements have not shown significant differences, the general level of satisfaction is higher with tourists which have previously used the services of an agency, compared to those which are using the services of an agency for the first time.

Conclusion

The significance of the carried out study can be seen in the identification of the factors which drive tourist satisfaction. Thereby, the study offers a contribution to the existent literature through developing the satisfaction drivers before and after the very voyage. It is very important to direct the managerial efforts towards creating the tourist satisfaction, in order to improve the business performance. Within that context, it is first necessary to determine the key satisfaction drivers. The contribution of the study is also a comparative analysis of the attitudes of tourists which have used the services of the agency for the first time and the ones which have used the services of agencies earlier as well, when it comes to the elements of service offer of tourism agencies. With this kind of analysis we come to the precise degree of tourist satisfaction of tourists which have used the services of the agency for the first time compared to the satisfaction of those tourists which are loyal to a certain degree to that agency, since they have used its services previously.

The results have shown that the destination quality is the most important driver of satisfaction. While going on a summer holiday, tourist firstly pay attention to the quality of the sea, tidiness of the beaches and the attraction content within the destination they visit. Also, the good organization of transport stands out as an important factor which leads to satisfaction. Many tourists obviously want to get as quick as possible and as with little effort as possible to the desired destination. The obtained result offers useful suggestions to the services lenders directing them to improve the efficiency of the tourist transfer system. It is interesting to point out that quality of work of the tourism guide does not have a

significant influence onto the tourist satisfaction. Namely, many tourists who visit the Greek islands independently arrange the content of their stay, they rent automobiles and daily visit different beaches. Due to that, these tourists do not tend to rely to much onto tour guides. When it comes to factors which motivate satisfaction before departure on holiday, it is important to point out that the activities of the desk service and call centers within agencies stand out as factors of greater importance compared to the marketing activities of the agency. This result indicates that tourists which use the services of tourism agencies prefer to gather all needed information personally in conversation with employees. The quality of interaction between employees and clients is a very important element of the service offer of the tourism agencies. Within that context, it is desirable for the empolyed staff to be professional, efficient and to offer all the needed information to the clients, but also to treat them with respect, empathy, as well as with readiness to assist at any moment.

Based on the obtained results we can conclude that concerning the work of desk service, call centers, tour guides and the organization of facultative excursions, there are no significant differences in attitudes of tourists using the travel agency for the first time, and those which have used the agency services before as well. It is needed to emphasize that the quality of work of the employees at the desk service and the call center is almost identically seen by both groups of tourists. That means that the attitudes of new tourists regarding this element of the service offer are similar to the attitudes of loyal tourists which have used the given agency to go on vacation before. This is a significant finding which indicates a high level of quality of the offered service in the period before going on holiday. However, regarding the organization of transport to the destination there are notable more favorable attitudes of tourists which have used the services of tourism agencies before. The obtained result does not necessarily mean that tourists which use the services of the agency for the first time are not satisfied with the quality of transport to the destination. It is possible the before the very travel they have had somewhat of higher expectation compared to the ones which have used the services of tourism agencies before, who based on the previous experience knew what they could expect.

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