



## EXAMINING URBAN TOURISTS' ATTITUDES: THE CASE STUDY OF BELGRADE (SERBIA)

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### ABSTRACT

Personal characteristics have an important role in shaping tourists' attitudes. The purpose of this study is to examine tourists' attitudes to elements of the tourist offer of the city of Belgrade, the main urban destination in the Republic of Serbia. The primary research aim is to examine the influence of these personal characteristics on such attitudes. A survey was conducted on a sample of 319 tourists, who visited the city. The collected data were processed in the statistical program SPSS25 while the formed hypotheses were tested using appropriate statistical tests. The research results indicated that tourists highly rated the diversity of the gastronomic offer and the quality of nightlife, while organized tours for visiting tourist attractions and the quality of traffic infrastructure were ranked as elements in which there are opportunities for improvement. Further, the research results showed that origin and education influenced differences in tourists' attitudes. The theoretical and practical implications as well as research limitations are defined, and recommendations made for the future research based on the theoretical background and research results.

### KEYWORDS

Belgrade, Serbia, personal characteristics, tourist offer, tourists' attitudes

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## 1. INTRODUCTION

Understanding the travel decision-making process, destination choice and tourists' expectations based on a tourist destination offer is a very important topic in the social sciences (Blešić et al., 2021; Moscardo et al., 1996; Van Vuuren, Slabbert, 2011). In conditions of continuous and dynamic change in the needs and preferences of tourist demand, a significant number of empirical studies have examined the factors

which influence tourists' attitudes to the offer of the tourist destination which they visit. Researchers pay significant attention to examining the influence of personal characteristics (gender, age, education, income, origin, marital status, etc.) on the behavior, attitudes, and preferences of tourists (Kodithuwakku, 2018; Kostić, Kovačević-Berleković, 2021; Kozak, 2002; Varasteh, Marzuki, Rasoolimanesh, 2015). Also, some empirical studies confirm the significant influence of personal characteristics on all aspects of tourist travel,

starting from travel motivation, the decision-making process and tourist satisfaction (Biswas, Omar, Rashid-Radha, 2020; Carvache-Franco et al., 2020; Ma et al., 2018; Perović et al., 2012).

Regarding gender, researchers have pointed to differences in the behavior of men and women during travel; women travel more often primarily for rest and relaxation while men travel more for business reasons (Collins, Tisdell, 2002; Tilley, Houston, 2016). Meng and Uysal (2008) identified gender differences in the importance of destination offer elements pointing out that women attach more importance to destination attributes than men when it comes to natural landscapes and recreational facilities (festivals, visiting cultural sites, sightseeing, and shopping). Age can also influence tourists' attitudes to destination offer elements which has been confirmed in research (Aziz et al., 2018; Kim, Weiler, 2013; Tangeland et al., 2013). According to Esichaikul (2012), older tourists travel to destinations that offer them recreational facilities, while the location of accommodation, natural beauties and safety are also important elements of a destination offer. Unlike the elderly, young tourists prefer destinations which offer them novelty (Kim et al., 2008). Significant differences which exist in the tourist attitudes of different ages were pointed out in the work by Milićević, Lakićević and Petrović (2020) according to which young tourists prefer sports and recreational facilities, spa & wellness and quality in accommodation services, while older tourists pay attention to natural attractions and cultural and entertainment facilities.

In terms of education, tourists with a higher level have higher expectations from a vacation in a certain destination (Đeri, Plavša, Čerović, 2007; Kim et al., 2008). Also, highly educated tourists travel more often to foreign destinations while those with a lower-level travel domestically (Đeri et al., 2017). Origin can have a significant impact on travel motivation and destination image but also on tourists' attitudes to a destination offer (Podovac, 2021a; Prayag, Ryan, 2010; Sussmann, Rashcovsky, 1997). Research on tourists' attitudes to destination offer elements has made a significant academic contribution as tourists gain different experiences after using the services, and this is very often influenced by their socio-demographic characteristics (Jevtić, Tomić, Leković, 2020). Understanding the attitudes of tourists with different personal characteristics is crucial for identifying those market segments whose needs can be completely satisfied as well as for defining marketing activities for these segments. The success of the destination on the tourist market depends on the continuous adjustment of the offer to tourists with different characteristics and travel motives through new services and facilities.

This article examines tourists' attitudes to elements of the tourist offer of the city of Belgrade. The aim is an examination of the impact of tourists' personal characteristics on their attitudes to elements of this tourist offer. The main reason for the selection of Belgrade is that in relation to other types of tourist places, it is the most developed urban tourism destination with the highest percentage share in the total number of tourists visiting Serbia. Analyzing statistical data for 2019 (Statistical Office of the Republic of Serbia, 2019), 1,258,348 tourists visited the capital, i.e., 34.1% of the total number of tourist arrivals at the national level. In this year, 2,696,832 overnight stays were recorded, which is 26.8% of the total number of tourist overnights in Serbia. After Belgrade come Vrnjačka Banja (7.7%), Zlatibor (6.4%), Novi Sad (6%), Kopaonik (3.7%), Sokobanja (3.4%) and Niš (2.5%) (Statistical Office of the Republic of Serbia, 2020). Belgrade has a recognizable image as a destination of a multifunctional character which can satisfy different travel motives with its offer (Podovac, 2021a; Podovac, 2021b). The efficiency of the destination management process as well as continuity in raising the quality of the tourist offer contribute to the stable position of Belgrade on the international tourist market.

In the following section a literature review is presented in which the results of previously conducted empirical studies on this topic have been analyzed. Based on theoretical analysis, the research methodology is explained next. The research results obtained are then presented, while in the discussion, a comparison with the results of other studies is made. In the final section, the theoretical and practical implications as well as limitations and guidelines for future research are defined.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Numerous studies have indicated a significant impact of tourists' personal characteristics on travel decision making (Baloglu, 1997; Kattiyapornpong, Miller, 2009; Zahirović et al., 2021), travel motivation (Aziz et al., 2018; Kara, Mkwizu, 2020; Podovac, 2022; Tepavčević et al., 2019) and destination choice (Hedlund et al., 2012; Heung et al., 2001; Yoo et al., 2018). Personal characteristics, among which gender, education, age, and origin stand out as variables, shape consumer behavior (Jönsson, Devonish, 2008; Khatibzadeh et al., 2012; Kwok et al., 2016; Woyo et al., 2019). Gender implies a set of characteristics, attitudes and activities that distinguish men from women and also may influence behavior (Kwok et al., 2016). Despite these opinions that in recent times differences in travel behavior

between men and women are far less pronounced, gender differences when it comes to travel are still a significant research issue (Che et al., 2021; Collins, Tisdell, 2002; Lyu, Noh, 2017; Omar et al., 2014; Ozdemir et al., 2012). Several studies have indicated that women rate elements of a destination offer more highly than men as well as finding more satisfaction overall (Clarke et al., 2021; Đeri et al., 2018; Vespestad, Mehmetoglu, 2015).

Examining the impact of gender differences on the perceived importance of destination attributes, Meng and Uysal (2008) have indicated that for women elements of a tourist offer such as natural landscapes, recreational activities, events, shopping, organized sightseeing, cultural and historical heritage are more important than others. On the other hand, it has been concluded that men prefer activities that are based on nature (skiing, horse riding, hunting) as well as recreational facilities. In a study by Ryan et al. (1998), it was found that there are pronounced gender differences in attitudes regarding the perception of destination offer elements and that women rated almost every element with a higher score than men. Using the example of Perth (Western Australia), the authors concluded that women rated elements such as cultural and historical heritage sites, tours, local population kindness, leisure facilities, shopping, and traffic accessibility more highly. Ragavan et al. (2014) found that the attitudes of foreign tourists of different genders differ significantly when it comes to accommodation, food and beverage services, facilities, and prices. Kodithuwakku (2018) analyzed the behavior of international male and female tourists in relation to their overall satisfaction arising from the destination attributes, using the example of the Galle Tourism Zone, and concluded that men are more satisfied with elements such as landscapes, accommodation, food, hospitality, security, relaxation, climate, and price than women. In this study, significant differences in the attitudes of women and men for elements such as landscape, goods and services, entertainment, shopping, accommodation, hospitality, accessibility, security, and relaxation were established. However, the results demonstrated that the attitudes of women and men do not differ when it comes to culture, religious values, food, climate, transport, and prices. Based on findings in similar studies, hypothesis is formulated as follows:

$H_1$ : Gender influences on differences in tourists' attitudes to elements of the tourist offer of the city of Belgrade.

The age of tourists affects destination choice (Jönsson, Devonish, 2008; Milićević et al., 2020; Woyo et al., 2019) as well as tourists' attitudes to destination offer elements (Li et al., 2017; Weaver et al., 1994; Woyo et al., 2019). Tsiotsou and Vasioti (2006) have determined

that satisfaction with a destination offer is higher among young tourists compared to older. Young tourists prefer leisure activities in a destination such as rafting or horseback riding, while older tourists prefer good facilities for a vacation. According to Zielińska-Szczepkowska (2021), older tourists are mostly interested in destination offer elements such as safety, natural beauty, historical places, service quality and traffic accessibility. Patuelli and Nijkamp (2016) pointed out that older tourists are an important market segment, primarily interested in destinations that offer them peace, culture, preserved environment, climate, quality of life and which are affordable. In a study about how destination attributes can be used for promotion purposes, based on the example of Udaipur (Rajasthan, India), Singh and Tiwari (2016) found significant differences in tourists' attitudes according to their age. Tourists aged 18 to 25 and those between 46 and 55 are more satisfied with elements such as services at tourist spots, natural attractions, and infrastructure. The study, which was conducted on a sample of Japanese tourists, found that there is a link between vacation factors among the personal and travel characteristics of tourists. They pointed out significant differences between tourists aged 18–24, 35–44 and 45–54 in relation to tourists aged 55–64 when it comes to conditions for destination exploration (Heung et al., 2001).

Milićević et al. (2020) determined that young tourists pay more attention to attributes such as sports and recreational activities, spa & wellness, prices of accommodation services, while the older prefer natural attractions, activities for children as well as culture and entertainment. Weaver et al. (1994) found that young tourists mostly prefer destinations that offer them entertainment at affordable prices, while the older focused on destinations that offer them comfort and safety. In a study examining whether the image of rural Pennsylvania differs among international students depending on travel behavior and socio-demographic characteristics, Chen and Kerstetter (1999) demonstrated a positive relationship between tourist age and the natural amenity dimension. The authors found that older international tourists have a more positive attitude toward the image of rural Pennsylvania than younger tourists. Therefore, the second hypothesis is defined as follows:

$H_2$ : Age influences differences in tourists' attitudes to elements of the tourist offer of the city of Belgrade.

Education is a personal characteristic analyzed very often in tourism research due to its pronounced influence on destination choice (Đeri et al., 2017; Tan, Wu, 2016; Woyo et al., 2019). Educational level significantly affects tourists' attitudes to the offer of the destination visited (Kozak, 2002; Milićević et al., 2020; Vuksanović et al., 2019). Singh and Tiwari (2016) point out that



education is one of the personal characteristics which affects their satisfaction and perception of destination offer elements. They concluded that perception and satisfaction of destination offer elements are at a higher level among tourists with higher education. However, Milićević et al. (2020) came to the conclusion that education does not significantly affect differences in tourists' attitudes to the tourist product based on the example of Vrnjačka Banja. The authors found differences in tourists' attitudes from dissimilar educational levels for a very small number of elements (accommodation services, cleanliness in the destination and prices). Woyo et al. (2019) found that education significantly influences tourist perception when it comes to destination amenities, ambiance, external access, and destination environment. These elements were rated more highly by tourists with a degree. According to Gaki et al. (2016), education influences tourist satisfaction with the destination offer, especially when it comes to tourists with higher education because it is considered that they know what they want to experience in the destination and that they have information about the offer before they travel. Based on that, a third hypothesis was formed:

H<sub>3</sub>: Educational level influences differences in tourists' attitudes to elements of the tourist offer of the city of Belgrade.

Origin is an important criterion for tourism market segmentation while in addition an analysis of the origin of tourists can contribute to a more complete understanding of tourist behavior (Đeri et al., 2014; Mazilu, Mitroi, 2010). When it comes to origin, tourists from different countries or from different continents perceive the tourist attractions of a destination differently (Kozak, 2002; Mill, Morrison, 1985). According to a study on the impact of demographic variables on the perception of destination attractiveness, Woyo et al. (2019) came to the conclusion that Asian tourists perceive general amenities as a source of destination attractiveness, while tourists from Africa singled out external access due to the proximity of the destination. On the other hand, ambiance is an important factor of destination attractiveness for tourists from America and Asia. Goodrich (1978) determined that American tourists pay more attention to entertainment and shopping, to climate for comfort, and to prices. In the study about segmentation based on the personal characteristics of tourists who visited Istanbul (Turkey), Birdir (2015) found that tourists who prefer natural attractions come from Russia, while German tourists are very sensitive to service prices. Examining the impact of personal characteristics on tourists' attitudes to destination offer elements is very important for understanding tourist behavior during travel. In addition, this type of research provides important information to tourism development planners in order to define the directions

of tourism development and adjust the offer to the needs of tourists. As pointed out (Carvache-Franco et al., 2020; Kassean, Gassita, 2013; Kozak, 2002), the analysis of differences in attitudes and behavior of tourists is a very important aspect of research for destination management, as it examines the characteristics of different groups of tourists, performs segmentation of the tourism market and defines appropriate marketing strategies for each segment. Based on this, the fourth hypothesis was defined:

H<sub>4</sub>: Origin influences differences in tourists' attitudes to elements of the tourist offer of the city of Belgrade.

### 3. RESEARCH METHODOLOGY

#### 3.1. RESEARCH AREA, SAMPLING AND SURVEYING

An examination of the existence of significant differences in respondents' attitudes to elements of the Belgrade tourist offer according to their personal characteristics represents the main aim of this research. Belgrade was selected for the research location as it has the most developed offer of urban tourism in Serbia. This consists of different tourist attractions, a rich cultural heritage and tourist events, as well as various facilities that allow tourists to spend quality time (nightlife, rich gastronomic offer, shopping centers, etc.) (Paunović, 2013; Podovac et al., 2022). The period in which the survey was conducted was from June to September 2019. A questionnaire was distributed to tourists in categorized accommodation facilities and during organized city tours who stayed in Belgrade. The total number of validly completed questionnaires was 319.

#### 3.2. SURVEY QUESTIONNAIRE DEVELOPMENT

Respondents filled out a questionnaire which consisted of two parts. The first consisted of five questions, which referred to their demographic data while three were about the tourists' vacation in Belgrade (length of stay, total number of visits and manner of travel organization). In the second part, 11 elements of the tourist offer of Belgrade were defined and respondents rated these elements with grades from 1 (*lowest*) to 5 (*highest*). These 11 elements were based on the classifications defined by Jansen-Verbeke (1986) and by Hall and Page (2002).

#### 3.3. DATA ANALYSIS

The collected data were systematized and processed through the statistical program SPSS 25 using appropriate statistical analyzes. The article presents the results of the descriptive statistical analysis of the

collected responses. The defined hypotheses were also tested by applying selected statistical methods. The existence of the influence of gender and origin on respondents' attitudes about elements of the tourist offer was examined using a *t*-test of independent samples. The influence of age and education (independent variables) on respondents' attitudes (dependent variable) was examined by application of a one-factor analysis of variance. The verification of the measuring scale was performed by calculating Cronbach's coefficient (0.887 – greater than 0.079) which indicates good reliability as well as internal agreement in the analyzed sample.

## 4. RESEARCH RESULTS

### 4.1. SAMPLE PROFILE

As visible in Table 1, in the survey 319 respondents participated with the proportion of male respondents (52%) being slightly higher than female (48%). Of the total number, the most represented are those in the age groups 36–45 (29.5%) and 26–35 (27%). According to educational level, 66.1% respondents stated that they had completed master's or PhD studies.

When it comes to monthly income, 43.9% of respondents earn more than 800 euros but 17.6% did not want to answer this question. According to the number of visits, the sample included respondents who had visited Belgrade six or more times (36.4%), and 49.8% stayed in Belgrade for 2–3 days. In terms of travel organization, 83.4% organized their travel independently, while for 3.4% the trip was organized by a travel agency. Other options were related to travel organized by the company in which respondents worked or by a specific organization of which they are members.

### 4.2. TOURISTS' ATTITUDES TO THE ELEMENTS OF THE TOURIST OFFER OF THE CITY OF BELGRADE

The results of descriptive statistical analysis of the tourist offer of the Belgrade are shown in Table 2.

The average scores for tourist offer elements in Belgrade range from 3.48 to 4.22. Analyzing the values of the arithmetic mean, it can be concluded that some elements stand out from others. The highest averages were for diversity of gastronomic offer ( $M = 4.22$ ) and quality of nightlife offer ( $M = 4.18$ ), while the lowest were for organized tours for visiting tourist attractions ( $M = 3.49$ ) and quality of traffic infrastructure ( $M = 3.48$ ).

According to the obtained results, female respondents gave slightly higher average scores for 7 of 11 elements

Table 1. Basic data on respondents and their stay in Belgrade ( $n = 319$ )

| Demographic characteristics |                        | <i>n</i> | %    |
|-----------------------------|------------------------|----------|------|
| Gender                      | male                   | 166      | 52.0 |
|                             | female                 | 153      | 48.0 |
| Age                         | 18–25                  | 54       | 16.9 |
|                             | 26–35                  | 86       | 27.0 |
|                             | 36–45                  | 94       | 29.5 |
|                             | 46–55                  | 48       | 15.0 |
|                             | 56–65                  | 28       | 8.8  |
|                             | > 66                   | 9        | 2.8  |
| Monthly income              | up to 200 euros        | 14       | 4.4  |
|                             | 201–300                | 13       | 4.1  |
|                             | 301–400                | 30       | 9.3  |
|                             | 401–500                | 15       | 4.7  |
|                             | 501–600                | 7        | 2.2  |
|                             | 601–700                | 13       | 4.1  |
|                             | 701–800                | 17       | 5.3  |
|                             | > 800                  | 140      | 43.9 |
|                             | I don't want to answer | 56       | 17.6 |
|                             | no income              | 14       | 4.4  |
| Education                   | high school            | 9        | 2.8  |
|                             | Diploma                | 11       | 3.4  |
|                             | bachelor's degree      | 88       | 27.6 |
|                             | master/PhD             | 211      | 66.1 |
| Origin                      | domestic               | 68       | 21.3 |
|                             | foreign                | 251      | 78.7 |
| Length of visit             | less than a day        | 12       | 3.8  |
|                             | one day                | 31       | 9.7  |
|                             | 2–3 days               | 159      | 49.8 |
|                             | 4–5 days               | 59       | 18.5 |
|                             | 6–7 days               | 22       | 6.9  |
|                             | longer than 7 days     | 36       | 11.3 |
| Number of visits so far     | once                   | 80       | 25.1 |
|                             | 2–3                    | 71       | 22.3 |
|                             | 4–5                    | 52       | 16.3 |
|                             | 6 and more             | 116      | 36.4 |
| Travel organization         | independently          | 266      | 83.4 |
|                             | travel agency          | 11       | 3.4  |
|                             | other                  | 42       | 13.2 |

Source: authors.

Table 2. Results of descriptive statistical analysis of tourist offer elements of Belgrade

| Tourist offer elements of Belgrade                       | M    | SD    |
|--|------|-------|
| Cultural and historical heritage                         | 3.92 | 0.973 |
| Organized tours for visiting tourist attractions         | 3.49 | 1.012 |
| Attractiveness of the natural environment and landscapes | 3.73 | 0.965 |
| Traffic accessibility                                    | 3.76 | 1.033 |
| Quality of traffic infrastructure                        | 3.48 | 0.983 |
| Relation between price and service quality               | 3.91 | 1.039 |
| Quality of services in accommodation facilities          | 3.74 | 1.089 |
| Shopping   | 3.97 | 0.938 |
| Quality of nightlife offer                               | 4.18 | 0.919 |
| Diversity of gastronomic offer                           | 4.22 | 0.956 |
| Orderliness and cleanliness of the city                  | 3.53 | 1.101 |

Source: authors.

of the tourist offer of Belgrade with the highest given for diversity of gastronomic offer ( $M = 4.23$ ;  $SD = 1.048$ ), quality of nightlife offer ( $M = 4.18$ ;  $SD = 1.029$ ) and shopping ( $M = 4.08$ ;  $SD = 0.927$ ), while the lowest were for quality of traffic infrastructure ( $M = 3.55$ ;  $SD = 0.917$ ) and organized tours for visiting tourist attractions ( $M = 3.56$ ;  $SD = 0.993$ ). The highest average scores by male respondents were given for diversity of gastronomic offer ( $M = 4.21$ ;  $SD = 0.866$ ); quality of nightlife offer ( $M = 4.17$ ;  $SD = 0.809$ ) and relation between price and service quality ( $M = 3.95$ ;  $SD = 1.020$ ). On the other hand, lower average scores were given for organized tours for visiting tourist attractions ( $M = 3.43$ ;  $SD = 1.029$ ) and quality of traffic infrastructure ( $M = 3.41$ ;  $SD = 1.039$ ) (Table 3). Statistically significant differences between attitudes exist only in the case of shopping ( $p = 0.033$ ) which women rated more than men. Considering that there are significant differences for only one element out of 11 at the level of significance  $p < 0.05$ , the authors established the absence of statistically significant differences between the attitudes of male and female respondents on the tourist offer of Belgrade. Based on this result, hypothesis  $H_1$  was rejected.

Table 3. Results of *t*-test by gender

| Tourist offer elements of Belgrade | Gender | M    | SD    | <i>p</i> |
|------------------------------------|--------|------|-------|----------|
| Shopping                           | male   | 3.86 | 0.927 | 0.033*   |
|                                    | female | 4.08 | 0.939 |          |

Note: \*  $p \leq 0.05$ .

Source: authors.

When it comes to origin, foreign respondents gave high average scores for cultural and historical heritage, attractiveness of the natural environment and landscapes, traffic accessibility, relation between price and service quality, shopping, quality of nightlife offer and orderliness and cleanliness of the city.

Foreign respondents gave the diversity of gastronomic offer the highest average score ( $M = 4.23$ ;  $SD = 0.939$ ) while the lowest were for organized tours for visiting tourist attractions ( $M = 3.45$ ;  $SD = 1.008$ ) and quality of traffic infrastructure. For all other elements, the highest average scores were given by domestic respondents, especially for quality of nightlife offer ( $M = 4.43$ ;  $SD = 0.886$ ). Domestic respondents gave orderliness and cleanliness of the city with the lowest score ( $M = 3.00$ ;  $SD = 1.093$ ). Origin affected the respondents' attitudes in 7 of the 11 analyzed tourist offer elements: cultural and historical heritage, organized tours for visiting tourist attractions, attractiveness of the natural environment and landscapes, traffic accessibility, relation between price and service quality, shopping, quality of nightlife offer and orderliness and cleanliness of the city (Table 4). These results indicate that significant differences exist in the attitudes of respondents with different origins about the tourist offer elements of Belgrade thus  $H_4$  hypothesis is confirmed.

Table 4. Results of *t*-test by origin

| Tourist offer elements of Belgrade                       | Origin | M    | SD    | <i>p</i> |
|--|--------|------|-------|----------|
| Cultural and historical heritage                         | D      | 4.15 | 0.981 | 0.031*   |
|  | F      | 3.86 | 0.964 |          |
| Attractiveness of the natural environment and landscapes | D      | 3.47 | 0.938 | 0.011*   |
|  | F      | 3.80 | 0.962 |          |
| Traffic accessibility                                    | D      | 4.18 | 1.021 | 0.000*   |
|  | F      | 3.65 | 1.010 |          |
| Relation between price and service quality               | D      | 3.47 | 1.029 | 0.000*   |
|  | F      | 4.03 | 1.011 |          |
| Shopping   | D      | 4.41 | 0.815 | 0.000*   |
|  | F      | 3.85 | 0.934 |          |
| Quality of nightlife offer                               | D      | 4.43 | 0.886 | 0.012*   |
|  | F      | 4.11 | 0.918 |          |
| Orderliness and cleanliness of the city                  | D      | 3.00 | 1.093 | 0.000*   |
|  | F      | 3.67 | 1.061 |          |

Note: D – domestic, F – foreign; \*  $p \leq 0.05$ .

Source: authors.

Average scores for the tourist offer elements of Belgrade, depending on age range from 3.32 to 4.50. Respondents belonging to the younger population



(18–25) gave quality of nightlife offer ( $M = 4.50$ ;  $SD = 0.906$ ) and shopping ( $M = 4.37$ ;  $SD = 0.917$ ) high scores, while lower average scores were for orderliness and cleanliness of the city ( $M = 3.30$ ;  $SD = 0.964$ ). High average scores for Relation between price and service quality ( $M = 4.02$ ;  $SD = 1.084$ ); quality of nightlife offer ( $M = 4.35$ ;  $SD = 0.904$ ) and diversity of gastronomic offer ( $M = 4.26$ ;  $SD = 0.884$ ) were given by respondents aged 26–35 with the lowest for quality of traffic infrastructure ( $M = 3.28$ ;  $SD = 0.978$ ). The attitudes of those aged 36–45 and 46–55 are relatively similar, given that they gave high average scores for quality of nightlife offer and diversity of gastronomic offer, while they gave low average scores for quality of traffic infrastructure. Respondents aged 56–65 highly rated diversity of gastronomic offer ( $M = 4.24$ ;  $SD = 1.074$ ), while the lowest average score was given for organized tours for visiting tourist attractions ( $M = 3.43$ ;  $SD = 1.069$ ). The oldest group of respondents gave high average scores for cultural and historical heritage ( $M = 4.11$ ;  $SD = 0.782$ ) and quality of nightlife offer ( $M = 4.11$ ;  $SD = 0.928$ ), while the lowest were given for organized tours for visiting tourist attractions ( $M = 3.22$ ;  $SD = 1.641$ ) and traffic accessibility ( $M = 3.22$ ;  $SD = 0.441$ ).

The results of the one-factor analysis of variance, which are presented on Table 5, indicate that significant differences exist in the attitudes of different age groups for shopping ( $F = 3.154$ ;  $p = 0.009$ ) and quality of nightlife offer ( $F = 3.454$ ;  $p = 0.005$ ) at a level of statistical significance of  $p < 0.05$ . The Tukey post-hoc test, which was used to determine those age groups whose attitudes differ, showed the existence of significant differences in the mean values between attitudes of those aged 18–25 and 36–45 in the case of shopping ( $p = 0.003$ ) and the quality of nightlife offer ( $p = 0.016$ ). Based on these results, it has been established that the attitudes of respondents belonging to dissimilar age groups, do not differ significantly when it comes to the analyzed elements of the tourist offer elements of Belgrade. According to these results, hypothesis  $H_2$  was rejected.

Average scores for tourist offer elements of Belgrade, depending on education, range from 2.45 to 4.49. The group of respondents who have completed a master/PhD gave the highest average scores to diversity of gastronomic offer ( $M = 4.09$ ;  $SD = 0.890$ ); quality of nightlife offer ( $M = 4.26$ ;  $SD = 0.895$ ) and relation between price and service quality ( $M = 3.97$ ;  $SD = 1.004$ ), while the lowest was for organized tours for visiting tourist attractions ( $M = 3.41$ ;  $SD = 0.983$ ). Diplomas gave the highest average score to quality of nightlife offer ( $M = 4.49$ ;  $SD = 0.773$ ); cultural and historical heritage ( $M = 4.27$ ;  $SD = 0.906$ ); diversity of gastronomic offer ( $M = 4.31$ ;  $SD = 0.902$ ) and traffic accessibility ( $M = 4.16$ ;  $SD = 0.869$ ). They gave the lowest average scores to quality of traffic infrastructure ( $M = 3.68$ ;  $SD = 0.953$ ) and organized tours for visiting tourist attractions

Table 5. Results of ANOVA by age

| Tourist offer elements for Belgrade | Age         | <i>M</i> | <i>SD</i> | <i>F</i> | <i>p</i> |
|-------------------------------------|-------------|----------|-----------|----------|----------|
| Shopping                            | 18–25       | 4.37     | 0.917     | 3.154    | 0.009*   |
|                                     | 26–35       | 3.99     | 0.819     |          |          |
|                                     | 36–45       | 3.79     | 0.993     |          |          |
|                                     | 46–55       | 3.85     | 0.967     |          |          |
|                                     | 56–65       | 4.04     | 0.922     |          |          |
|                                     | 66 and more | 3.67     | 0.866     |          |          |
| Quality of nightlife offer          | 18–25       | 4.50     | 0.906     | 3.454    | 0.005*   |
|                                     | 26–35       | 4.35     | 0.904     |          |          |
|                                     | 36–45       | 4.00     | 0.962     |          |          |
|                                     | 46–55       | 4.02     | 0.863     |          |          |
|                                     | 56–65       | 3.93     | 0.716     |          |          |
|                                     | 66 and more | 4.11     | 0.928     |          |          |

Note: \*  $p \leq 0.05$ .

Source: authors.

( $M = 3.77$ ;  $SD = 1.058$ ). Quality of nightlife offer ( $M = 3.45$ ;  $SD = 1.368$ ) and shopping ( $M = 3.45$ ;  $SD = 1.036$ ) had high average scores but low scores were given for traffic accessibility ( $M = 2.64$ ;  $SD = 0.809$ ) and quality of traffic infrastructure ( $M = 2.55$ ;  $SD = 1.036$ ). Respondents who had only completed high school gave the highest average scores for shopping ( $M = 4.33$ ;  $SD = 1.188$ ), quality of nightlife offer ( $M = 4.22$ ;  $SD = 1.394$ ) and traffic accessibility ( $M = 4.11$ ;  $SD = 1.167$ ). On the other hand, they gave the lowest average scores for organized tours of tourist attractions ( $M = 3.33$ ;  $SD = 1.000$ ) (Table 6). One-factor analysis of variance was used in order to examine the existence of significant differences in the attitudes of respondents with different levels of education. The values obtained indicated that education does not influence attitudes to tourist offer elements of Belgrade which is why  $H_3$  hypothesis is confirmed.

According to the post-hoc test, significant differences were found in the attitudes of respondents who had completed diploma level education and respondents with a bachelor's degree for all elements except for the relation between price and service quality. The attitudes of the respondents with a bachelor's degree and those with a completed master/PhD differ when it comes to cultural and historical heritage, organized tours for visiting tourist attractions, traffic accessibility, shopping and quality of nightlife offer. In terms of elements related to traffic, significant differences are present in the attitudes of respondents with only high school education and those who finished a diploma.

Table 6. Results of ANOVA by education

| Tourist offer elements of Belgrade                       | Education         | M    | SD    | F      | p      |
|--|-------------------|------|-------|--------|--------|
| Cultural and historical heritage                         | high school       | 4.00 | 1.000 | 6.824  | 0.000* |
|  | diploma           | 3.27 | 0.905 |        |        |
|  | bachelor's degree | 4.27 | 0.906 |        |        |
|  | master/PhD        | 3.81 | 0.964 |        |        |
| Organized tours for visiting tourist attractions         | high school       | 3.33 | 1.000 | 4.156  | 0.007* |
|  | diploma           | 2.91 | 0.701 |        |        |
|  | bachelor's degree | 3.77 | 1.058 |        |        |
|  | master/PhD        | 3.41 | 0.983 |        |        |
| Attractiveness of the natural environment and landscapes | high school       | 3.67 | 0.866 | 3.596  | 0.014* |
|  | diploma           | 2.82 | 1.079 |        |        |
|  | bachelor's degree | 3.81 | 1.060 |        |        |
|  | master/PhD        | 3.75 | 0.903 |        |        |
| Traffic accessibility                                    | high school       | 3.67 | 1.118 | 5.008  | 0.002* |
|  | diploma           | 2.55 | 1.036 |        |        |
|  | bachelor's degree | 3.68 | 0.953 |        |        |
|  | master/PhD        | 3.43 | 0.961 |        |        |
| Quality of traffic infrastructure                        | high school       | 4.11 | 1.167 | 10.863 | 0.000* |
|  | diploma           | 2.64 | 0.809 |        |        |
|  | bachelor's degree | 4.16 | 0.869 |        |        |
|  | master/PhD        | 3.64 | 1.034 |        |        |
| Relation between price and service quality               | high school       | 3.78 | 1.093 | 2.627  | 0.050* |
|  | diploma           | 3.09 | 1.514 |        |        |
|  | bachelor's degree | 3.89 | 1.022 |        |        |
|  | master/PhD        | 3.97 | 1.004 |        |        |
| Quality of services in accommodation facilities          | high school       | 4.11 | 1.167 | 2.844  | 0.038* |
|  | diploma           | 3.18 | 1.471 |        |        |
|  | bachelor's degree | 3.95 | 0.934 |        |        |
|  | master/PhD        | 3.66 | 1.111 |        |        |
| Shopping   | high school       | 4.33 | 1.118 | 4.989  | 0.002* |
|  | diploma           | 3.45 | 1.036 |        |        |
|  | bachelor's degree | 4.24 | 0.897 |        |        |
|  | master/PhD        | 3.87 | 0.916 |        |        |
| Quality of nightlife offer                               | high school       | 4.22 | 1.394 | 6.680  | 0.000* |
|  | diploma           | 3.45 | 1.368 |        |        |
|  | bachelor's degree | 4.49 | 0.773 |        |        |
|  | master/PhD        | 4.09 | 0.890 |        |        |



| Tourist offer elements of Belgrade      | Education         | M    | SD    | F     | p      |
|---|-------------------|------|-------|-------|--------|
| Diversity of gastronomic offer          | high school       | 4.00 | 1.323 | 6.827 | 0.000* |
|   | diploma           | 3.00 | 1.414 |       |        |
|   | bachelor's degree | 4.31 | 0.902 |       |        |
|   | master/PhD        | 4.26 | 0.895 |       |        |
| Orderliness and cleanliness of the city | high school       | 3.00 | 1.414 | 4.693 | 0.003* |
|   | diploma           | 2.45 | 0.934 |       |        |
|   | bachelor's degree | 3.64 | 1.166 |       |        |
|   | master/PhD        | 3.56 | 1.037 |       |        |

Note: \*  $p \leq 0.05$ .

Source: authors.

The attitudes of respondents who have graduated with a diploma and those who have completed a master/PhD differ significantly in terms of attractiveness of the natural environment and landscapes, quality of traffic infrastructure, traffic accessibility, relation between price and service quality, diversity of gastronomic offer and orderliness and cleanliness of the city.

## 5. DISCUSSION

Previous research on this topic in the case of Belgrade was concerned mainly with the tourist image of this city. Analyzing how foreign tourists perceive the image of Belgrade, Marković (2016) determined that the key associations for this destination are entertainment, quality of food and beverage services, local community hospitality and rich culture and history. The results of a study by Todorović and Jovičić (2018), with the results of which the conclusions of our study are consistent, indicated that Belgrade tourists gave high average scores to elements such as entertainment and nightlife, local cuisine and shopping. In addition, the compatibility of these two studies is based on the fact that the origin of tourists is an important demographic characteristic which affects the attitudes or perceptions of tourists about the elements of Belgrade's tourist offer, while gender and age do not have significant impact. The conclusions of this article are also compatible with one recent study which examines the influence of tourists' characteristics on the image of the city of Belgrade and the attitudes of foreign tourists about Belgrade as a tourist destination (Šaćirović, Bratić, 2021). Those authors concluded that tourists rated nightlife and gastronomy highly which also was one of our main conclusions. Further, Šaćirović and Bratić (2021) determined that gender, age, monthly income, and company during the trip have a significant impact on

the tourist perception of Belgrade as a tourist destination whereby no such conclusions were drawn in our study.

Todorović and Jovičić (2016) indicated that education had a pronounced influence on differences between tourists' attitudes about elements of the tourist offer of Belgrade, especially when it comes to nightlife, and cultural and historical heritage, which was also determined in our article. Some authors have researched this topic in the context of certain market segments which may be a guideline for more advanced research. For example, Dunjić et al. (2012) by researching the satisfaction of conference participants in Belgrade, suggested that this group of tourists is mostly satisfied with elements of the tourist offer such as gastronomic offer, quality of hotel services and cultural heritage, but also entertainment and traffic accessibility. These conclusions are partly consistent with the research results presented in our article. On the other hand, Todorović and Jovičić (2016), examining the motivation of the young for visiting Belgrade, found that this group of tourists prefers cultural attractions and enjoying nightlife, which was proven in our study.

## 6. CONCLUSION

Due to the fact that modern tourists are very demanding in terms of service quality and experiences during their vacation, a very important aspect of research in tourism is examining attitudes to the destination tourist offer. Destination competitiveness on the tourist market depends on continuous improvement of the tourist offer in order to fully meet their needs and create destination loyalty. The aim of this article was to examine tourists' attitudes to elements of the offer of Belgrade depending on personal characteristics. Tourists rated the offer elements of Belgrade with very high average scores ranging from 3.48 to 4.22.

The research results also indicated the existence of real opportunities for further improvement of the offer with the aim of attracting more tourists and providing an even better position on the tourist market. According to research results, the key elements of the tourist offer are diversity of gastronomic offer, quality of nightlife offer and shopping. Organized tours for visiting tourist attractions, traffic infrastructure and orderliness and cleanliness of the city are elements which are ranked lowest. Bearing in mind that significant differences were found only for shopping, it was concluded that gender has no significant impact on tourists' attitudes to the offer of Belgrade.

In this article, it was proven that origin has a significant impact on the tourists' attitudes especially for cultural and historical heritage, attractiveness of the natural environment and landscapes, traffic accessibility, relation between price and service quality, shopping, quality of nightlife offer and orderliness and cleanliness of the city. Different from origin, age does not significantly influence differences in the tourists' attitudes to the offer of Belgrade. Research results showed the significant impact of age only in the case of shopping and quality of nightlife offer. For these two elements, significant differences are present between the attitudes of tourists aged 18–25 and 36–45. The presented research results indicate that tourists with different educational levels have different attitudes to all 11 elements included in the analysis. The most pronounced differences are present in the attitudes of tourists with a bachelor's degree and who have completed a master/PhD (cultural and historical heritage, organized tours for visiting tourist attractions, traffic accessibility, shopping and quality of nightlife offer) and tourists who have completed high school and those who have finished a diploma (attractiveness of the natural environment and landscapes, quality of traffic infrastructure, traffic accessibility, relation between price and service quality, diversity of gastronomic offer and orderliness and cleanliness of the city). Based on the research results above, it can be concluded that two hypotheses out of the four have been proven.

### 6.1. THEORETICAL IMPLICATIONS

From a theoretical aspect, a systematic and concise analysis of previous research on the impact of personal characteristics on tourists' attitudes was made. The theoretical contribution of the article is reflected in pointing out the necessity of continuous research on cities as tourist destinations, considering the expressed dynamism in the development of tourism in urban areas. The analysis of previously published articles showed that researchers are oriented towards analysis of tourists' attitudes about the image of the city of Belgrade as a destination, while much less attention is paid to

an analysis of their attitudes to its tourist offer. The findings of this article can contribute to the formulation of a methodological framework for future research.

### 6.2. PRACTICAL IMPLICATIONS

The contribution from the practical aspect is reflected in giving guidelines to the destination management on the direction of future improvements to the tourist offer. Tourism destination planners can utilize the results of this research to significantly improve those elements of their offer not rated with high average scores. This research pointed out the elements that are most attractive to tourists and whose quality should continue to be maintained at the achieved level and enriched with new content. Analysis of differences in the attitudes of tourists in terms of their personal characteristics can greatly help destination planners to focus their activities on key groups of tourists in order to meet their needs and create loyalty to the city of Belgrade as a destination.

### 6.3. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

The research was conducted using the example of the city of Belgrade which indicates the possibility of applying the obtained results to similar types of destination. Therefore, this kind of research should be made on destinations such as mountain centers, spas, cultural sites, etc. It was conducted before the COVID-19 pandemic which indicates potential changes in the attitudes of tourists when it comes to Belgrade as a tourist destination and its offer. Therefore, in future research, a comparative analysis of tourists' attitudes to the offer of Belgrade before and after the pandemic should be made. Bearing in mind that the level of satisfaction with the destination offer affects tourist loyalty (Chenini, Touaiti, 2018; Kusdiby, 2022), this topic should also be examined in future studies when it comes to urban destinations. Examination of the attitudes and levels of satisfaction of foreign tourists, who have a significantly higher share in total tourism in Belgrade, can also be an important topic in future research.

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