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Tourist Destination Image: Young People's Perceptions of Serbia

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What is Tourist Destination Image?

“The destination image construct... is a compilation of beliefs and impressions based on information processed from a variety of sources over time”

“[TDI]... influences tourist decision-making and, consequently, their behaviour and destination choices”



(Phelps, 1986; Gunn, 1972; Chon, 1990; Echtner & Ritchie, 1991; Law, 2010)

Investigation: Serbia's Tourist Destination Image

Armenski et al. (2011)
researched Serbia's destination
competitiveness

Conclusions:

- Demand Conditions are the weakest part of Serbian Competitiveness
- Destination image and destination awareness need to be improved.



Present Study:

Young people's perceptions of Serbia

➤ Focus group

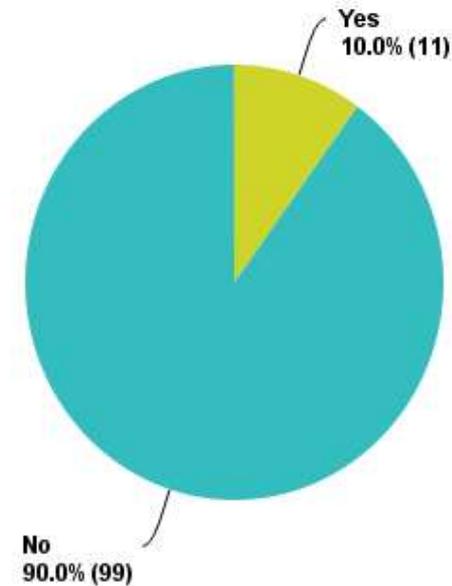
➤ Survey

(Echtner & Ritchie, 1993)

- UK & EU citizens
- 18-25 years
- 10% visited Serbia
- 27% knows someone from Serbia
- 34% knows someone who has visited Serbia

Q2 Have you ever visited Serbia?

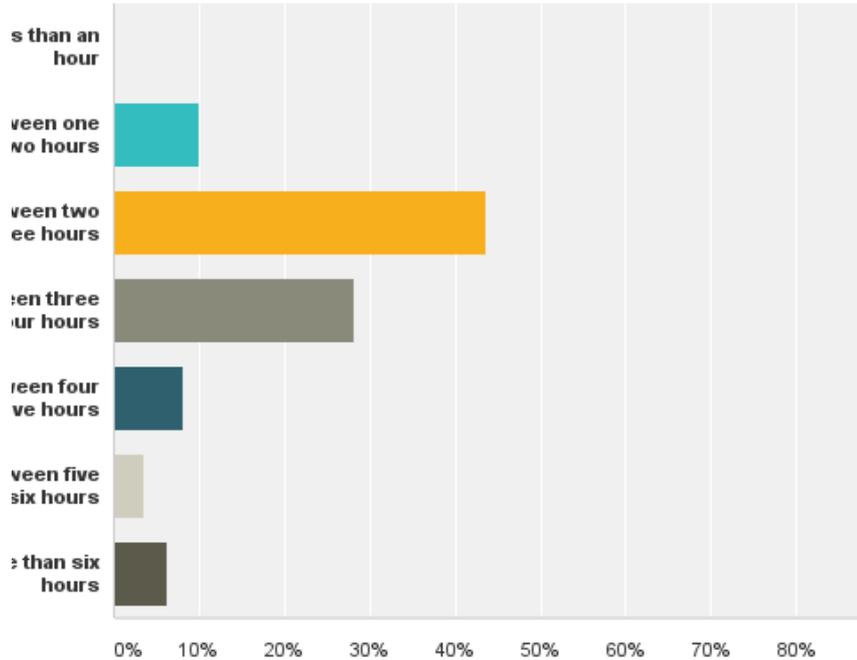
Answered: 110 Skipped: 1



Accessibility / Holiday Type

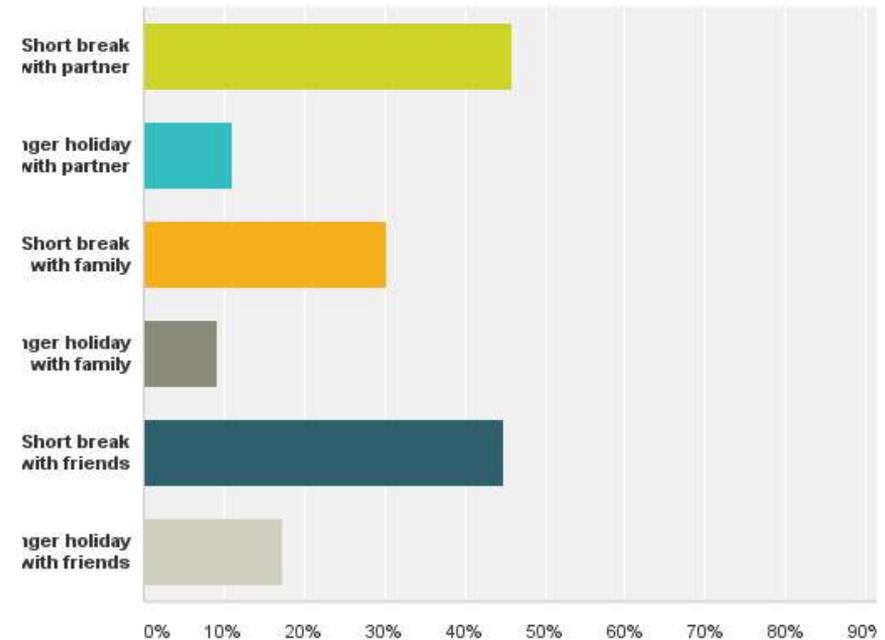
Q5 How long do you think it takes to fly from London to Serbia?

Answered: 110 Skipped: 1



Q7 Which of these holiday types do you associate with Serbia? Please tick all those that apply.

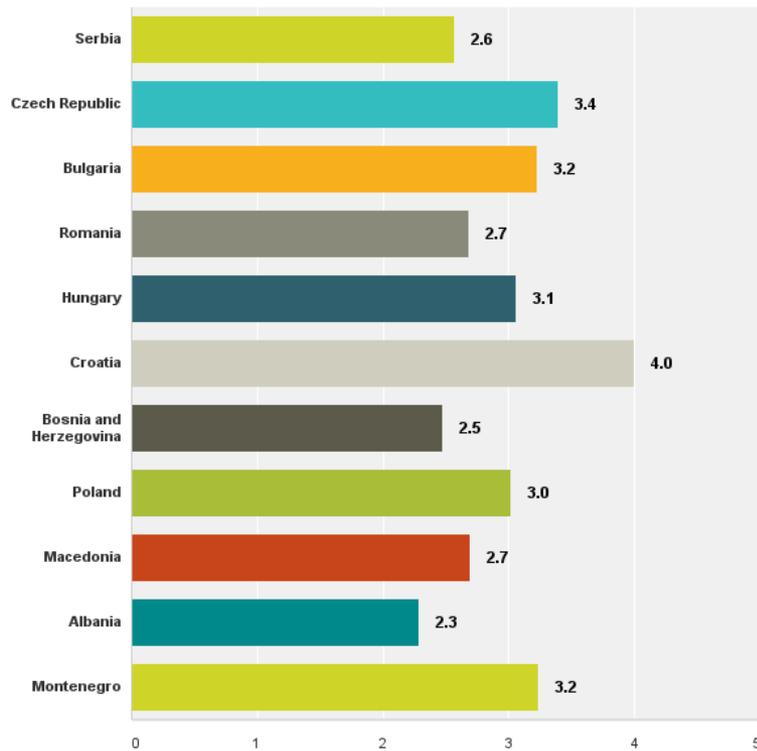
Answered: 109 Skipped: 2



How appealing is Serbia as a destination?

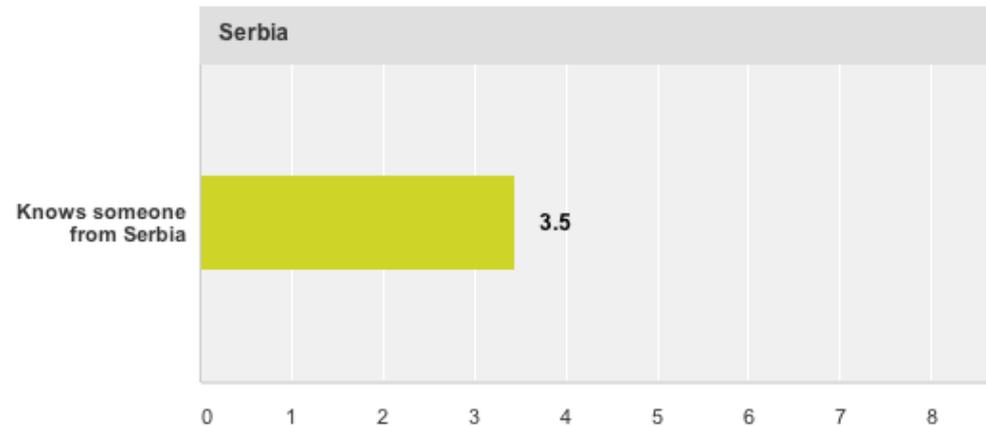
Q6 How appealing are these destinations to you for a holiday?

Answered: 111 Skipped: 0



How appealing are these destinations to you for a holiday?

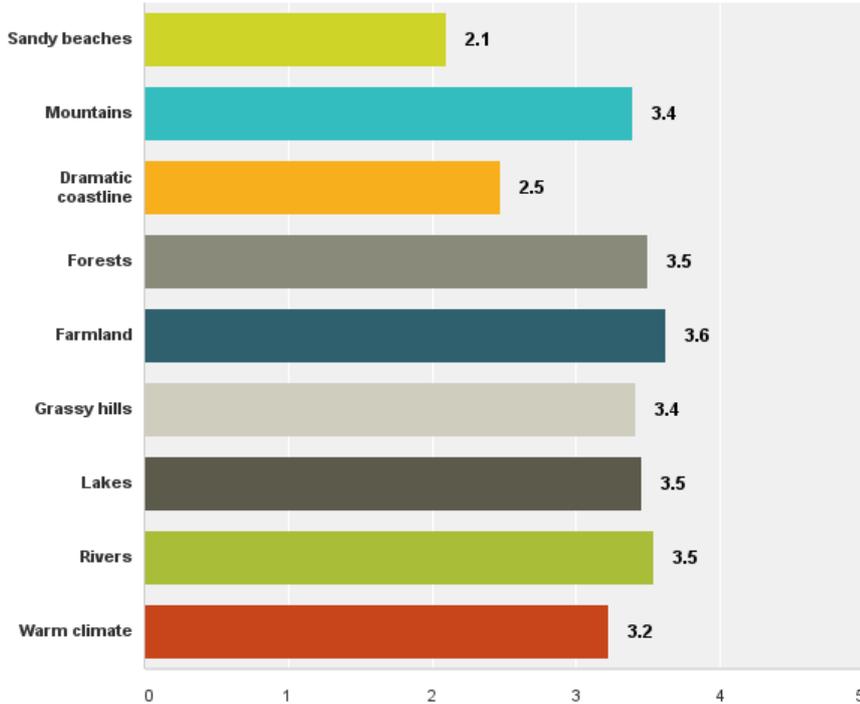
Answered: 30 Skipped: 0



Perceived natural features of Serbia

Q8 How strongly do you associate the following natural features with Serbia?

Answered: 110 Skipped: 1

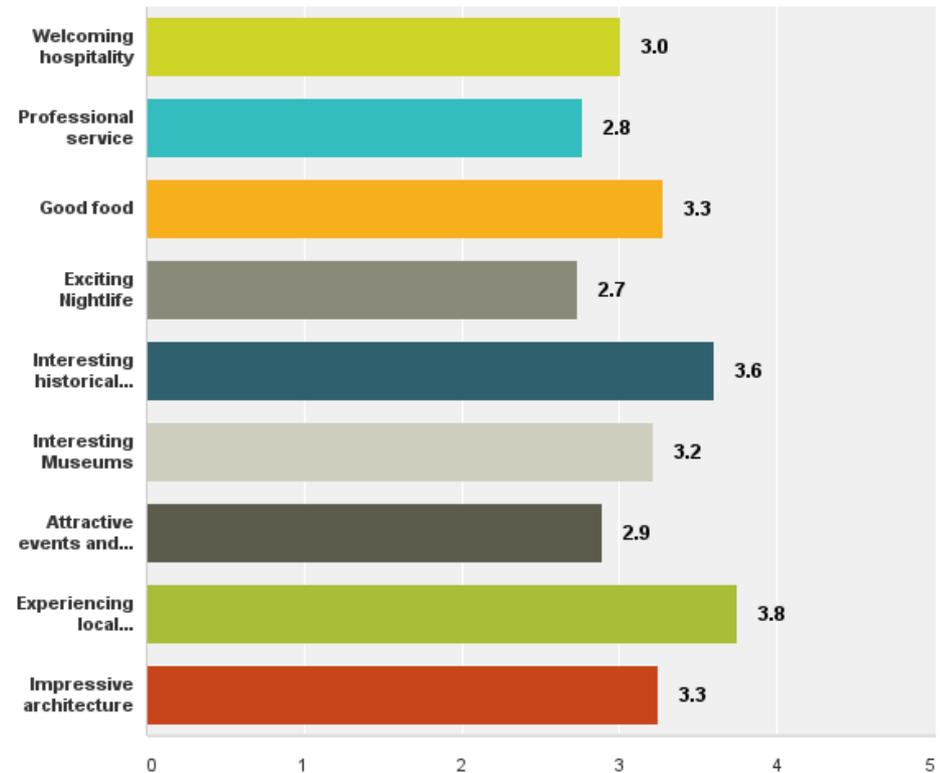


Perceived cultural features of Serbia



Q9 How strongly do you associate the following cultural features with Serbia?

Answered: 109 Skipped: 2



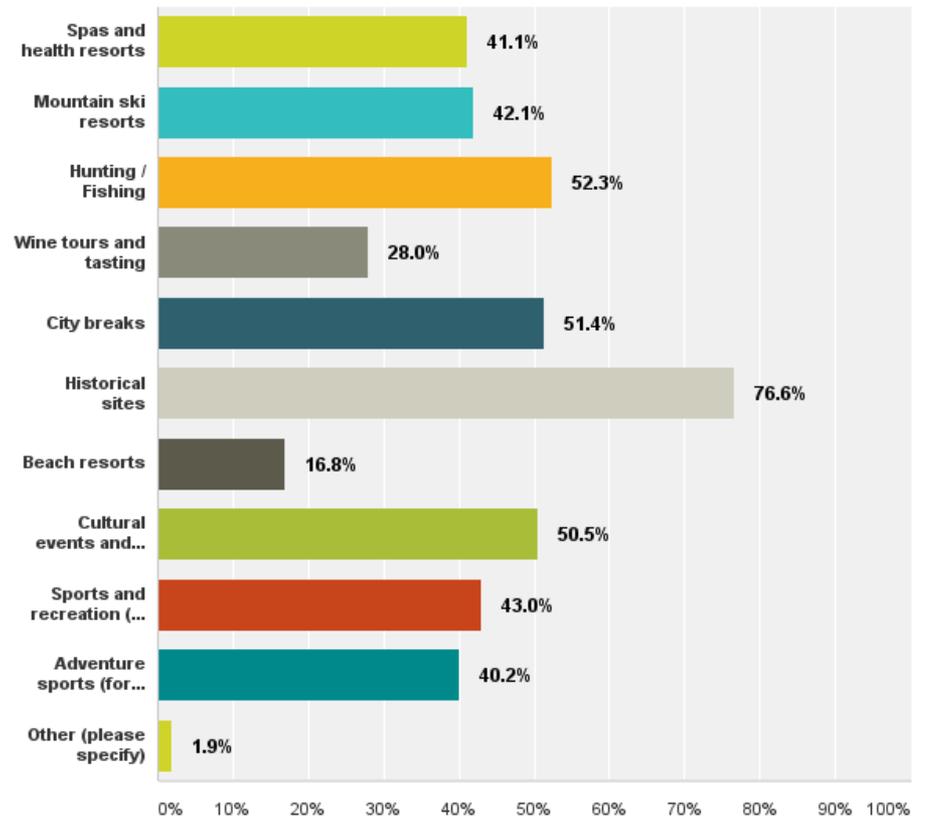
Cultural feature	Whole sample	Know someone from Serbia
Welcoming hospitality	3.0	3.6
Professional service	2.8	2.8
Good food	3.3	3.8
Exciting nightlife	2.7	3.4
Interesting historical sites	3.6	3.9
Interesting museums	3.2	3.3
Attractive events and festivals	2.9	3.2
Experiencing local traditions	3.8	3.8
Impressive architecture	3.3	3.4

Perceived tourism products in Serbia



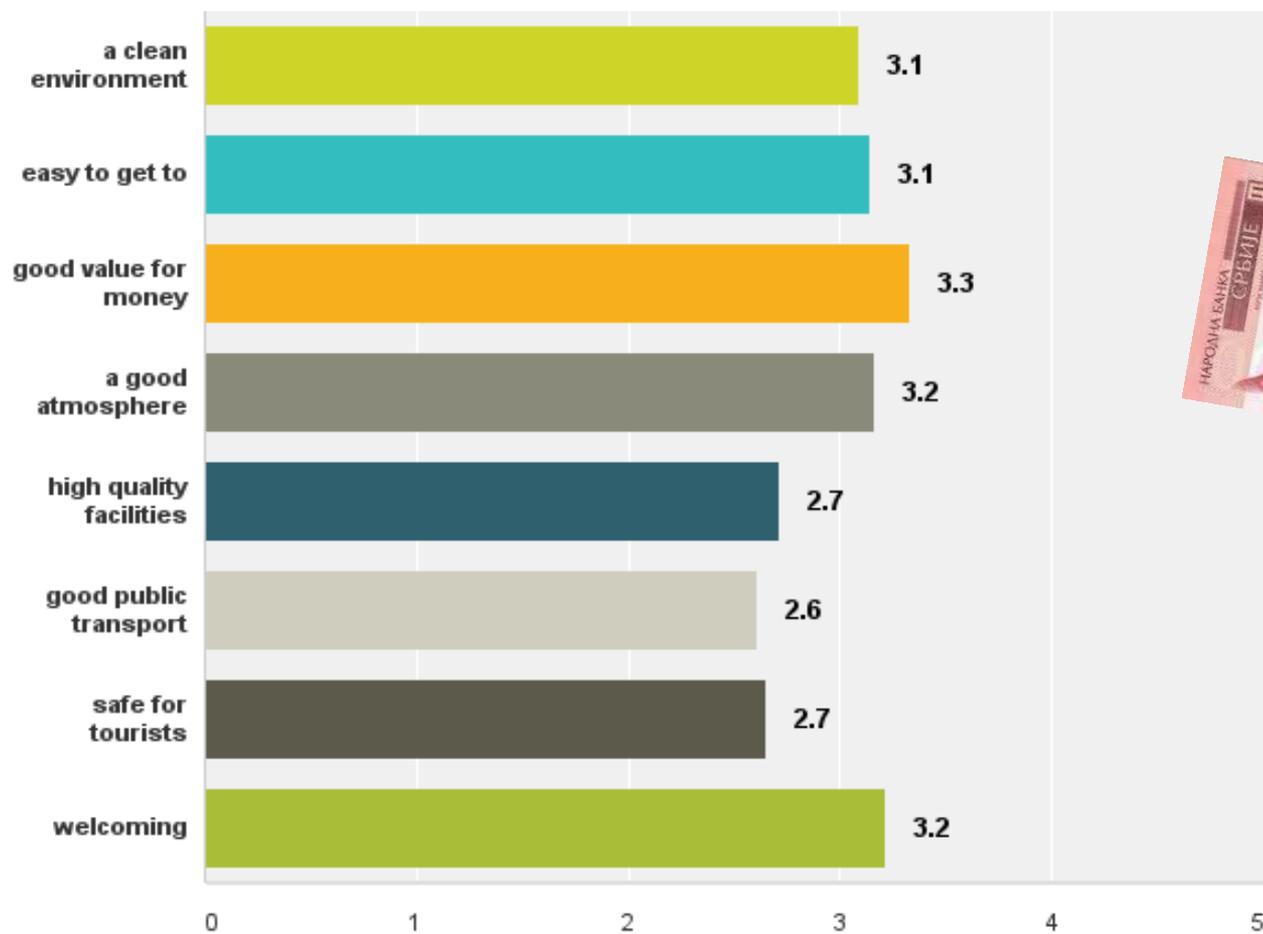
Q10 Which of these tourism products do you think Serbia has to offer? Please tick all those that apply.

Answered: 107 Skipped: 4



Q11 How strongly do you agree with the following statements? Serbia has / is...

Answered: 110 Skipped: 1

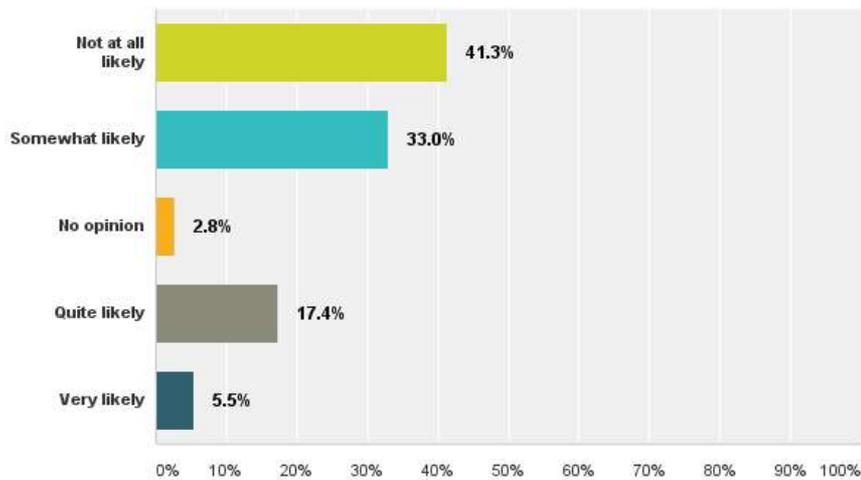


Agree with statements	Whole sample	Know someone from Serbia
Clean environment	3.1	3.2
Easy to get to	3.1	3.5
Value for money	3.3	4.0
Good atmosphere	3.2	3.6
High quality facilities	2.7	2.6
Good public transport	2.6	2.5
Safe for tourists	2.7	3.0
Welcoming	3.2	3.8

Intention to visit Serbia

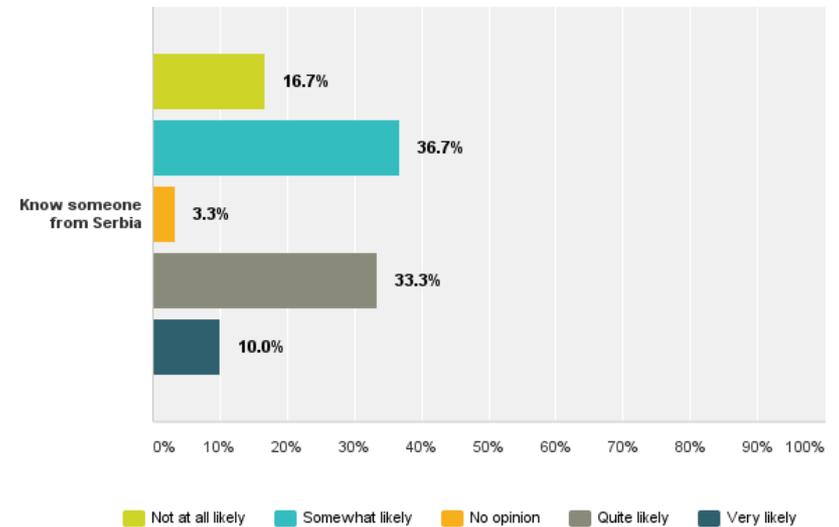
Q13 How likely are you to visit Serbia for a holiday in the next five years?

Answered: 109 Skipped: 2



Q13 How likely are you to visit Serbia for a holiday in the next five years?

Answered: 30 Skipped: 0



How to increase awareness and improve TDI of Serbia?

- WOM
 - ✓ Most influential source! (Crofts, 1999; Pan et al., 2007)
- Ambassadors
- Young people

