Measuring Users' Satisfaction with Tourism Website Contents and their Intention of Future Recommendations

Vedran Milojica[A]

Abstract

Globalization influenced significantly tourism industry in terms of acceleration of changes in the tourist market, with a particular accent on the increase of tourist movements and changes in tourist preferences. One of the reasons with a significant impact was the development of the Internet which resulted in easier obtaining of information about tourist destinations and their offer, especially through use of websites created primarily for the presentation and promotion of tourist offer. Contemporary tourists prefer to travel "virtually", respectively search for details about a destination online before making a decision about visiting it. In order to achieve maximum success in turning potential tourists into visitors, tourist websites need to be created as an ideal combination of images and texts which will reveal the destination´s particularities and stimulate a positive decision in the decision-making process. In order to determine its success, the website needs to be evaluated through determining website user´s attitudes towards its contents. The purpose of this paper is to determine the website user´s level of satisfaction post-browsing the website contents on the example of the official website of the Tourist Board of Zagreb, and whether website users would be willing to recommend it to others in search for information about the destination. The following scientific methods will be used: inductive and deductive method, method of analysis and synthesis, statistical methods (descriptive statistical analysis, correlation, Kruskall-Wallis Test and Mann-Whitney U Test). It is expected that the results of the empirical research will determine all the website´s advantages, as well as the potential weaknesses, all of them aimed at its improvement, which will have a positive influence on better presentation of tourist offer, attracting higher number of tourists, which will finally result in achieving competitiveness on the tourist market.

Keywords: *tourist websites, measuring satisfaction, repeat visit intention, city tourist offer, Zagreb*

[A]   PhD Student, University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Primorska 42, 51410 Opatija, Croatia; Corresponding author: vedran.milojica@gmail.com

Introduction

Tourism is a vital part of the global economy (Stankova, 2010, 237), respectively, it represents one of the largest and most developed industries on world level, which is confirmed by the data from the UNWTO (2018) stating that in 2017 a total of 1326 million of international tourist arrivals was registered (+7%), which is the highest increase since the 2009 global economic crisis, as well as previously set UNWTO´s long-term forecast of 3.8% per year for the period 2010-2020. According to Farkhondehzadeh et al. (2013), tourism became acknowledged as very information intensive. Before undertaking a journey, today´s contemporary tourists are willing to spend a considerable period of time browsing on the internet, in order to obtain the proper pieces of information, all with a final goal: choosing their ideal holiday destination in which they will stay and fulfill their desire for something new and unexploited so far. They are in search of obtaining precise and detailed information in the cheapest and easiest possible way, which is why they rely on tourist websites. This is also confirmed by the research of Bait et al. (2018) who emphasize the growing number of people who decide to undertake a virtual travel with the use of advanced technologies, especially with the use of websites capable of presenting the very essence and core of the destination.

Tourist websites represent one of the most important elements in successful presentation and promotion of a destination´s tourist offer, and need to be developed according to the contemporary trends, all with a goal of their maximum contribution towards achieving further business success and competitiveness on the tourist market. In order to achieve this, besides continuous updating them with new and improved information about destination´s offer, it is important to observe the extent of potential tourists' satisfaction with the website elements. The purpose of this paper is to emphasize the importance and necessity of measuring satisfaction of users with tourist websites in order to determine their advantages, and potential weaknesses which need to be reduced to the maximum or completely removed in order to enable better business performance. The goal of the paper is to determine the level of satisfaction of users with the official website of Tourist Board of the city of Zagreb, the capital of the Republic Croatia. The paper consists of six chapters. After the introduction, the author will present the theoretical background of the most important research results of previously undertaken research focused on satisfaction with websites. In the next chapter the the methodology, and results of the empirical research will be presented. Based on the findings the author will propose possible website improvements and it is ended up by the conclusion.

Theoretical background

The World Wide Web has become a ubiquitous tool to find information and conduct business, and it is still growing at a very high rate. As a primary means to disseminate information to the public, this environment requires ongoing performance measurements (such as a number of visitors or online sales) concerning the extent to which their websites are successfully presenting and conveying information and services the public needs to access and use. Achieving good results is directly connected to the quality level of the implementations (Antonioli Corigliano, Baggio, 2006, 320). A significant growth of e-commerce over the years resulted in raising many questions about the connections among website quality, customer satisfaction, trust and loyalty. Websites became the main access channel when it comes to online shopping and on-line services to date, which resulted in the necessity of undertaking signifi-

cant efforts aimed towards assuring their usability, ease of use, and service quality which represents the key factor to make a tourist website successful in terms of business outcomes, as well as in terms of attracting and retaining tourists (Dabrowski et al., 2014). Website Quality represents the key of achieving success and competitiveness in tourism industry, and as such became an important part of many researches within it (i.e. Lin, 2007; Maditinos et. al., 2008; Tsai, 2017; Hasan, Abuelrub, 2011; Subramonian et al. 2014; RuelNovabos et al., 2015, etc.). Contemporary Tourism and Hospitality Industry recognized all the advantages of using Information Technology within its business a long time ago and on all levels. Destination Marketing Organizations (DMOs) in particular are investing significant funds towards development of high quality and profiled websites as a part of their promotion activities and strategic positioning of a tourist product on the tourist market. Also, DMOs are constantly faced with the pressure on their budgets which makes ever more important for them to assess the effectiveness of their Websites, evaluate the return on their investments, and derive feedback on necessary improvements. Over the years website evaluation measures have been proposed in many ways and contexts over the years (Park, Gretzel, 2007), which is also visible in the research of Law et al. (2010) who conducted the analysis of the determined findings in the period 1996-2009. Since then other new and improved researches were made, i.e., Drosopoulou et al. (2014) used Information, Communication, Transaction, Relationship and Technical merit (ICTRT model) developed by Li and Wang (2010). They analyzed the website contents of five DMO portals from Greece, Spain, Italy, Turkey and Cyprus. Within the research the emphasis was on information, communication, transaction, relationship, and technical merit dimensions based on a modified approach of the ICTRT model. The results have determined the effectiveness score for each country´s portal, which is important for tourism industry considering that it can be of significant use for professionals in order to understand the importance, complexity and performance of these portals, and most important, to be able to identify potential current and future problems which could influence website development and future business success. Abbaspour and HazarinaHashim´s (2015) focus was on determining the influence of website quality dimensions on customer satisfaction in travel websites. Particular emphasis was put on system quality, information quality, and service quality. Their results determined that for the respondents, information quality, and informativeness and security in particular were determined as significant antecedents of customer satisfaction. Also, interactivity and website design had an impact on online customer´s satisfaction. Similar research was done by Montecillo et. al. (2018), in which the respondents were asked to evaluate four city tourism websites in the Philippines during which their primary focus was on four user-perceived website quality attributes (information completeness, credibility, usability, and persuasiveness) and their influence on travel intention. Their results determined usability and persuasiveness as the only positive and significant predictors of travel intention, with persuasiveness being the better one. Usability implicates the importance of color combination, design and layout of the website, and general easiness of using the website and in such a way obtaining the proper information as an important factor within a decision-making process. Persuasiveness implies the attractiveness of the website and its contents and their implication on stimulating tourists to choose and visit a tourist destination. Information completeness and credibility were considered as insignificant predictors, indicating that the respondents did not show significant level of concern about the credibility and quantity of information necessary for making their decision on visiting a destination, but they pay more attention on the presentation of information in a more friendly and appealing way.

All the previously presented theoretical considerations within this chapter indicate that obtaining information about website user´s level of satisfaction with the website contents represents the only way of determining if the websites are performing their task properly, and if yes, to which extent, especially in terms of providing them with necessary and crucial information for the final decision when choosing their holiday destination. It can be justifiably assumed that if the users are satisfied with website contents, they will be more prone to recommending this particular website to their family, friends and acquaintances, which will possibly result in further growth of visitors.

The demand for city tourism product is growing on a daily basis. The specificity and uniqueness of its tourism resources enable creation of a unique tourism offer, for a city to become recognizable, and compete on the international tourism market (Ivanović et al., 2015, 58). Zagreb is the capital city of the Republic of Croatia, which became extremely recognized and acknowledged as a city tourist destination over the years due to many activities that were aimed towards its tourist offer improvement. Tourists who choose to visit Zagreb are able to participate in various activities throughout the whole year, from attending various forms of events (music and theatre events, art exhibitions, museums, sporting events, etc.), enjoying pleasant walks throughout the city and learning about its culture and tradition, enjoying the green and well maintained parks and forest with the zoo, maybe doing a bit of shopping, participate in the city´s night life, experiencing autochthonous and excellent quality Croatian gastronomic and wine offer, etc. (European Best Destinations, 2019). Kesar and Pehar (2012) justifiably stated in their paper that, due to its social, cultural, architectural-urbanistic, economic and social characteristics, Zagreb is a continental middle European city "tailored" for everybody. Its natural and social resources are of significant importance in ensuring its long-term tourist attractiveness, however it is important to emphasize that the characteristic of being the state capital city strongly contributes in building recognizability and differentiation of a unique tourist product capable of standing "shoulder to shoulder" among 27 other European capital cities in the EU.

However, in order to reach its full potential and attract a great number of visitors, tourist offer must be presented in the most effective and efficient way on the tourist market. The contemporary practice has shown that high quality websites play an important role in successful promotion, and that they are an important factor of a decision-making process in selecting a holiday destination. Taking into consideration previously stated, the aim of this research is to determine the website users' level of satisfaction with the elements of the official website of Tourist Board of Zagreb, and to which level they are willing to recommend it.

Methodology

For the purpose of this research the author used a structured questionnaire which was distributed online through a website EnKlik anketa. The instrument was divided into five parts, containing four main research constructs (website usability, website design, quality of website information, and future recommendation of the website), and website user´s socio-demographic characteristics. A five point Likert Scale was used (1-I completely disagree to 5-I completely agree), and the items were adapted according to the methodology of the following previously conducted research: satisfaction with the website usability (Ali, 2016 according to Wang, Hsiao, 2012; Chen, Barnes, 2007; Tsai, 2017), satisfaction with the website design (Che Nawi et al., 2015; Rasli et. al., 2018), satisfaction with the quality of information (Rasli et al.,

2018; Tsai., 2017) and intention of future recommendation of the website (Prayag et al., 2017). The final, fifth part of the questionnaire covered socio-demographic characteristics of website users (their gender, age, level of education, country of their origin, occupation and monthly income).

The author set the following below stated scientific hypotheses:

H1: Usability of a website presenting tourist offer is significantly connected with the website user´s overall experienced satisfaction during browsing for information.

H2: Satisfaction with the Information Quality has a significant influence on the website user´s overall experienced satisfaction during browsing for information.

H3: Website design presenting tourist offer is significantly connected with the website user´s overall experienced satisfaction during browsing for information.

H4: Respondent´s age is significantly connected with the level of their experienced satisfaction when browsing the website contents.

H5: There is a significant difference among male and female respondents when expressing their level of satisfaction when browsing the website contents,

H6: Respondents with higher level of education will express higher level of satisfaction after browsing the website contents than those with lower level of education.

H7: Satisfaction with website elements presenting the tourist offer has a significant influence on website´s recommendation to others.

The hypotheses were tested with the use of SPSS 21 Statistical Package, and descriptive statistics, Pearson´s Coefficient of Correlation, Kruskal-Wallis Test and Mann-Whitney U Test were used.

Results

Within this chapter the results of the empirical research will be presented. After the socio-demographic information the author will present the descriptive indicators for website user´s satisfaction with website usability, satisfaction with the website design, satisfaction with the quality of information, and intention of future recommendation of the website. Frequencies, percentage, arithmetic mean and standard deviation will be presented for each question.

From 101 respondents who completely filled the questionnaire 51.5% were male, while 48.5% were female. The majority of them belong to the age group up to 25 (34.7%), followed by 36-45 (31.7%), 26-35 (19.8%), 46-50 (9.9%), while the smallest share was registered for age groups 51-55 (3.0%) and 56 and more (1.0%). The majority of the respondents possess a university education, respectively master´s degree (38.6%), a PhD degree (19.8%), and a bachelor´s degree (17.8%), after which follow the respondents with the Secondary school, 4-year program (13.9%), Junior college, 2-year university program (8.9%) and Secondary school, 3-year program (1.0%). No respondents without education or elementary school were registered. When observing the respondents' country of origin, the highest percentage of respondents was registered from Croatia (46.5%) and Bosnia and Herzegovina (14.9%), after which follow Slovenia (8.9%), Serbia (7.9%), Austria and Italy (5.0%), and other countries (4.0%), Turkey (3.0%), Macedonia (2.0%), and Germany, Spain and United Kingdom (1.0%). No respondents were from Portugal and Greece. When observing the respondents occupation, it is visible that college students prevail (34.7%), followed by those employed in education (26.7%), administration (16.8%), technical work (8.9%), private entrepreneurs (5.9%), managers (3.0%),the rest, respectively other occu-

pations (2.0%), and physical jobs and high school (1.0%). No pensioners were registered. The majority of respondents possess a monthly income of up to 500 € (37.6%) which is not surprising considering that the majority of them are college students. After them follow the respondents with the monthly income of 1001-1500 € (23.8%), 501-1000 € (18.8%), 1501-2000 € (9.9%), 2001-2500 € (5.9%), 3001-3500 € (3.0%) and 2501-3000 € (1.0%). No response was registered for the respondents with monthly income over 3501 €.

Within the following tables the author will present the results of descriptive statistics which relate on the satisfaction with the website usability, website design, quality of information, and their intention of future recommendation of the website

Table 1. *Satisfaction with the website usability*

	$\bar{x}$	SD
Website text is written in a clear language	**4.01**	.92
The website provides easily understandable information about the destination	**4.02**	.81
Website layout is user-friendly	3.98	.81
The website information about the destination is well organized	**3.73**	.89
Website graphics is well matched with the text presenting the destination´s offer	3.89	.76
Website navigation is very simple to use	3.95	.88
I navigate through this website effectively	3.91	.81
Selecting and browsing the contents on this website is easy	3.94	.80

Source: Authors´ analysis

When observing the respondent´s level of satisfaction with the website usability the results are somewhat satisfactory. The highest value of the arithmetic means was registered for the questions if the website provides easily understandable information about the destination ($\bar{x}$ 4.02 and SD 0.81), and if the website text is written in a clear language ($\bar{x}$ 4.01 and SD 0.92). Friendliness of the website layout was graded below 4 ($\bar{x}$ 3.98 and SD 0.81), after which follow the simplicity of use of website navigation ($\bar{x}$ 3.95 and SD 0.88), easy selection and browsing of website contents ($\bar{x}$ 3.94 and SD 0.80), effective navigation throughout the website ($\bar{x}$ 3.91 and SD 0.81). The lowest grade was given for the elements of website graphics being well matched with the text presenting the tourist offer ($\bar{x}$ 3.89 and SD 0.76) and good organization of website information about the tourist destination ($\bar{x}$ 3.73 and SD 0.89).

Table 2. *Satisfaction with the website design*

	$\bar{x}$	SD
I like the website layout	3.68	.80
The website design is very creative	3.79	.78
The start page easily leads me to the information I need about the destination	3.85	.78

Source: Authors´ analysis

In terms of satisfaction of respondents with the website design, the results were moderate. They were most satisfied with easiness of start page leading the respondents to the information they need about a destination ($\bar{x}$ 3.85 and SD 0.78), creativity of the website design ($\bar{x}$ 3.79 and SD 0.78) while the lowest result was registered for liking the website layout ($\bar{x}$ 3.68 and SD 0.80).

Table 3. *Satisfaction with the quality of information*

	x̄	SD
The information about the destination that is presented on the website is accurate	4.01	.67
The information presented on the website presents the tourist offer sufficiently	3.92	.73
The information presented on the website is easily understandable	4.01	.81
The website contains all the information about the destination I need to make my decision about visiting Zagreb	**3.75**	.86
The information provided on the website is adequate and up-to-date	3.97	.73
The information presented on the website familiarizes me with the destination´s offer to the details	**3.68**	.80
The information presented on this website is professionally prepared	**4.14**	.65
The information on this website is presented in an objective and honest manner	4.03	.77
I have a positive attitude towards browsing the information on this website	4.02	.71
This website satisfies my needs for information substantially	4.03	.73
This website meets my individual requirements	3.99	.74
My interaction with this website is very pleasant	3.98	.66
Browsing the information on this website presents Zagreb as a pleasant holiday destination	3.90	.79
Browsing the information on this website presents Zagreb as a destination worth visiting	**4.09**	.68
Browsing the information on this website presents Zagreb as a welcoming holiday destination	3.87	.81
I am satisfied with the information presented on this website to the point that I will continue to use this website in the future	3.99	.67

Source: Authors´ analysis

The results of satisfaction with the quality of information are mostly very satisfactory. The highest level of satisfaction with the information quality was given to professional preparation of information that presents the destination´s offer (x̄ 4.14 and SD 0.65), followed by the website information presenting Zagreb as a worth visiting destination (x̄ 4.09 and SD 0.68), which is followed by the presentation of website information in an objective and honest manner (x̄ 4.03 and SD 0.77), substantial satisfaction of respondents needs for information (x̄ 4.03 and SD 0.73), positive attitude towards browsing the information (x̄ 4.02 and SD 0.71), easy understanding of presented information (x̄ 4.01 and SD 0.81) and presented information being accurate (x̄ 4.01 and SD 0.67). Despite other elements having arithmetic mean below 4, a significant majority can still be interpreted as satisfactory. The lowest result was determined for the element about information familiarizing the respondents with the destination´s offer to the details (x̄ 3.68 and SD 0.80).

Table 4. *Intention of future recommendation*

	x̄	SD
I will recommend this website in the future to my family and friends	4.04	.63
I will say positive things about the website´s presentation of Zagreb´s tourist offer to others	3.95	.73
I will encourage others to use this website when searching for information about Zagreb´s tourist offer	3.95	.85

Source: Authors´ analysis

When observing the results measuring the potential of future website recommendation, it can be stated that they are very satisfactory, despite the two elements having arithmetic mean below 4. It is visible that after browsing the website contents, the respondents have an intention of future recommendation of the website to their friends and family ($\overline{x}$ 4.04 and SD 0.63), as well as encourage others to use the website for finding out information about Zagreb as a tourist destination ($\overline{x}$ 3.95 and SD 0.85), and say positive things about the website´s presentation of Zagreb´s tourist offer to others ($\overline{x}$ 3.95 and SD 0.73).

Table 5. *Correlations*

		Satisfaction with the website usability	Satisfaction with the website design	Satisfaction with the quality of information	Recommendation
Satisfaction with the website usability	r	1	.733**	.797**	.555**
	p		.000	.000	.000
	N	101	101	101	101
Satisfaction with the website design	r	.733**	1	.674**	.604**
	p	.000		.000	.000
	N	101	101	101	101
Satisfaction with the quality of information	R	.797**	.674**	1	.657**
	P	.000	.000		.000
	N	101	101	101	101
Recommendation	R	.555**	.604**	.657**	1
	P	.000	.000	.000	
	N	101	101	101	101

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Author's analysis

In order to determine the relations between the influences of website elements (website usability, quality of information, website design) on respondent´s experienced satisfaction, and influence of satisfaction on future websites recommendation, the author used Pearson´s Coefficient of Correlation. The results in the previous table indicate that the level of correlation between all the stated variables is positive with the value greater than 0.5, and is significant with the level of reliability of 99%, so it is possible to conclude that here we are dealing with the correlation of medium until strong intensity when considering all the observed variables. The highest level of correlation is registered between the satisfaction with the website usability and satisfaction with the quality of information (r=0.797; p<0.00), followed by satisfaction with the website usability and satisfaction with the website design (r=0.733; p<0.01). All the previously stated indicates that H1, H2, and H3 are confirmed. Also, the results indicate that satisfaction with the website elements significantly influences the respondent´s future tendency to recommend the website to others, due to which H7 is also confirmed.

Table 6. *Ranks*

	Your gender	N	Mean Rank	Sum of Ranks
Satisfaction with the website usability	Male	52	47.68	2479.50
	Female	49	54.52	2671.50
	Total	101		
Satisfaction with the website design	Male	52	49.19	2558.00
	Female	49	52.92	2593.00
	Total	101		
Satisfaction with the quality of information	Male	52	49.38	2568.00
	Female	49	52.71	2583.00
	Total	101		

Source: Author's analysis

Table 7. *Test Statistics[a]*

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Satisfaction with the website usability	1101.500	2479.500	-1.177	.239
Satisfaction with the website design	1180.000	2558.000	-.655	.513
Satisfaction with the quality of information	1190.000	2568.000	-.572	.567

Grouping Variable: Your gender

Source: Author's analysis

The intention of testing the hypothesis 5 was to determine whether there is a significant difference among respondents according to gender when expressing their level of satisfaction post-browsing the website contents. The results show that the value of significance for satisfaction with the website usability, satisfaction with the website design and satisfaction with the quality of information amount more than to 5%, respectively $p > 0.05$, so it is possible to say with a 95% of reliability that there is no statistically significant difference for the observed variables considering the respondent´s gender, due to which the hypothesis 5 has been rejected.

Table 8. *Ranks*

	Age group	N	Mean Rank
Satisfaction with the website usability	Up to 25	35	50.06
	26-35	20	59.80
	36-45	32	47.45
	46-50	10	51.05
	51-55	3	25.50
	56 and more	1	97.50
	Total	101	
Satisfaction with the website design	Up to 25	35	49.93
	26-35	20	58.08
	36-45	32	49.17

	Age group	N	Mean Rank
Satisfaction with the website design	46-50	10	53.15
	51-55	3	12.67
	56 and more	1	99.00
	Total	101	
Satisfaction with the quality of information	Up to 25	35	57.51
	26-35	20	65.10
	36-45	32	43.81
	46-50	10	27.60
	51-55	3	19.50
	56 and more	1	99.50
	Total	101	

Source: Author's analysis

Table 9. *Test Statistics[a,b]*

	Chi-Square	df	Asymp. Sig.
Satisfaction with the website usability	7.155	5	.209
Satisfaction with the website design	9.671	5	.085
Satisfaction with the quality of information	20.962	5	.001

[a] *Kruskal Wallis Test*

[b] *Grouping Variable: In which age group do you belong*

Source: Authors´ analysis

By testing the hypothesis 4, the author wanted to determine if the respondent´s age is significantly connected with the level of their experienced satisfaction post-browsing the website contents. When observing the value of significance for satisfaction with the quality of information and future recommendation of the website, it is possible to notice that p amounts less than 5% (p<0.05), so it can be stated with a 95% of reliability that there is a statistically significant difference for the observed variables considering the age groups of the respondents. Also, it is possible to notice that the ranges are significantly the highest (the value of the response is the highest) for the respondents in the age groups up to 25 and 26-35. Hypothesis 4 is partially rejected because no difference in the answers was registered for satisfaction with the website usability and satisfaction with the website design, while a significant difference was registered in the answers regarding satisfaction with the quality of information.

Table 10. *Ranks*

	Level of education	N	Mean Rank
Satisfaction with the website usability	Secondary school, 3-year program	1	8.00
	Secondary school, 4-year program	14	39.21
	Junior college (2-year university program)	9	33.39
	University education, bachelor	18	53.50
	University education, master's degree	39	57.19
	University education, a PhD degree	20	55.00
	Total	101	
Satisfaction with the website design	Secondary school, 3-year program	1	41.00
	Secondary school, 4-year program	14	40.75
	Junior college (2-year university program)	9	33.06
	University education, bachelor	18	53.86
	University education, master's degree	39	54.74
	University education, a PhD degree	20	56.88
	Total	101	
Satisfaction with the quality of information	Secondary school, 3-year program	1	31.00
	Secondary school, 4-year program	14	35.93
	Junior college (2-year university program)	9	32.06
	University education, bachelor	18	54.28
	University education, master's degree	39	62.06
	University education, a PhD degree	20	46.55
	Total	101	
	University education, master's degree	39	57.04
	University education, a PhD degree	20	54.33
	Total	101	

Source: Author's analysis

Table 11: Test Statistics[a,b]

	Chi-Square	df	Asymp. Sig.
Satisfaction with the website usability	9.993	5	.075
Satisfaction with the website design	7.159	5	.209
Satisfaction with the quality of information	14.241	5	**.014**

[a] *Kruskal Wallis Test*

[b] *Grouping Variable: Your level of education*

Source: Author's analysis

Tables 10 and 11 present the results of Kruskall Wallis Test. If we observe the level of significance for satisfaction with the quality of information and future recommendation of the website, it is visible that p amounts less than 5% (p<0.05), so it is possible to state with a 95% reliability that there is a statistically significant difference for the observed variables considering the levels of respondent´s education. Also it is possible to determine according to the data from the table, that the ranges are significantly the highest (the value of responses is the highest) for

the respondents who have a higher level of education (university education, bachelor, university education, master's degree, university education, a PhD degree). The hypothesis 6 is partially confirmed because no difference in the answers was registered for satisfaction with the website usability and satisfaction with the website design. A significant difference was registered in the answers for satisfaction with the quality of information.

Conclusion

The main aim of this research was to determine the importance and necessity of measuring the level of satisfaction with the website elements (website usability, website design, and quality of information) and to which extent they influence further recommendation of a website. In this particular case the author chose the official website of the Tourist Board of Zagreb considering that Zagreb is the Croatian capital city and a destination with a rich resource basis, and as such has managed to develop a significantly competitive city tourist offer over the years, with a particular accent on cultural segment and organization of various forms of events. The results of the empirical research indicate that the respondents have expressed the highest level of satisfaction with the quality of information, after which follows the satisfaction with the website usability which can be considered somewhat satisfactory, and finally satisfaction with the website design which was evaluated as moderate. Despite these uneven results, the respondents show a tendency towards recommending the website. With the use of Pearson´s Coefficient of Correlation the author managed to determine a positive correlation between all the stated variables, the highest being between the satisfaction with the website usability and satisfaction with the quality of information, which is followed by satisfaction with the website usability and satisfaction with the website design which indicates that H1, H2 and H3 are confirmed, as well as H7 considering that the satisfaction with the website elements has a significant influence on the respondent´s future tendency towards recommending this website. H5 has been rejected considering that the results did not show any statistically significant difference for the observed variables. H4 was rejected partially due to the fact that no difference was registered in the respondent´s answers for satisfaction with website usability and satisfaction with the website design, and a significant difference was registered for the satisfaction with the quality of information. H6 which relates to the respondent´s level of education was also partially rejected, due to the fact that no difference was registered in the respondent´s answers for satisfaction with website usability and satisfaction with the website design, while a significant difference was registered for the satisfaction with the quality of information. Results determined within this paper represent important findings which indicate current advantages and weaknesses of a website, as well as where website developers should direct their focus in the future in order to improve the website performances and to contribute to an even greater success of promotion of Zagreb as a tourist destination, and also to the further competitiveness of Zagreb as the capital city tourist destination on European and world level. Tourist websites represent one of the most efficient and important forms of promotion of a tourist offer, so their future development needs to be considered and investigated constantly. Future studies should be aimed towards undertaking similar researches as the one presented in this paper, but with constant improvements of the questionnaire in the sense of adding newly introduced and developed website elements and removing the ones that are possibly no longer in use. Also, it is advisable to repeat this research in the future on a significantly bigger statistical sample.

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