THE IMPACT OF TOURIST EXPERIENCE AND SATISFACTION ON REVISIT INTENTION ON THE EXAMPLE OF POLISH TOURISTS IN CROATIA

Tomasz Wiskulski✉

ORCID: 0000-0001-7802-721X
Gdansk University of Physical Education and Sport
K. Górskiego Street, 1, 80-336, Gdańsk, **Poland**

ABSTRACT

Motives: To enhance the management of tourism destinations and foster lasting relationships between destinations and tourists, the components contributing to tourist satisfaction should be comprehensively analyzed across diverse social groups.

Aim: It was assumed that the satisfaction derived from a tour affects tourists' intention to revisit a given destination. The main goal of the study was to examine the factors that shape satisfaction and to identify the most significant factors across various tourist groups.

Results: The study involved a survey of 822 Polish tourists visiting Croatia. Based on the results of the cluster analysis, the respondents were divided into three groups according to their opinions on the attributes of Croatia. The variables affecting revisit intention were analyzed with the use of a logistic regression model of the entire sample, taking into account the three clusters. The analysis revealed that high levels of customer satisfaction had a positive influence on revisit intention in the entire sample. The study also demonstrated that the number of visits to Croatia was the least important factor.

Keywords: cluster analysis, logistic regression, revisit intention, Croatia, tourist attributes, tourist satisfaction

INTRODUCTION

Many countries recognize tourism as a tool to attract investment and raise the standard of living in local communities (Jaszczak, 2019). These benefits are usually more noticeable in areas with large tourist resorts (McKercher et al., 2015). Given the diverse economic and social advantages associated with tourism, encompassing both the direct relationship between tourists and destinations and the indirect services involved, it appears imperative to align the efforts of administrative bodies and service-providing companies catering to visitors (Choi & Fu, 2018).

The goal of the tourism industry is to make profits from services offered to tourists, which include arriving in the destination, staying there and using the local offer. Therefore, the task of the industry is to provide tourists with transport, accommodation and attractions at the destination (Bigne et al., 2005).

Croatia, being a Mediterranean country, is on the one hand a beneficiary of tourism, and on the other hand, it is a hostage of the conducted tourism policy,

foreign trade policy and economic policy (Jelušić, 2017). Despite the efforts to develop inland tourism in Croatia, the coastal region remains the main reception area (Kesar & Čuić, 2017), where 82.9% of all tourist arrivals and 92.8% of all stays take place (Statistical Yearbook…, 2018; Tourism in Seaside…, 2018). According to the WTTC, in 2018 the share of tourism in the global GDP was 10.4%, while the total contribution of tourism to the Croatian GDP was estimated at 24.9% (Croatia – 2019 annual research, 2019). These values clearly show that the main role of entrepreneurs is to maximize economic profit by building consumer–brand relationships. In this case, customer satisfaction is considered to be the most important in achieving the economic goal.

The aim of this article was to attempt to find correlations between an intention to revisit the destination with the achieved level of satisfaction and the number of previous visits. An attempt was also made to determine whether the influencing factors had different significance when different cluster compositions were considered.

Amir et al. (2015) and Tsaur and Huang (2018) suggest that it is necessary to introduce hospitality management strategies and marketing strategies for local authorities and business entities. In particular, preferences and expectations of domestic and foreign tourists should be recognized, with a special emphasis on assessing the accommodation base (An et al., 2019; Bełej, 2021), the gastronomic base (Adam et al., 2015), street safety (Ashton, 2018; Bianchi, 2016), cleanliness of the resort (Alegre & Garau, 2011), entertainment offer (Petrick et al., 2001), the kindness of local residents (Filep et al., 2017; Moal-Ulvoas, 2017), signage for tourist attractions (Vareiro et al., 2019), local means of transport (Masiero & Zoltan, 2013) and the availability of toilets in public places (Matthews et al., 2018).

The empirical approach presented below may contribute to the literature on the tourists' intention to return and satisfaction. Relationships between satisfaction and assessment of tourist attributes were analyzed, taking into account tourists' profiles. The presented study should also contribute to the development of a management strategy, owing to which it will be possible to respond to tourists' needs more effectively and to stimulate their intention to return to a destination.

LITERATURE REVIEW

McKercher et al. (2015) stated that the issues of tourists' satisfaction and their related behavior should be included in the research of regions in the context of tourism. Tourists' satisfaction with the offered goods and services is associated with their emotional perception of these services or goods (González-Rodríguez et al., 2019). Equally important is the role of satisfaction when deciding to re-purchase services (Chen & Chen, 2010; Petrick & Backman, 2002). One should also remember that the services provided to tourists must meet their specific needs.

The image of a destination *de facto* consists of a set of features describing this place. This set is commonly defined as the sum of beliefs, ideas and impressions that people have about the destination (Kotler et al., 1993). The degree of complexity of the destination depends on the elements of the tourist product and the elements forming it (Carvalho et al., 2015). Thanks to this, satisfaction arising from visiting a tourist destination is closely related to the delivery of services expected by the consumer, i.e. a tourist (Ashton, 2018). If the trip is repeated, the level of satisfaction can be judged by its experience. Satisfaction in tourism occurs when the overall rating of the destination is higher than satisfaction with individual elements in the destination (Gnoth, 1994). Satisfaction with the trip results from the quality of tourists' assessment (Bigne et al., 2005). Therefore, the image of the destination is considered a key factor in shaping the level of satisfaction among tourists. This means that a higher level of satisfaction will result from a more positive image (Prayag, 2009). However, it should be noted that it has a temporary character (Oliver, 1999).

Another way to achieve an adequate level of satisfaction is to compare the tourist's initial expectations with the actual state of the offer found

✉tomasz.wiskulski@awf.gda.pl

in a tourist destination. In this situation, the tourist will achieve the expected level of satisfaction when the value of the gained experience will exceed the expected ones (Carlson et al., 2016; Isaac & Eid, 2019).

When attempting to assess satisfaction, one should take into account the features of the destination and the quality of offered services. The individual image of the place consists of three elements: cognitive (Vélez et al., 2019), affective (Smith et al., 2015; Spreng et al., 1996) and holistic. The cognitive element is defined as knowledge, beliefs and assessment of elements of the place (Pike & Ryan, 2004). In turn, the element of the affective image comprises people's emotions and feelings towards the destination (Beerli & Martin, 2004). In order to capture the image of the destination in a better way, it is best to apply the cognitive-affective approach, which has been confirmed by empirical research (Prayag et al., 2018; Vareiro et al., 2019), and which provides more accurate people's assessment of destinations. Some researchers point out strong links between the cognitive, affective and holistic images, emphasizing that the first two are primary to the last one (Kim et al., 2019).

Tourist destinations are areas consisting of cognitive and affective elements, yet affective elements play a greater role (Otto & Ritchie, 1996). The Feelings-as-Information Theory can be used to examine them (Schwarz & Clore, 1996). For people, pleasant feelings are premises for happiness, liking and satisfaction, while unpleasant feelings are perceived as premises for lack of happiness, liking or satisfaction (Schwarz & Clore, 1996). When deciding to go back to a known destination, apart from cognitive processes, people use their feelings as a source of information to form judgments (Schwarz, 2012).

In connection with the above, referring to a review of the literature, Domínguez-Quintero et al., (2019), Lee et al. (2016), Lee et al. (2019), Murphy et al. (2000) and Xu (2010) claim that visiting a tourist destination changes the level of perception affecting expectations. If the expectations are met, it will create a desire to repeat the trip.

The image of a place is a factor that affects strong attachment (Prayag, 2009). Researchers suggest that a more favorable image of a place results in a stronger cognitive attachment to a destination (Liu et al., 2020; Martín et al., 2019; Veasna et al., 2013; Yuksel et al., 2010). However, the same effect should be expected at the affective level (Liu et al., 2020). When one experiences a favorable feeling, a positive affective image of the place is created. Its occurrence will make people more likely to build strong emotional relationships with the destination (Gross & Brown, 2006).

Achieving an adequate level of satisfaction is a prerequisite for gaining tourist loyalty (Dixit et al., 2019; Hall et al., 2017). The relationship itself between the perceived satisfaction and loyalty is positively correlated. Therefore, an inclination to revisit a place depends on the achieved level of satisfaction (Yuksel et al., 2010). The same conclusion was drawn by other researchers (Albayrak & Ceber, 2018; Chen et al., 2016; Scarpi et al., 2019; Tanford & Jung, 2017). It should be remembered that returning visits and loyalty to destinations is not the same. Tourists can be loyal to a destination and yet never return to it.

To sum up the above statements, gaining knowledge about tourists' satisfaction with a destination (and the elements constituting this satisfaction) is necessary for managers and people steering tourism development. They can use it to conduct an active policy of positioning and promoting the represented resorts. In addition, there is information in the literature that shows that different groups of tourists achieve different levels of satisfaction from visiting the same place (Amir et al., 2015; Choi & Fu, 2018; Lee et al., 2019; Matzler et al., 2006; Tynan et al., 2014). Furthermore, in the same group there may be a clear differentiation between satisfaction with participation in the trip and an intention to return to that destination. This means that a separate policy should be pursued for each of the segments affecting satisfaction.

After considering the literature on the subject, the following hypotheses have been formulated:

H1: The diversity in the evaluation of tourist destination attributes is predominantly influenced by factors such as age, gender, education and the employment status of the tourists.

✉tomasz.wiskulski@awf.gda.pl

H2: An intention to return to a destination is positively influenced by satisfaction with the previous visit.

H3: People who have visited a destination more than once more often declare their intention to return.

STUDY METHODS

The research methodology used in the study consisted of independent questionnaires. The study involved 822 tourists from Poland who visited the Croatian coast during the summer tourist season in 2018. It was conducted in coastal towns in Croatia in July and August of that year, with the sample selection being random. To assess the likelihood of tourists' revisits, both their satisfaction with individual elements making up the assessment of the destination and their loyalty to the destination were taken into account.

The questionnaire was prepared in Polish using the knowledge and experience of other researchers from the author's home university. The questionnaire was completed by the respondents themselves, yet in the author's presence who could explain any issues raised at any time.

The survey included 23 questions, most of them in a closed form. They were divided into five main groups. The first part consisted of questions about socio-demographic characteristics (age, gender, level of education and social status). The second part concerned basic information about the trip itself, i.e. duration, type of accommodation, organization, means of transport, aims of the visit, and sources of information about the visited destination. The third part concerned information on the frequency of tourist trips throughout the year in Poland and in general.

The fourth part concerned expressing opinions on the quality of the attributes of the destination and the level of satisfaction with the destination. Nine attributes of the place were considered, taking into account both tangible and intangible elements. A 5-point Likert scale was used to evaluate these attributes, with "1" indicating a very poor rating of the item, while "5" being a very good rating.

Part five contained questions about an intention to return to the destination and a desire to recommend the destination to family and friends. In this part, as in the fourth part, a 5-point Likert scale was used, where the individual marks meant: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, 5 – strongly agree.

Then the respondents were asked to provide answers regarding the total number of their tourist arrivals to Croatia.

The SPSS statistical software ver. 26 was used to analyze the data. The following procedure was adopted:

1. Firstly, a non-hierarchical cluster analysis was conducted using the k-means clustering algorithm for 9 items measuring the place attributes. In order to group respondents by their perception of the destination, socio-demographic variables were omitted.
2. Secondly, socio-demographic characteristics were compared with the groups obtained in the cluster analysis from the first step.
3. Step three was to use one-way analysis of variance tests to identify differences between the three clusters in terms of levels of satisfaction, previous visits to Croatia, and intention to return.
4. Logistic regression analysis was performed to analyze variables affecting the likelihood of return.

The application of the method of cluster analysis was preceded by an earlier analysis based on calculations of Kaiser-Meyer-Olkin statistics. The test result was 0.823, i.e. above the recommended value. This confirms that the sample size and the number of variables in the study were adequate. In addition, Cox and Snell and Nagelkerke's pseudo R^2 statistics and the -2 log likelihood were calculated in order to measure the fit of the model to the data.

RESULTS

Tourists' socio-demographic profile

The majority of respondents were women, accounting for 53.9%. The primary demographic consisted of individuals aged 36–45, comprising 40.6% of the participants. In terms of educational

✉tomasz.wiskulski@awf.gda.pl

background, 31.39% had completed secondary education, while 58% possessed higher education. Individuals with primary education constituted the smallest group, making up 4.26% of the respondents. Regarding employment status, the largest group included employed (78.5%) and pupils/students (12.8%), while pensioners formed the least numerous group, representing 0.4%.

Differences between clusters

As already described, the main goal of the article is to examine the level of tourists' satisfaction with a trip to Croatia and to estimate the impact of the level of this satisfaction on their intention to return or to recommend visiting the destination to family and friends. Based on the literature, it was assumed that the analyzed willingness is related to the perceived quality of the destination or its components experienced during the visit (Carvalho et al., 2015).

It is also known that various socio-demographic characteristics of the tourist group influence the varying levels of satisfaction with the place. Considering all of the above, the cluster analysis method was applied first.

In order to minimize variability within clusters and maximize variability between them, a non-hierarchical approach to grouping was used (k-means). This approach was used with three different clusters (n = 3, 4, 5). Then, the obtained results were compared, and a solution based on three clusters was selected for further analysis. This resulted from the largest differences between particular clusters and allowed using the most interpretable results. The comparison of variability within each group was based on average distances of each tourist from the cluster's centroid (Table 1). Data indicate that clusters 1 and 3 have the highest level of divergence, while clusters 2 and 3 show the greatest similarity.

Table 1. Intragroup variability

Cluster	1	2	3
1	–	1.879	3.373
2	1.879	–	1.784
3	3.373	1.784	–

The analysis between clusters was conducted by examining the average scores for 9 items measuring the attributes of tourist coastal areas of Croatia (Table 2). At the same time, an assessment of individual elements in all clusters was disclosed. The obtained results indicate that the share of all components was statistically significant for defining the clusters (p value < 0.01). The attributes that differentiated

Table 2. Perceived attributes of Croatia

	Cluster 1 n = 162 (19.7%)		Cluster 2 n = 382 (46.5%)		Cluster 3 n = 278 (33.8%)		F ratio	Sig.
	Positive (%)[**]	Average scores	Positive (%)[**]	Average scores	Positive (%)[**]	Average scores		
Accommodation base	66.05 (22.22)	3.77	85.60 (43.19)	4.26	98.20 (78.42)	4.76	99.408	0.000[*]
Gastronomy base	49.38 (8.02)	3.46	74.08 (17.54)	3.90	91.37 (58.27)	4.50	118.083	0.000[*]
Street safety	48.77 (11.11)	3.39	87.70 (47.64)	4.35	92.45 (69.78)	4.61	139.156	0.000[*]
Cleanliness of the resort	46.91 (9.26)	3.43	87.70 (32.46)	4.20	94.96 (59.35)	4.54	135.619	0.000[*]
Entertainment offer	40.74 (8.02)	3.39	65.71 (16.49)	3.79	96.76 (56.83)	4.54	155.619	0.000[*]
Kindness of local residents	65.43 (14.20)	3.66	96.60 (66.75)	4.63	97.84 (83.81)	4.82	193.184	0.000[*]
Signage of tourist attractions	54.32 (8.64)	3.57	83.25 (26.44)	4.09	95.32 (74.82)	4.70	164.106	0.000[*]
Local means of transport	19.14 (1.23)	3.06	27.23 (2.62)	3.27	71.94 (36.33)	4.08	164.136	0.000[*]
Availability of toilets	18.52 (4.32)	2.82	34.82 (5.50)	3.22	76.26 (33.81)	4.09	142.173	0.000[*]

[*] p <0.01

[**] percentage of respondents who assessed the item positively by answering 4 or 5 (the percentage share of people who answered 5 is presented in brackets)

✉tomasz.wiskulski@awf.gda.pl

individual clusters the most were: "availability of toilets", "entertainment offer" and "local means of transport". The elements that had the least impact on the diversity of clusters were: "kindness of local residents", "cleanliness of the resort" and "street safety".

Based on the results obtained, the estimated clusters can be characterized as follows:

Cluster 1 – this cluster contains 19.7% of the respondents' sample. This group rated the attributes of the Croatian coast the lowest. The highest positively rated was the "gastronomic base" (66.05%), in which case only 22.22% of the respondents rated it as "very good", and "kindness of local residents", which was rated positively by 65.43% members of this cluster (14.2% rated the "kindness of local residents" as "very good"). In this group, the lowest rated were "availability of toilets" and "local means of transport".

In socio-demographic terms, the breakdown by gender in this cluster is the most similar to the result obtained for the entire research sample. This cluster also included the largest number of the youngest and the least educated people compared to other clusters (the most persons with primary education and the least with higher education). The share of persons in education and the unemployed is also higher in this cluster than in the other ones.

Cluster 2 – it contains the largest group of respondents, amounting to 46.5% of subjects. Similarly to the respondents from cluster 3, these respondents positively assessed the attributes of the Croatian coast. However, the percentage of respondents who rated the attributes as "very good" is significantly lower than of those rating positively, especially in the case of "signage of tourist attractions" and "the gastronomic base".

The demographic profile of tourists classified to this cluster is characterized by the highest percentage of males (this is the only cluster in which the number of men is higher than the number of women). In this group, the highest percentage of people with higher education and the smallest percentage of people with vocational education were recorded in comparison with other clusters.

Cluster 3 – members of this cluster constitute 33.8% of the study sample. These respondents are the most convinced of the positive aspect of the features describing Croatia. The lowest rated elements in this group are "local means of transport", which were rated as "good" or "very good" by 71.94% of the respondents and the "availability of toilets" with a positive assessment in 76.26% of the respondents' sample. The highest rated elements include the "accommodation base", which was rated positively by 98.2% of the respondents from this cluster (78.42% evaluate it as very good) and "kindness of local residents", which was positively assessed by 97.84% of the respondents.

The demographic profile of tourists belonging to this cluster is characterized by the highest percentage of women. This group has the lowest percentage of people with primary and secondary education. 80.6% of the tourists assigned to this cluster are employed, and this is the largest percentage among all clusters. Tourists in the described cluster have the lowest share of the unemployed among all three clusters.

Considering H1, regarding the perception of the place attributes, relying on the clusters found, it has to be concluded that we are confronted with tourists endowed of different visit motivations and socio-demographic profiles.

Intention to return

In order to analyze the variables affecting the likelihood of returning to a tourist destination, a logistic regression analysis was performed. Conducting a logistic analysis gives an opportunity to estimate the probability of occurrence of an event (e.g. intention to return) using variables considered explanatory.

As a result of the literature review (Antón et al., 2014; Chen & Chen, 2010; Petrick & Backman, 2002), the chosen variables include the satisfaction level and the past experience of visiting the destination.

The average level of satisfaction with the nine attributes of the destination was assumed as the level of satisfaction among tourists. In turn, the number of previous and the current visit to Croatia was the value of previous experience of visiting the destination (Lam & Hsu, 2006).

✉tomasz.wiskulski@awf.gda.pl

Table 3. Satisfaction, number of visits, intention to return and recommendations broken down by clusters

	Cluster 1 n = 162 (19.7%)		Cluster 2 n = 382 (46.5%)		Cluster 3 n = 278 (33.8%)		F ratio	Sig.
	Positive (%)[**]	Average scores	Positive (%)[**]	Average scores	Positive (%)[**]	Average scores		
Satisfaction	-	3.39	-	3.97	-	4.51	128.039	0.000[*]
Number of visits to Croatia	-	2.15	-	2.26	-	2.31	1039.011	0.000[*]
Intention to return	16.67 (3.70)	2.97	60.73 (21.20)	3.79	88.85 (38.85)	4.28	605.741	0.000[*]
Recommendation to family and friends	42.59 (7.41)	3.37	73.56 (33.77)	4.07	93.53 (58.27)	4.52	423.762	0.000[*]

[*] $p < 0.01$

[**] percentage of respondents who assessed the item positively by answering 4 or 5 (the percentage share of people who answered 5 is in brackets)

To determine the intention to return to the destination, a Likert 5-point scale was used, in line with Ashton (2018), Murphy et al. (2000). Given the main purpose of the article, which is to determine the impact of independent variables on an increase in the likelihood of returning to a tourist destination, these variables had to be dichotomous. The obtained results were transformed according to the scheme: 1 – yes (earlier 5 and 4) and 0 – no (earlier 3, 2 and 1).

A means test was performed before logistic regression. This served to determine significant differences in the achieved levels of satisfaction, previous experiences with visiting the destination, an intention to return to the destination and an intention to recommend the destination to family and friends. The results of the analysis are presented in Table 3. In line with the previous analysis, differences were found in various clusters.

In the logistic regression model, the model parameters were estimated using the maximum likelihood method. Cox and Snell and Nagelkerke's pseudo R^2 statistics and the -2 times log likelihood were used to measure the fit of the model. The results for the total research sample are presented in Table 4.

Table 4. Correctness of the fit of the model to the data for the total sample

	Total sample
Cox and Snell R^2	0.304
Nagelkerke R^2	0.413
-2 times log likelihood	797.178

Cox and Snell and Nagelkerke's pseudo R^2 statistics are at a reasonable level values of 0.304 and 0.413. It should be remembered, however, that their interpretation should be careful, because none of the statistics explains variance in the same way as the R^2 coefficient in the linear regression model.

Table 5 contains the results of the analysis for the entire population of respondents. The estimated parameter values indicate that satisfaction plays a significant role in motivating tourists to visit this country again. This variable has a significant impact on return intentions at the 99% confidence interval.

Table 5. Correlation between the explanatory variables and the intention to return to the destination in the whole sample

	Estimated parameters
Constant	-14.193[*]
Satisfaction	3.702[*]
Number of visits to Croatia	-0.044

[*] $p < 0.01$

Based on the entire sample of respondents, only H2 can be accepted. In other words, it can be said that the likelihood of a return visit to the destination is positively correlated with the tourists' satisfaction.

An analysis was also carried out for each of the previously defined tourist clusters. From the analysis of Table 6, it can be concluded that Cox and Snell and Nagelkerke's pseudo R^2 statistics are higher in cluster 2 than for other clusters. At the same time,

✉tomasz.wiskulski@awf.gda.pl

pseudo-R2 values within clusters are lower than those obtained for the total sample of respondents, which proves a lower coherence of the model.

Table 6. The correctness of the fit of the model to the data in individual clusters

	Cluster 1	Cluster 2	Cluster 3
Cox and Snell R^2	0.059	0.088	0.057
Nagelkerke R-	0.099	0.119	0.113
-2 times log likelihood	136.139	476.557	178.195

Table 7 shows the results of estimated parameters for different clusters. The results indicate that the impact of the variables of satisfaction and the number of visits to Croatia on the intention to return varies between groups. The estimated parameter related to satisfaction is significant at the 99% confidence interval in cluster 2 and 3 and at the 95% confidence interval in cluster 1. The parameter of the number of visits to Croatia is significant at the 90% confidence interval only in cluster 2.

Table 7. The relationship between the explanatory variables and the intention to return to the destination in individual clusters

	Cluster 1	Cluster 2	Cluster 3
Constant	-11.865[*]	-13.214[*]	4.791[*]
Satisfaction	2.861[**]	3.533[*]	3.847[*]
Number of visits to Croatia	0.152	0.082[***]	0.086

[*] p <0.01; [**] p< 0.05; [***] p<0.1

Based on the above results, it should be stated that the estimated parameters have different significance for each cluster. In the case of clusters 1 and 2, the level of satisfaction has this significance. This allows H2 to be accepted. However, in the case of cluster 2, the level of satisfaction and the number of visits to Croatia are significant. This allows H2 and H3 to be accepted.

As mentioned, the composition of the group plays a role in the achieved level of satisfaction. Intention to return to Croatia among people from cluster 1 was affected by the level of satisfaction with a 95% confidence interval. In cluster 2, satisfaction, as the main factor, was an element deciding about an intention to return at a 99% confidence interval, and

the number of visits to Croatia at a 90% confidence interval. In cluster 3, only the level of satisfaction proved significant with a 99% confidence interval.

While interpreting the obtained empirical results, one should agree that the intention to return to the destination mainly results from experience (Chen & Chen, 2010; Petrick & Backman, 2002) and to a lesser extent from the number of visits (Petrick et al., 2001).

CONCLUSIONS

The main purpose of the article was to examine elements determining an intention to return to Croatia. These were such elements as satisfaction obtained from the visit to the destination and the experience gained during the visits calculated as the total sum of visits to Croatia. It was also examined how various groups of tourists, different in terms of socio-demographic characteristics, differently perceive the attributes of Croatia and achieve different levels of satisfaction with participation in a tourist trip. This justified examining factors affecting the level of satisfaction in individual groups.

The study uses the method of cluster analysis. Three clusters were identified. The first of them contained 19.7% of the respondents' sample, and it was characterized by the presence of people who rated the attributes of Croatia the least. The second cluster included 46.5% of the respondents, while the third one comprised 33.8% of the respondents assessing Croatia's attributes the highest. After analyzing the attributes, it was found, despite the lack of homogeneity of assessments, that the level of satisfaction of visitors to Croatia should be considered quite high.

Then, logistic regression analysis was performed. Its purpose was to capture the variables that affect the likelihood of a return to Croatia. Data from the entire sample and clusters identified at an earlier stage were used for the analysis. The analysis of the entire sample allowed concluding that not all the elements included in the study played a decisive role in motivating tourists to return to the destination. It turned out that, generally, the number of visits

✉tomasz.wiskulski@awf.gda.pl

to Croatia was not a decisive factor in re-selection of a destination, while satisfaction was such an element.

After analyzing individual groups of tourists, it was found with logistic regression models that the impact of satisfaction and the number of visits to Croatia are different in individual clusters. In the first cluster of people who rated the attributes of Croatia the lowest, it was found that satisfaction was an important factor at the 95% confidence interval. In the second cluster, both analyzed factors turned out to be significant for the intention to return to the destination. Satisfaction was a significant factor at the 99% confidence interval, while the number of visits to Croatia at the 90% confidence interval. In the third cluster, as in the first one, satisfaction was the factor determining the intention to return to Croatia at the 99% confidence interval. This means that the number of visits to Croatia is the least important element among those analyzed.

The results of the study allow drawing interesting conclusions for practitioners and they constitute starting points for further research. Insight of service providers into tourists' expectations has been ensured.

The empirical evidence obtained in the study should be taken into account when managing, planning and promoting Croatia. The obtained results give rise to new questions. Firstly, one should consider whether creating an offer at the destination should be planned for people who rate the attributes of this place the lowest in order to encourage them to repeat the visit. On the other hand, it is worth focusing on new tourists who have not yet visited Croatia, because those who rated it lowest have already formulated their opinions.

Simultaneously, it cannot be suggested that Croatia's attributes are presented in a way that causes misunderstandings arising from unrealistic expectations among potential visitors, as this can lead to frustration and a categorical lack of an intention to revisit.

It is possible that the set of experiences offered at the destination is not satisfactory enough for visitors. Authorities should think about how to enliven and enhance the destination offer to increase the co-creation of experiences among tourists.

Tourists visiting Croatia for the first or the subsequent time may perceive the offered services differently. Therefore, it is necessary to develop different marketing strategies tailored to tourists.

The obtained empirical results prove that loyalty and intention to return are not the same. Loyalty to a destination can be expressed by a wish to recommend the destination to family and friends. This issue has not been sufficiently presented in the article, so it opens a possibility of exploration in future studies.

The main limitation in the presented research results was polling of only Polish tourists, who in 2018 were only the fifth most numerous group of tourists, thus limiting a possibility to extrapolate the conclusions to the entire tourist population. Due to the organization, the whole survey was conducted by one interviewer, which made it impossible to conduct the survey simultaneously in all destinations throughout the whole period. These limitations resulted from budgetary restrictions.

Nevertheless, the applied methodology was appropriate, as conducting the study on the streets and in an individual way allowed drawing conclusions that would otherwise be difficult to obtain.

Further research will take into account a greater diversification of tourists according to their country origin and a different region of destination. This will help to obtain more complete knowledge about tourists' expectations towards the tourism offer of Croatia.

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✉ tomasz.wiskulski@awf.gda.pl

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✉tomasz.wiskulski@awf.gda.pl

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✉ tomasz.wiskulski@awf.gda.pl

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✉tomasz.wiskulski@awf.gda.pl