

Measuring the Quality of the Lakeside Tourist Destinations: Case Study of Lake Palić and Lake Srebrno (Serbia)

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Abstract: The purpose of this study is to determine the dimensions of the lakeside tourist destinations quality through the cases of Lake Palić and Lake Srebrno (Serbia), by interviewing daily visitors and tourists and to determine which dimensions of quality have a crucial impact on the overall satisfaction of daily visitors and tourists. Various models have been developed to measure quality. In this paper, the quality is measured by the model that is appropriate for lakeside tourist destinations, developed by Ryan, Huimin and Chon (2010). Five dimensions of quality were identified and named as: additional tourist infrastructure, lake water quality, natural environment, hospitality and cleanness of the place. The results showed that the measured quality model largely predicts overall satisfaction of daily visitors and tourists on the destination. The dimension lake water quality has the most effects on the overall satisfaction. Further research could use this research by adding some other quality dimensions into consideration (e.g. quality of service, situational conditions, destination management) in examining the effect of destination's quality on satisfaction of daily visitors and tourists. The research is important to managers of lakeside tourist destinations who tend to have highly satisfied guests and who work on promotion and improvement of destination quality.

Key words: lakeside tourist destinations, quality, tourist satisfaction, Mann-Whitney U test, multiple regression analysis, variance analysis.

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