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ANALYSIS OF THE IMAGE OF THE CITY OF SARAJEVO**AUTHOR****Amra Čaušević**

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ABSTRACT***Analysis of the image of the City of Sarajevo***

The image of Sarajevo is still quite unexplored. The image of the city of Sarajevo has long been disturbed due to war events, but also because of the unstable political situation in Bosnia and Herzegovina. The purpose of the paper is to explore the cognitive, affective, and conative components of the image of the city of Sarajevo. The goal is to discover how the cognitive, affective, and conative component influences the overall image of the city of Sarajevo. The paper used a quantitative approach to research, which included data collection through surveys. This study used a convenience sample of 250 foreign tourists - tourists who visited Sarajevo during the winter (from December 10, 2018, to January 31, 2019). For data analysis, descriptive statistics and ANOVA were used. The results of the research have shown that the cognitive, affective, and conative components of the image have a statistically significant positive influence on the overall image of the city of Sarajevo.

KEY WORDS

tourism, image, destination, Sarajevo

1. Introduction

The image of a location is defined as a set of beliefs, ideas, and impressions that people have about this location. The image represents a simplification of a large number of associations and individual information associated with that location. They are the product of the mind that tries to process and "capitalize" huge amounts of location data (Kotler et al., 1993).

Exploring the image of tourist destinations in the world is very topical. The target group of image surveyors is not always tourists staying in a particular destination, but also tourist brokers, people who have never visited a particular destination, diplomatic representations, students, and even domiciled people (Avdić, 2008). Destination image is agreeably a major factor that influences the potential tourist's destination choice as well as being an influence of the subsequent tourist satisfaction with the destination and their behavioural intentions towards the destination (Jani & Nguni, 2016).

„Some researchers relate the importance of proper image development to the overall success of a destination in tourism. Others attribute destination image importance to its effects on supply-side aspects, namely, marketing-related variables, such as positioning and promotion. Still, others relate the importance of destination image to its effect on demand-side aspects, such as tourist behavior, especially decision-making. The ultimate goal of destinations in conducting marketing is to attract tourists by influencing their travel decision-making and choice. Therefore, it can be said that researchers, no matter how they approach the subject, are in consensus about the importance of image for a destination's viability and success in tourism“ (Tasci & Gartner, 2007).

A significant amount of effort has been devoted to presenting and analyzing the complex nature of the tourism destination image concept (Konečnik Ruzzier, 2010). „Destination image is formed by three distinctly different but hierarchically interrelated components called cognitive, affective, and conative. Additionally, some authors have considered the destination image concept as an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about a destination. Within the studies, the destination image structure is also researched as a different level of evaluations such as cognitive, affective, and global or conative destination images“ (Basaran, 2016).

„The cognitive destination image refers to the beliefs, impressions, and knowledge about the attributes of destination, whereas the affective image refers to the feelings and emotions towards the destination. The cognition is based on rational thinking or decision making, whereas the liking is based on emotions and feelings evoked in the tourist by the destination features.

But the later studies do conclude that both cognitive and affective images explain the destination image better than just the physical attributes of the destination. The conative component is the third component, which is the intent or action component. Conation can be understood as the probability of the visit to a destination within a certain period. This is equivalent to the intentions to visit“ (Madden et al., 2016).

It is important to study all three components to image formation since previous research emphasizes that cognitive, affective, and conative evaluation together form the overall image of the destination (Stern & Krakover, 1993). Regarding their interactions, most authors agree that affective and conative evaluation depends on the cognitive assessment of the object and that affective reactions and conative component arise as a result of cognitive reactions (Crompton & Ankomah, 1993). This means that the cognitive component precedes the affective; cognitive and affective precede the conative, and then jointly, they affect the overall general image of the destination based on which the consumer evaluates the object, in this case, the tourist destination.

The overall image is obtained as a result of interactions between destination image components. Destination characteristics ultimately lead to the formation of an overall mental image of the destination. The overall image can mediate the relationship between destination image and tourist behavior (Shafiee et al., 2016).

„Strong competition among tourism destinations forces them to emphasize their competitive advantages through destination image management, which might lead to positive perceptions among tourists and their choice of the tourism destination“ (Kesić & Pavlić, 2011: 9). Every country has an image, whether or not the country consciously manages this image, and these images are activated by simply mentioning the name of a country, thereby influencing the purchasing, traveling, and investing and relocation decisions of consumers (Matiza & Oni, 2014).

This research aims to analyze the image of the city of Sarajevo. The image of Sarajevo is still quite unexplored (Čaušević & Čizmić, 2017). It has long been disturbed due to war events, but also because of the unstable political situation in Bosnia and Herzegovina. However, there is still a large number of tourists visiting Sarajevo, and it can be concluded that the image of Sarajevo is becoming more positive.

Therefore, the purpose of the paper is to explore the cognitive, affective, and conative components of the image of the city of Sarajevo and to discover how these components influence the overall image of the city of Sarajevo.

2. Methodology

The topic of this paper is the destination image, using the case of Sarajevo. The purpose of the paper is to explore the cognitive, affective, and conative components of the image of the city of Sarajevo. The goal is to discover how the cognitive, affective, and conative component influences the overall image of the city of Sarajevo.

The paper used a quantitative approach to research, which included data collection through surveys. The survey instrument, the questionnaire, was adapted from similar, previously conducted studies, where it showed a proven record of reliability. This study used a convenience sample of 250 foreign tourists - tourists who visited Sarajevo during the winter (from December 10, 2018, to January 31, 2019). The selection of respondents was conducted through the classical method of interception. Two points of interception of tourists were selected; first by the Cathedral and the second on the Baščaršija square. Both points are in the center of the city. For data analysis, descriptive statistics and ANOVA were used. In this way, the validity of the hypothesis was verified.

3. Results and discussion

Tourists were supposed to evaluate the elements of the destination on a scale 1 - 5 (where „1“ means – I completely disagree, „5“ - I completely agree) to what extent do they agree with the statement that these elements are exceptional or are at an exceptionally high level at this tourist destination. Table 1 shows the answers of the respondents.

Table 1: Cognitive destination image.

Elements of tourist destination	Average grade
Personal safety and security.	3,9
The destination can be easily reached.	3,8
Overall cleanliness of the destination.	3,6
Unspoiled nature.	3,7
Climate conditions.	3,9
Diversity of cultural/historical attractions (architecture, tradition, and customs...)	4,3
The quality of the accommodation (hotel, motel, apartment...)	4,1
Friendliness of the local people.	4,4
Organization of the local transportation services.	3,6
The offer of local cuisine.	4,3
Possibilities for shopping.	3,8

Nightlife and entertainment.	3,8
Opportunity for rest.	4,1
Availability of sports facilities and recreational activities.	3,7
An offer of cultural and other events.	3,8
Thermal spa offer.	3,5
Wellness offer.	3,5
Casino and gambling offer.	3,2
Conference offer.	3,2

Source: Research results

The best-rated elements of Sarajevo as a tourist destination are the friendliness of the local people, the offer of local cuisine, and diversity of cultural/historical attractions (architecture, tradition, and customs...). Tourists evaluated the affective component of the image of the city of Sarajevo by using a Likert scale from one (1) to five (5), that 1 means completely disagree, 2 - near completely disagree, 3 - between agreeing and disagree, 4 - near completely agree and 5 - completely agree. Table 2 shows the answers of the respondents.

Table 2. Affective destination image.

Affective evaluation	Grade Average
Enjoyable place	4,3
Exciting place	4,1
Relaxing place	4,7
Pleasant place	4,5
Friendly place	4,3
Interesting place	4,4

Source: Research results

All effective evaluation items received average grades above four. The highest grade average was given the next items: a relaxing place (4,7), a pleasant place (4,5), and an interesting place (4,4). Table 3 shows the answers of the respondents related to the conative component of the image. Tourists evaluated the conative component of the destination image by using a Likert scale from one (1) to five (5), that 1 means completely disagree and 5 - completely agree.

Table 3. Conative destination image.

Conative evaluation	Grade Average
Intention to recommend	4,4
Positive word of mouth	4,4
Intention to revisit	4,2

Source: Research results

As can be seen in Table 3, tourists have the intention to recommend Sarajevo to their friends and relatives, speak highly of Sarajevo to their friends and colleagues, and have the intention to revisit this tourist destination in the future.

The hypotheses and results of the tests are presented below. Descriptive statistics are already shown in the previous section. For this research, three hypotheses have been defined. For hypothesis testing, the statistical method of ANOVA was used.

H1: The cognitive destination image positively influences the overall image of Sarajevo.

Table 4. Testing the first hypothesis.

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9675,721	4	2418,930	29,168	,000
Within Groups	20317,879	245	82,930		
Total	29993,600	249			

Source: Research results

The first hypothesis is accepted ($p < 0,05$), and it can be concluded that the cognitive destination image has a statistically significant positive influence on the overall image of the city of Sarajevo (Table 4).

H2: Affective destination image positively influences the overall image of Sarajevo.

Table 5. Testing the second hypothesis

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	880,888	4	220,222	21,921	,000
Within Groups	2461,356	245	10,046		
Total	3342,244	249			

Source: Research results

Since $p < 0,05$, the second hypothesis can be accepted, which means that an effective destination image has a statistically significant positive influence on the overall image of the city of Sarajevo (Table 5).

H3: Conative destination image positively influences overall image of Sarajevo.

Table 6. Testing the third hypothesis

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	201,910	4	50,477	18,850	,000
Within Groups	656,090	245	2,678		
Total	858,000	249			

Source: Research results

The third hypothesis is also accepted ($p < 0,05$). Conative destination image has a statistically significant positive influence on the overall image of the city of Sarajevo (Table 6).

4. Conclusion

The findings of the research indicate that the image of Sarajevo is good. Tourists have rated well all three components of the city's image of Sarajevo, ie, cognitive, affective, and conative. Three hypotheses were constructed and, as a result, all three hypotheses. It has been shown that there is a statistically significant positive influence of cognitive, affective, and conative destination image on the overall image of the city of Sarajevo.

The research results are by the research "The Effect of Destination Image on Tourist Satisfaction, Intention to Revisit and WOM: An Empirical Research in Foursquare Social Media". The results of the research have shown that cognitive, affective, and conative destination image positively influences the overall image on Foursquare (Shafiee et al., 2016). Kesić & Jakeljić (2012) have partially accepted the hypothesis "Cognitive evaluation has a positive impact on the overall image of the city of Split as a tourist destination" and accepted the hypothesis "Affective evaluation has a positive impact on the overall image of the city of Split as a tourist destination".

According to the research carried out by Tanja Kesić and Ivana Pavlić, cognitive evaluation of a destination is influenced through effective evaluation but has no direct impact on the overall image (except for the value and environment). However, effective evaluation, in turn, strongly influences overall image perceptions of a destination (Kesić & Pavlić, 2011).

The image of the city of Sarajevo is still quite unexplored. Only a small number of papers have been written on this topic. Therefore, the contribution of this paper is to fill in the gaps in the literature about the image of the city of Sarajevo. This research can be a good basis for future research about the image of Sarajevo.

Although this paper provided an insight into the complexity of image formation, there were several limitations which, however, did not affect the research results. The first limitation of the research should indicate the fact that the data were collected through questionnaires, thus achieving breadth and comprehensiveness at the expense of deeper analysis of individual respondents. Questionnaires are also formatted in English and are not translated into other languages, and this may be a limitation because all tourists did not understand English well. The period of questionnaire surveys in the winter, thus characterized by snow and cold, and the period may also be considered as a limitation of this research. For this reason, it is recommended that further research is conducted in a broader period.

5. References

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