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THEMATIC PROCEEDINGS I

UNIVERSITY OF KRAGUJEVAC
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TOURISM IMAGE FACTORS OF JABLANICA DISTRICT IN SERBIA: PERCEPTION OF INTERNAL STAKEHOLDERS

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Abstract

The main objective of this paper is to identify and determine the significance of certain factors for tourism competitiveness in Jablanica District (Serbia). In this study we used a questionnaire in order to determine factors of image of Jablanica District tourist destination, by examining the attitudes of internal stakeholders (tourism managers and employees). For research purposes, 44 attributes of destination image were rated with a five-point Likert type scale. We collected a total of 91 validly completed questionnaires that were used in the statistical processing and data analysis. By using a factor analysis, the most important destination image factors were extracted: natural and cultural attractions, entertainment and catering facilities, economic and geographic accessibility, relaxation and recreation, pleasant environment, tourism infrastructure and superstructure. Based on this six-factor solution, T-test analysis and ANOVA were performed in order to determine the existence of statistically significant differences in the attitudes of internal stakeholders.

Keywords: *tourism image factors, destination competitiveness, local development, Jablanica district*
JEL classification: *C10, C38, L11*

Introduction

In today's extremely dynamic economic environment, the key issue in tourism becomes: how destination can develop,maintain and improve its competitiveness when faced with a constantly growing international

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competition (Dwyer & Kim, 2003; Crouch, 2010; Croes, 2010). There arenumerous elements and factors that affect competitiveness of tourism destinations, and that identify important factors for setting up competitiveness as a primary question. Also, it is difficult to improve competitiveness, if the strengths, weaknesses, opportunities and threats in tourism market cannot be identified, understood and measured. This is not an easy task and involves a complex analysis of many determinants withthe difficulties that have been further compounded by the unavailability of quality data.

Destinations, especially underdeveloped districts, are often at lossinunderstandingthe nature anddeterminantsof tourism destinations competitiveness, despite their need for a policy of strengthening its relative competitive position. The essence of this problem is the lack of knowledge and understanding of relevant factors affecting the destination competitiveness, the extent to which of these factors are affecting competitiveness, as well as failure to prioritize the factors that require optimization of resources in order to mitigate the weaknesses and to strengthen their relative strength. The challenges of tourism competitiveness are further complicated by the nature of destinationoffer, which can be summarized as an overall unique experience produced and supplied by several stakeholders who have a higher number of goals.

Foreign scientific literature includes a large number of studies which, in many different ways, put the questions of tourism development in the focus of their interests – from conceptualization of destination, tourism development planning and destination life cycle, through the problems that tourism development brings to the destinations in the area of natural and socio-cultural environment, destination marketing issues (*e.g.*image, destination branding, destination choice factors by visitors, perception, visitors ' behavior), the question of relations between key stakeholders from private and public sectors. Contrary to the abundance of these works abroad, in Serbia, their number is relatively small, with only a few authors and works that approach the issue in a systematic way (Stamenković, 2012).

In domestic literature the analysis of competitiveness factors was performed at the level of individual city's tourist areas (Bolic, 2013; Milenkovic & Bošković, 2014) and at the national level (Zecevic 2011; Popescu & Pavlović, 2013; Ubavić, 2015), but not on the level of district as a tourism destination (Stamenković & Djeri, 2016). In this regard,

there was a needfor this kind of research because tourism is recognized as one of the key elements for development of districts with underdeveloped tourist infrastructure but preserved natural and anthropogenic resources, such as Jablanica District. In order of tourism progressive development and contribution to the diversification and promotion of the regional economy, employment growth and reduction of depopulation, it is necessary to identify the factors that increase tourism competitiveness in Jablanica District.

In order to verify the competitiveness of isolated factors, following research hypotheses were created:

H1 - *Attitudes of internal stakeholders* (managers and employees in tourism and catering industry) about *Jablanica District* tourism image factors, are significantly different in respect to their socio-demographic characteristics.

H2 - The interrelation of *variablesgrouped into* factors that explains the *degree of consistencyof internal stakeholders* (managers and employees in tourism and catering industry) with Jablanica District tourism offer elements, shows a positive medium, and high correlation value.

Methodology and data sources

When examining theperception of managers and employees (internal stakeholders) on the destination competitiveness factors of Jablanica District, a questionnaire composed of two thematic parts, which observed various aspects, was used. The first part of the questionnaire provides the basic information on the legal entity as well as the socio-demographic characteristics of subjects relating to gender, age and education level, function in the company, type of employment and the estimated level of annual income.In the second part of the survey, managers and employees (internal stakeholders) have given their views on the constructof Jablanica District tourism destination image, as well as their overall perception of destination competitiveness.

Basic statistics dataset consisted of those enterprises in Jablanica District, involved in tourism business, and expressed their final accounts for the year of 2013, at the Business Registers Agency of the Republic of Serbia: in accommodation sector 69 business entities, and in the sector of other tourist service businesses 22 business entities. Thus, the overall statistics

dataset was 91 business entity with reported final account. Structuring the sample by economic sector was carried out on the basis of encrypted basic activity of tested business entities in the annual accounts for the year of 2013.The basic set includes all activities that have been registered, and which form economic structure of tourism in Jablanica District. Basic division of the accommodation and food sector was performed, and from the sector of other services tourism industry was allocated (Table 1).

Table 1: *The structure of the sample by tourism sector*

Type of sector - economic activity	**According to the final account for 2013.**		**According to the sample**		**Difference: Share per sample - share in the final account(in%)**
	Total number of legal entities	Share (%)	Total number of legal entities	Share (%)	
Accommodation and food services	69	75.8	28	75.7	-0.1
Tourism industry	22	24.2	9	24.3	0.1
Total:	**91**	**100**	**37**	**100**	**0.0**

Source: *Authors research*

It is estimated that the sample is representative for the test target group of business entities in the area of Jablanica District, and according to the distribution of economic characteristics (number of companies stratified by multiple criteria) provides precise estimation of the parameters.The objective set by the selection of subjects from tourist business entities engaged in activities in all parts of Jablanica District, has enabled the realization of given proportionality between the basic set and the sample.Eliminating the tourism and hospitality business entities that do not show the final account slightly changed the structure of the sample by section from the actual spatial distribution of legal entities.In general, the pattern indisputablyprovides proportion assessment of the basic statistical gathering with at least 95.0% confidence interval. Statistical processing and data analysis was conducted after collecting the results of questionnaires. Statistical software IBM SPSS 20.0 (Statistical Package for the Social Sciences) is used in the following methods of statistical data processing: descriptive statistics (frequency distribution, mean, standarddeviation); Cronbach's Alpha Reliability Coefficient; Exploratory Factor Analysis – EFA; Independent samples T-test;Analysis of variance – oneway ANOVA; and Pearson's correlation coefficient.

Results and discussion

The attitudes of managers and employees (internal stakeholders) in tourism industry in Jablanica District, concerned with the competitiveness of tourist destinations, were examined with the aid of 100 valid completed questionnaires, used in statistical processing and analysis.The overview of socio-demographic characteristics of the surveyed managers and employees (internal stakeholders) is shown in Table 2. Gender structure demonstrates predominance of males 72% compared to females 28%.In the age structure we find dominance of the age group of 40 to 49 within the sample, and those of the age group of 60 to 69 yearsleast present. By level of education, the highest number of respondents (68%) have completed secondary school in the field of hospitality.On the basis of the functions they perform in the enterprise, questionnaire covered 22% of managers and 78% of employees in the structure of the sample. The largest percentage of respondents (97%) earns less than € 20,000 per year.

Table 2: *Socio-demographic profile of managers and employees (internal stakeholders) in tourism industry in Jablanica District*

Variables	Frequencies	Valid %	Cumulative %
Gender			
male	72	72.0	72.0
female	28	28.0	100.0
Age			
19-29 years old	16	16.0	16.0
30-39 years old	17	17.0	33.0
40-49 years old	42	42.0	75.0
50-59 years old	23	23.0	98.0
60-69 years old	2	2.0	100.0
Education			
high school	68	68.0	68.0
college	30	30.0	98.0
master	2	2.0	100.0
Area of qualification			
tourism	23	23.0	23.0
hospitality	44	44.0	67.0
economy	26	26.0	93.0
geography	1	1.0	94.0
art	1	1.0	95.0
law	3	3.0	98.0
technical sciences	1	1.0	99.0
linguistics	1	1.0	100.0
Position in the company			

manager	22	22.0	22.0
employee	78	78.0	100.0
Level annual income			
< 1,000 €	1	1.0	1.0
€1,001 - €5,000	75	75,0	76.0
€5,001 - €10,000	11	11,0	87.0
€10,001 - €20,000	10	10,0	97.0
€20,001 - €30,000	3	3,0	100.0

Source: *Prepared by the author based on data analysis in SPSS 20.0.*

In order to analyze the perception of internal stakeholders' (managers and employees) satisfaction with attributes of tourism destination image, the exploratory factor analysis (EFA), has been applied with the extraction method of principal components (PCA) and Varimax rotation of factors.

Principal component analysis was carried out on 44 tourism destination image attributes, which were used for evaluation of internal stakeholders' (managers and employees)satisfaction degree with given attributes. Validity of the matrix was confirmed by the Kaiser-Meyer-Olkin measure in the value of 0.943, which exceeded the recommended value of 0.60 (Kaiser, 1974).Bartlett's test of sphericity showed statistically significant value (p = 0.000), and confirmed validity of exploratory factor analysis (Bartlett, 1954) (Table 3).

Table 3: *KMO and Bartlett test of sphericity –Image factors*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.943
Bartlett's Test of Sphericity	Approx. Chi-Square	5196.737
	df	946
	Sig.	.000

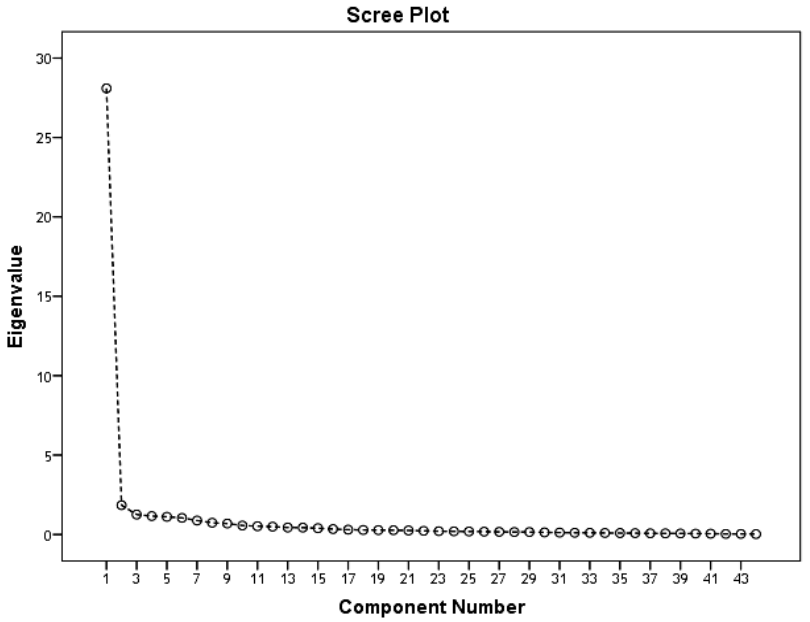
Source: *Prepared by the author based on data analysis in SPSS 20.0.*

Extracting dimension and defining factors was carried out on several criteria: the eigenvalue, the percentage of variance, the reliability test of the questionnaire (Cronbach's alpha), the extracted communalities of individual motives, Scree plot, and the factor saturation with its structure.

The analysis of the principal factors (PCA) with Varimax rotation, yielded factorial solution with six dimensions on 44 variables that explained 78.43% of the total variance in the attributes of destination image (Figure 1).All isolated factors had the characteristic values greater than 1. Adequacy of this six factor solution structure was confirmed by examining the Scree plot.

The communality values on 44 analyzed variables were ranged from 0.656 to 0.873, which means that the variance of each of the original variables, sufficiently explained factorial solution with 6 components.

Figure 1: *Scree plot – Image factors*



Source: *Prepared by the author based on data analysis in SPSS 20.0.*

The communality values on 44 analyzed variables were ranged from 0.656 to 0.873, which means that the variance of each of the original variables, sufficiently explained factorial solution with 6 components. The extracted factors have been appointed on the basis of attributes that constitute them: F1 - natural and cultural attractions, F2 - entertainment and catering facilities, F3 - economic and geographic accessibility, F4 - relaxation and recreation, F5 - pleasant environment, F6 - tourism infrastructure and superstructure.

Application of Cronbach's alpha (α) coefficient showed the reliability of the measuring instrument. The values of the instrument were ranged from $\alpha = 0.912$ to $\alpha = 0.969$, which confirmed adequate internal consistency of isolated factors (Table 4).

Table 4: *EFA - the six factor solution of Jablanica District tourism destination attributes image*

	Eigenvalue	**Percentage of Variance**	**Cronbach's alfa**	**Factor Loadings**	**Communalities**
F1 Natural and cultural attractiveness	**28.095**	**63.853**	**0.969**		
A great place for rest and relax				0.701	0.836
Attractive tours/carriage ride/ train				0.686	0.780
Intriguing culture of South East Europe				0.645	0.829
Enchanting mountains and valleys				0.624	0.814
Holiday atmosphere				0.622	0.762
Interesting museums/exhibitions				0.610	0.813
Old cultural and historical monuments				0.604	0.784
Authentic culture and heritage				0.582	0.774
SPA offer one-day trips and getaway from noise				0.577	0.772
Unspoiled nature and wildlife				0.542	0.757
Clean and tidy environment				0.542	0.802
Safe and secure environment				0.532	0.795
Pleasant weather				0.508	0.721
F2 Entertainment and catering facilities	**1.842**	**4.187**	**0.936**		
Interesting cultural events and festivals				0.801	0.864
Good quality entertainment and nightlife				0.763	0.767
Wide range of entertainment				0.693	0.815
Wide range of trade fairs/exhibitions/events				0.638	0.821
Great choice of restaurants				0.613	0.793
Great choice of				0.592	0.786

accommodation					
Accessibility				0.520	0.656
Transportation system easy to use and available				0.520	0.676
	Eigenvalue	**Percentage of Variance**	**Cronbach's alfa**	**Factor Loadings**	**Communalities**
F3 Economic and geographic accessibility	**1.257**	**2.856**	**0.931**		
Shopping with the possibility of bargaining				0.666	0.833
Reasonable prices of accommodation and food				0.656	0.806
Well-organized traffic and parking information				0.631	0.760
Reasonable ticket prices and tours				0.615	0.789
Exciting winter sports/ activities (skiing, snowboarding)				0.518	0.799
Extraordinary places for a picnic/hiking/hunting				0.407	0.671
F4 Relaxation and leisure	**1.158**	**2.632**	**0.950**		
Large number of activities for children				0.717	0.841
Friendly environment				0.654	0.821
Large number of activities for both genders				0.649	0.808
All necessary components for old age tourists				0.602	0.791
Breathtaking landscapes and natural beauty				0.587	0.824
Maintained parks, lakes and rivers				0.479	0.714
Escape from daily routine				0.430	0.764
F5 Pleasant environment	**1.14**	**2.533**	**0.938**		
Community attitude -				0.673	0.845

live and let live					
Wide range of recreational activities				0.620	0.801
Diverse community				0.610	0.784
Exciting water sports/water activities (rafting, fishing)				0.521	0.831
Friendly locals				0.477	0.715
	Eigenvalue	**Percentage of Variance**	**Cronbach's alfa**	**Factor Loadings**	**Communalities**
F6 Tourism infrastructure and superstructure	**1.046**	**2.378**	**0.912**		
Availability of tourist information				0.685	0.768
Tourism organizations/info centers				0.640	0.693
Great choice of actions of consumer goods				0.533	0.826
Consistency of quality and price				0.521	0.873
Interesting local crafts				0.438	0.739

Source: *Prepared by the author based on data analysis in SPSS 20.0.*

T - test for independent samples was used in order to compare the mean of continuous variables in the two different groups of subjects, and determine the statistical significance of their differences. When testing Jablanica District tourist destinations factors of image, T-test will show whether between independent variable (gender) and dependent variables (grouped into six factors: *natural and cultural attractiveness, economic and geographic accessibility, relaxation and recreation, a pleasant environment, tourism infrastructureand superstructure*) there is a statistically significant difference in attitudes of internal stakeholders (managers and employees).

Table 5: *Results of t-test with respect to gender (image factors)*

FACTOR	Gender	N	M	σ	t	Sig. (2-tailed)
F1 Natural and cultural attractiveness	Male	72	3.3418	.79006	0.224	.824
	Female	28	3.2967	.94645		
F2 Entertainment and catering facilities	Male	72	3.5989	.95564	0.607	.545
	Female	28	3.4687	.97990		
F3 Economic and geographic accessibility	Male	72	3.2939	1.05501	0.158	.875
	Female	28	3.2559	1.15602		

F4 Relaxation and leisure	Male	72	3.6388	.95485	0.418	.677
	Female	28	3.5510	.91408		
F5 Pleasant environment	Male	72	3.5138	.95467	0.225	.822
	Female	28	3.4642	1.07228		
F6 Tourism infrastructure and superstructure	Male	72	2.8222	.77754	-0.280	.780
	Female	28	2.8714	.81869		

Note: t - t-test value; **Sig. (2-tailed)** за p≤0.05;
Source: *Prepared by the author based on data analysis in SPSS 20.0.*

In Table 5, it can be noted that within extracted image factors, there are not any statistically significant differences in attitudes between the surveyed male and female internal stakeholders (managers and employees). This can be explained by the fact that in the analyzed Jablanica District municipalities, internal stakeholders (managers and employees) of both sexes have a relatively balanced position on the image of a tourist destination factors. When testing Jablanica District tourist destinations factors of image, T-test will also show whether between independent variable (position in the company) and dependent variables (grouped into six factors: *natural and cultural attractiveness, economic and geographic accessibility, relaxation and recreation, a pleasant environment, tourism infrastructureand superstructure*) there is a statistically significant difference in attitudes of internal stakeholders (managers and employees).

Table 6: *Results of t-test with respect to position in the company (image factors)*

FACTOR	**Position in the company**	**N**	**M**	**σ**	**t**	**Sig. (2-tailed)**
F1 Natural and cultural attractiveness	Manager	72	3.0419	.69888	-1.856	.066
	Employee	28	3.4102	.85250		
F2 Entertainment and catering facilities	Manager	72	3.4772	1.03985	-0.470	.639
	Employee	28	3.5865	.94110		
F3 Economic and geographic accessibility	Manager	72	3.0151	1.07510	-1.326	.188
	Employee	28	3.3589	1.07412		
F4 Relaxation and leisure	Manager	72	3.2467	.96908	**-2.113**	**.037**
	Employee	28	3.7179	.91109		
F5 Pleasant environment	Manager	72	3.2272	.95078	1.481	.142
	Employee	28	3.5769	.98507		
F6 Tourism infrastructure and superstructure	Manager	72	2.8000	.82807	-0.242	.809
	Employee	28	2.8461	.77822		

Note: t - t-test value; **Sig. (2-tailed)** за p≤0.05
Source: *Prepared by the author based on data analysis in SPSS 20.0.*

Based on the data from Table 5, we can conclude that in factor F4 - relaxation and recreation (p=0.037), there is a statistically significant difference between the mean values of internal stakeholders views on the level of significance ($p \leq 0.05$) $t \geq 1.98$. In other factors of the image there are no statistically significant differences in the attitudes of managers and employees in the tourism and hospitality industry.

Analysis of variance - ANOVA was applied with the aim of comparing the average results of the three or more groups. Analysis of variance compares the variability of the results (the variance) between multiple groups, where an independent variable is divided into several levels, or more than one group in order to determine a statistically significant difference in measurements of some features (Turjačanin & Čekrlija, 2006).

Table 7: *ANOVA compared to age group of internal stakeholders (image factors)*

FACTOR	Age group	N	M	σ	F	Sig. (2-tailed)
F1 Natural and cultural attractiveness	19-29	16	3.3509	.88643	0.060	.993
	30-39	17	3.2986	.94793		
	40-49	42	3.3388	.82692		
	50-59	23	3.2976	.79580		
	60-69	2	3.5769	.48953		
F2 Entertainment and catering facilities	19-29	16	3.5859	.74960	1.174	.327
	30-39	17	3.2941	1.07886		
	40-49	42	2.4851	.87262		
	50-59	23	2.3641	1.13845		
	60-69	2	4.0833	.17677		
F3 Economic and geographic accessibility	19-29	16	3.2291	1.14806	0.382	.821
	30-39	17	3.3431	1.08728		
	40-49	42	3.3135	1.03803		
	50-59	23	3.1521	1.17627		
	60-69	2	4.0833	.11785		
F4 Relaxation and leisure	19-29	16	3.6428	.93313	0.662	.620
	30-39	17	3.6890	1.01171		
	40-49	42	3.6428	.86710		
	50-59	23	3.4161	1.05850		
	60-69	2	4.4285	.40406		
F5 Pleasant environment	19-29	16	3.4875	1.19547	0.161	.958
	30-39	17	3.6353	1.02770		
	40-49	42	3.4762	.95248		
	50-59	23	3.4260	.94446		
	60-69	2	3.8000	.00000		

F6 Tourism infrastructure and superstructure	19-29	16	3.0125	.58637	0.646	.630
	30-39	17	2.6353	.91442		
	40-49	42	2.8238	.83016		
	50-59	23	2.8434	.75307		
	60-69	2	3.3000	.42426		

Note: **F** - quotient of variance (F≥2.37); **Sig. (2-tailed)** за p≤0.05
Source: Prepared by the author based on data analysis in SPSS 20.0.

The variance between groups, divided by the variance within a group is represented by the coefficient of the ratio F.
Great value of the ratio F shows that the variability between groups is greater than within each group, which rejects the claim of mean values equality in the sample (Pallant, 2011). One-way analysis of variance ANOVA was used to test the independent variables: age, education level and the amount of annual income.

Statistically significant differences between the independent variables with five groups, based on the age, we established by observing the results of ANOVA, by examining the column significance (Sig. (2-tailed)). When significance is less than 0.05, we can conclude that there is a statistically significant difference between the mean values of the dependent variable in each group.

The analysis of variance indicates whether, and to what extent there is a statistically significant connection ($p < 0.05$; $F \geq 2.20$) between independent variable (age group) and dependent variables (grouped into six factors: *natural and cultural attractiveness, economic and geographic accessibility, relaxation and recreation, a pleasant environment, tourism infrastructureand superstructure*).

Analyzing the obtained results we can conclude that among the tested groups by the age, there are no statistically significant differences at the significance level of $p < 0.05$; $F \geq 2.20$, with the satisfaction with the image factors of Jablanica District tourism destination (Table 7).

Statistically significant differences between the independent variables with three groups, based on education level, we established by observing the results of ANOVA, by examining the column significance (Sig. (2-tailed)).

The analysis of variance indicates whether, and to what extent there is a statistically significant connection ($p < 0.05$; $F \geq 2.20$) between independent variable (education level) and dependent variables (grouped into six factors: *natural and cultural attractiveness, economic and geographic accessibility, relaxation and recreation, a pleasant environment, tourism infrastructureand superstructure*).

Table 8: *ANOVA compared to education level of internal stakeholders (image factors)*

FACTOR	Education level	N	M	σ	F	Sig. (2-tailed)
F1 Natural and cultural attractiveness	High school	68	3.2737	.83637	0.493	0.612
	College	30	3.4384	.84582		
	Master	2	3.5769	.48953		
F2 Entertainment and catering facilities	High school	68	3.5239	.95813	0.435	0.649
	College	30	3.6125	.99424		
	Master	2	4.1250	.47140		
F3 Economic and geographic accessibility	High school	68	3.2549	1.07105	0.691	0.504
	College	30	3.2888	1.12438		
	Master	2	4.1666	.00000		
F4 Relaxation and leisure	High school	68	3.5693	.93090	0.545	0.581
	College	30	3.6761	.98969		
	Master	2	4.2142	.10101		
F5 Pleasant environment	High school	68	3.4323	.94985	0.841	0.434
	College	30	3.6066	1.07316		
	Master	2	4.2000	.56568		
F6 Tourism infrastructure and superstructure	High school	68	2.7647	.76719	0.887	0.415
	College	30	2.9933	.84115		
	Master	2	2.9000	.14142		

Note: **F** - quotient of variance ($F \geq 2.37$); **Sig. (2-tailed)** за $p \leq 0.05$
Source: *Prepared by the author based on data analysis in SPSS 20.0.*

Based on data from Table 8, we conclude that in the extracted factors there are no statistically significant differences in attitudes at the level of significance $p < 0.05$ between groups of respondents by education level.

Statistically significant differences between the independent variable with five groups, according to the amount of annual income, we have established by observing the results of ANOVA, by examining the column significance (Sig. (2-tailed)). When significance is less than 0.05, we can conclude that there is a statistically significant difference between the mean values of the dependent variable in each group.

The analysis of variance indicates whether there is a statistically significant connection ($p < 0.05$; $F \geq 2.32$) between independent variable (annual income) and dependent variables (grouped into six factors: *natural and cultural attractiveness, economic and geographic accessibility, relaxation and recreation, a pleasant environment, tourism infrastructureand superstructure*).

Table 8: *ANOVA compared to annual income of internal stakeholders (image factors)*

FACTOR	Annual income (EUR)	N	M	σ	F	Sig. (2-tailed)
F1 Natural and cultural attractiveness	<1000	1	3.7692	.	0.492	0.741
	1001-5000	75	3.3815	.85465		
	5001-10000	11	3.0489	.86501		
	10001-20000	10	3.2230	.68653		
	20001-30000	3	3.2564	.82967		
F2 Entertainment and catering facilities	<1000	1	3.6250	.	1.766	0.142
	1001-5000	75	3.5533	.93793		
	5001-10000	11	3.0568	1.23283		
	10001-20000	10	4.1500	.55839		
	20001-30000	3	3.6666	.92138		
F3 Economic and geographic accessibility	<1000	1	4.0000	.	0.820	0.516
	1001-5000	75	3.3377	1.09014		
	5001-10000	11	2.8030	1.08989		
	10001-20000	10	3.4333	1.08069		
	20001-30000	3	2.9444	.69388		
F4 Relaxation and leisure	<1000	1	3.8571	.	1.366	0.251
	1001-5000	75	3.6990	.92241		
	5001-10000	11	3.0000	1.25681		
	10001-20000	10	3.6142	.58728		
	20001-30000	3	3.6666	.64417		
F5 Pleasant environment	<1000	1	4.2000	.	0.842	0.502
	1001-5000	75	3.5493	.78055		
	5001-10000	11	3.0727	.83077		
	10001-20000	10	3.1400	.59665		
	20001-30000	3	4.5555	1.51437		
F6 Tourism infrastructure and superstructure	<1000	1	3.0000	.	0.513	0.726
	1001-5000	75	2.8213	.78055		
	5001-10000	11	2.6727	.83077		
	10001-20000	10	3.1400	.59665		
	20001-30000	3	2.7333	1.51437		

Note: **F** - quotient of variance ($F \geq 2.37$); **Sig. (2-tailed)** за $p \leq 0.05$
Source: *Prepared by the author based on data analysis in SPSS 20.0.*

By reviewing Table 9, we conclude that there are no statistically significant differences in attitudes at the level of significance p <0.05 between groups of subjects according to the amount of annual income.

Analyzing the socio-demographic characteristics of the internal stakeholderswith appropriate statistical methods of data processing, we can conclude that attitudes of internal stakeholders on Jablanica District tourism image factors, are not significantly different, thus we *reject the Hypothesis 1 (H1).*

Correlation analysis shows the strength and direction of a linear relationship between two variables (Pallant, 2011). With Pearson correlation coefficient, we examined links between extracted tourism destination image factors by internal stakeholders (managers and employees in the tourism and hospitality industry in Jablanica District).

Based on the results of correlation matrix, we can conclude that, in the opinion of internal stakeholders, most tourism destinations image factors achieved positive correlation values of medium and high strength with statistical significance at the level of p<0.01. Positive high correlation values are achieved between all the extracted factors in the values of r=0.752 to r=0.865. This suggests that internal stakeholders share the opinion that among extracted factors there is a high correlation, so that elements of the tourism offer have tremendous mutual influence (Table 10).

Table 10: *Pearson coefficient of linear correlation - internal stakeholders (image factors)*

FACTOR	F1	F2	F3	F4	F5	F6
F1	1					
F2	**,805****	1				
F3	**,862****	**,800****	1			
F4	**,865****	**,807****	**,833****	1		
F5	**,857****	**,752****	**,852****	**,827****	1	
F6	**,788****	**,807****	**,822****	**,766****	**,784****	1

** Correlations are significant at the level of p <0.01 (2-tailed)
Source: *Prepared by the author based on data analysis in SPSS 20.0*

By using an adequate statistical analysis, we determined that the interrelation of variables grouped into factors that explain the degree of consistency of internal stakeholders (managers and employees in tourism

and catering industry) with Jablanica District tourism offer elements, showed a positive medium, and high correlation value.This result leads to the conclusion that we can accept Hypothesis 2 (H2).

Conclusion

Jablanica District as unrecognized tourism destination should, when planning development strategy, particularly direct attention to improving the quality of tourist offer in relation to competing regions, especially in the field of tourist destination management, marketing and information systems in tourism, referring to them as key development elements. By analyzing the main elements of destination micro environment in Jablanica district, we conclude that stakeholders of tourism development in the district are not adequately related to their business. On the territory of the district, there are city Tourist Organization of Leskovac and a municipal tourist organization of municipalities Vlasotince, Lebane, Bojnik Crna Trava.

Promotional activities of these tourist organizations are not at a satisfactory level, in order to be in function of tourism development activation. It was identified that the main reason for this situation is lack of cooperation between the mentioned organizations, and also between local governments, public and private sectors in the district. For more successful performance in the domestic and international tourism market, the recommendation is to establish a regional tourism organization of Jablanica Districts, so all destinations in the district could be presented as integrated product to tourist demand at home and abroad.In addition to tourism organizations in the territory of the District, there are many cultural institutions whose work is complementary to the tourist activity, and which should be included in the creation of tourism destinations products in order to achieve greater number of visits from this market segment. It is essential to, in further activities of these institutions, perform synchronization of activities of all institutions that are in their scope of work engaged in activities related to tourism, because it is one of the preconditions for the integral development of a competitive tourism product. Optimal combination of the strategic management modelsin this tourism destination should be reserved to the selection and implementation of the strategy of tourism segmentation, in order to gain and categorize target market segments, and a particular group of tourists with a precisely known needs and desires, which is partly done in this studythrough the analysis of research hypotheses.

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