

POKAZATELJI ZADOVOLJSTVA KORISNIKA BANJSKIH USLUGA NA PODRUČJU JUŽNE SRBIJE

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doi: 10.59864/Oditor22402MP

Pregledni rad

UDK: 338.48-6:615.8(497.11-13)

Apstrakt

Banje imaju posebno važno mesto u turizmu Republike Srbije, naročito kada je reč o domaćim turistima. U poslednjoj reprezentativnoj godini za turizam pre COVID-19 (2019), učestvovali su sa 18% od ukupnog broja dolazaka turista, odnosno sa 28% od ukupnog broja noćenja. Ključni kriterijum za izbor banja u ovom istraživanju je njihova teritorijalna pripadnost-područje južnog dela Srbije, raspoređenih u dve opštine (Kuršumlija i Medveđa), dva grada (Niš i Vranje), odnosno u četiri okruga (nišavski, toplički, jablanički i pčinjski). Pomenute banje se međusobno značajno razlikuju po ostvarenom turističkom prometu, strukturi i kvalitetu usluga. Sem toga, neke od njih sigurno ne spadaju u najposećenije i najpoznatije domaće banje. Sa druge strane, reč je o veoma perspektivnim destinacijama koje stalno unapređuju svoju ponudu, pogotovo kada je reč o Lukovskoj banji. Jedna od ključnih pretpostavki za unapređenje konkurentske pozicije svake od šest izabranih banja jeste da svoju ponudu usklade sa željama i očekivanjima savremenih turista, odnosno stepen zadovoljstva turista, što je i predmet istraživanja.

Ključne reči: termomineralni izvori, banjski turizam, zadovoljstvo korisnika, Južna Srbija

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Uvod

Boravak u banjama, odnosno korišćenje termomineralnih voda, lekovitog blata i lekovitih gasova predstavlja jedan od najstarijih vidova turističkih kretanja. Još su antički narodi prepoznali značaj termomineralnih izvora u lečenju određenih simptoma koje je pacijent imao (Smit, 2017). U cilju oporavka aktivnih i uslužanih vojnika u starom Rimu, na izvorima lekovitih i termalnih voda izgrađena su brojna lečilišta i kupališta sa pratećom infrastrukturuom. Neka od najpoznatijih evropskih banjskih centara imaju korene iz antičkog perioda- Sent Moric u Švajcarskoj, Viši u Francuskoj, Visbaden u Nemačkoj. Isto važi i za mnoge domaće banje (Stojanović, Stankov, 2022). Korišćenje blagodeti lekovitih voda se nastavlja u srednjem veku i traje sve do danas.

Međutim, lekovite vode se nisu koristile samo zbog oporavka i lečenja određenih bolesti i stanja, već i u rekreativne svrhe. Krupne društvene i ekonomske promene u Evropi u drugoj polovini XIX veka, koje je donelo novo predindustrijsko društvo, uslovile su da banjski centri postaju veoma posećena mesta gde korisnici borave radi preventive i rehabilitacije koje je donelo novo predindustrijsko društvo (Stojanović, 2007). Drugim rečima, izdvajaju se *dva glavna motiva za boravak u banjama*. Prvi je tradicionalan i zasniva se na lečenju, rehabilitaciji uz medicinski tretman, uglavnom u stacionarima, rehabilitacionim centrima i specijalizovanim banjskim bolnicama. Drugi motiv se zasniva na rekreaciji, razonodi, sportskim sadržajima, zabavi i aktivnom odmoru. To znači da banje (odavno) ne posećuju samo obolele osobe zbog lečenja već i potpuno zdravi ljudi samo iz drugih razloga. Imajući u vidu izneto, dolazi se do ključnog pitanja: *da li je jedna banja prepoznala promene na turističkom tržištu i da li je svoju ponudu prilagodila savremenim turistima i novim motivima za boravak u banji?* Uvođenje wellness i spa sadržaja, kreiranje specifičnih tretmana za različite segmente turističke tražnje¹¹, odgovarajuća banjska infrastruktura i

¹¹ Misli se npr. na antistres programe, kozmetičke tretmane, programe mršavljenja, programe pravilne ishrane, balneoterapije, fizičke vežbe i sl. Često je reč ne o tipskim već personalizovanim programima prilagođenim potrebama i zdravstvenom stanju konkretne osobe. Pre par godina bili su popularni programi tzv. post-kovid rehabilitacije (Stojanović, Stankov, 2022).

suprastruktura, vanpasijska ponuda, ponuda izleta, stručnost medicinskog osoblja predstavlja ono po čemu se jedna banja izdvaja od brojnih konkurenata. Banjskom turizmu „ide na ruku” jedan od najvažnijih trendova na turističkom tržištu. Naime, savremeni turisti poklanjaju posebnu pažnju očuvanju svog zdravlja (fizičkog i mentalnog), odnosno očuvanju i unapređenju svog zdravstvenog stanja. Briga o svom zdravlju i ličnoj bezbednosti (za vreme putovanja i boravka u destinaciji) postaje važan faktor pri odlučivanju o korišćenju turističkih usluga. Pomenuti trend je posebno dobio na značaju od 2020. godine zbog korona virusa. Tada su wellness i spa sadržaji doživeli svoju ekspanziju, pogotovo što domaći turisti (skoro u svim zemljama sveta) nisu mogli da putuju u inostranstvo zbog restrikcija slobodnog kretanja. Benefiti banjskog (zdravstvenog) turizma u odnosu na mnoge grane turizma su očigledni-manja sezonalnost (veća ujednačenost turističkog prometa tokom cele godine), dnevna potrošnja je veća od potrošnje prosečnog turista, prosečna dužina boravka je veća nego kod ostalih vidova turizma, najmanje elastičan oblik turizma, zapošljava veći broj ljudi različitih profila (Podovac, Tončev, 2015). Na području Republike Srbije postoji oko 300 mineralnih izvora (Pavlović, Bojičić, 2017) i preko 40 banja. Zakon o banjama¹² definiše najvažnije pojmove (banja, prirodni lekoviti faktor), uslove u pogledu uređenosti i opremljenosti područja i druga važna pitanja. Da bi jedno područje bilo banja mora da ima organizovanu zdravstvenu službu, objekte i uređaje za korišćenje prirodnog lekovitog faktora, objekte za smeštaj i boravak posetilaca, kao i odgovarajuće komunalne i druge objekte (vodovod, kanalizacija, saobraćajnice, PTT, elektro objekte, javne zelene i rekreacione površine (član 2 pomenutog zakona). Dakle, banje se odlukuju izraženim zdravstveno rekreativnim elementima, uz primenu različitih prirodnih elemenata kao što su: termomineralni izvori, klimatski elementi i faktori, vegetacija i zbog toga ova vrsta mesta kod korisnika izaziva interes za posetu i boravak (Jovičić, 2008). Takođe, ne treba zanemariti činjenicu da banje zapošljavaju veliki broj medicinskih i nemedicinskih radnika. Za nosioce ponude u banjskom turizmu Srbije je najvažnije da prepoznaju trendove na

¹² Službeni glasnik R. Srbije 80/92, 67/93...95/2018)

tržištu i da ih uvažuje tako što će svoju ponudu da prilagode potrebama i očekivanjima današnjih turista.

Prirodne i antropogene vrednosti banja Južne Srbije

Teritorijalni raspored domaćih banja ukazuje na njihovu značajnu koncentraciju na jugu Republike Srbije. To je više nego dovoljan razlog da budu predmet istraživanja čiji je fokus utvrđivanje usaglašenosti njihove postojeće ponude sa očekivanjima i trendovima nosilaca savremene turističke tražnje. Sa nepunih 7 000 dolazaka i 39 000 noćenja u 2022. godini, **Niška banja** spada u banje sa skromnijim turističkim prometom (pet puta manje nego najposećenija banja obuhvaćena istraživanjem-Lukovska banja). Administrativno pripada Gradu Nišu, nalazi se blizu autoputa E-80 (Niš-granica sa Bugarskom) na 250 mnv. Njene termalne vode su korišćene još u antičkom periodu. Danas je Niška banja prepoznatljiva po radioaktivnim vodama, lekovitim gasovima i lekovitom blatu namenjenih prvenstveno za lečenje kardiovaskularnih bolesti, posttraumatskih stanja, bolesti respiratornih organa. Atraktivnost ove banje upotpunjuje blizina Niša (10 km), Jelašnička i Sićevečka klisura (3 odnosno 5 km), manastir Sićevo (XIV vek), Cerjanska pećina. **Kuršumlijska banja** je ponovo počela sa radom februara 2023. godine. Pre toga je više od decenije bila zatvorena. Okosnicu ponude čini rekonstruisan i dograđen hotel „Planinka” (nekadašnji hotel „Žubor”), širok spektar lekovitih voda (alkalnih, sumporovitih, gvožđevitih, ugljeno-kiselih) sa rasponom temperature od 14 pa sve do 67°C, kao i lekovito blato. Nalazi se 11 km od gradskog naselja Kuršumlja, blizu puta Niš-Priština, na 442 mnv. Poznata je po lečenju reumatizma (više vrsta), neuroloških oboljenja, bolesti metabolizma, posttraumatskih stanja i ginekoloških problema¹³. U njenoj neposrednoj blizini su brojne srpske srednjevekovne crkve i manastiri, Đavolja varoš, Nacionalni park Kopaonik. Sa 35 000 dolazaka i 205 000 noćenja, **Lukovska banja** je peta banja po ukupnom turističkom prometu u celoj Srbiji u 2022. godini i prva u posmatranoj grupi od šest banja sa juga Srbije. Dominiraju domaći gosti (86% dolazaka i 91% noćenja), dok prosečna dužina

¹³ <https://banjeusrbiji.com/kursumlijska-banja/>

boravka iznosi 5,8 dana¹⁴. Nalazi se u opštini Kuršumljia, na istočnim obroncima Kopaonika na najvišoj nadmorskoj visini (668 mnv) od svih srpskih banja. Od Niša, Prištine i Kruševca, kao najbližih većih gradova, udaljena je oko 100 km, od Beograda 300 km, a od Novog Sada oko 380 km. Mineralni izvori ove banje izvire u uskoj zoni, na dužini od oko 400 m sa obe strane reke Števe, kao i u koritu reke. Temperatura ovih izvora kreće se od 22 do 65°C. Lukovska banja pomaže kod sledećih bolesti: zapaljenski reumatizam, degenerativni reumatizam, spondiloze vratnog i kičmenog dela kičme, ekstraartikularni reumatizam, osteoporoza i osteopatija, sve vrste sportskih povreda i stanja nakon preloma kostiju i hiruških intervencija (Radnović i saradnici, 2019). U **Sijarinskoj banji** je 2022. godine evidentirano 12 366 dolazaka i 93 568 noćenja što rezultira prosečnom dužinom boravka od sedam i po dana. Broj posetilaca ove banje raste, s tim da 99% turističkog prometa ostvare domaći gosti¹⁵. Nalazi se u opštini Medveđa u Jablaničkom okrugu. Od tri najbliža veća grada u Srbiji-Prištine, Vranja i Leskovca je skoro podjednako udaljena (svega oko 50 km vazdušnim putem), od Niša 95 km, a od Beograda 320 km. Posедуje 18 izvora lekovite vode različitog fizičko-hemijskog sastava sa temperaturom u rasponu od 32 do 72°C. Prepoznatljiva je po brojnim gejzerima tople vode sa vodenim stubom visine osam metara. Banja pomaže u lečenju sledećih oboljenja: reumatskih, oboljenja lokomotornog i posttraumskih stanja, oboljenja digestivnog traksa, ginekoloških oboljenja, oboljenja krvi, oboljenja organa za disanje, kardiovaskularnih oboljenja i kožnih promena (Marinković i saradnici, 2016). Najjužniju poziciju od posmatarnih banjskih destinacija ima **Vranjska banja**. Prepoznatljiva je po veoma visokim temperaturama lekovitih voda (i do 96°C) pogodnim za lečenje ginekoloških oboljenja, anemije, bolesti disajnih organa, reumatizma, neuralgije. Udaljena je od autoputa E-75 svega nekoliko kilometara, od prvog većeg grada Vranja 10 km, od regionalnih centara Skoplja 105 km, Niša 115 km, a od Beograda 340 km. Međutim, i pored odlične saobraćajne povezanosti, blizine većih emitivnih tržišta, tradicije,

¹⁴ RZS: Statistički podaci o turističkom prometu u Republici Srbiji za 2022, godinu, strane 3-5.

¹⁵ RZS: Saopštenje UT-10 (ISSN 0353-9555; CPB5 YT10 310123), strana 2.

prirodnih predispozicija i antropogenih sadržaja u neposrednom okruženju, Vranjska banja ostvaruje skroman turistički promet. Tako je 2022. godine registrovano 2 600 dolazaka (uglavnom domaćih posetilaca) i 22 266 noćenja¹⁶, najmanje od svih šest banja obuhvaćenih istraživanjem. Planirana modernizacija i proširenje postojećih banjskih kapaciteta sigurno će poboljšati tržišnu poziciju ove banje. **Prolom banja** je jedna od najmlađih domaćih banja. Otvorena je 1968. godine, a status banje je dobila 1977. godine. Nalazi se u podnožju Radan planine, na nadmorskoj visini od 550 do 668 m u opštini Kuršumlja, dok je od istoimenog gradskog naselja udaljena 23 km. Termalne vode ove banje imaju temperaturu od 26,4 do 31°C i koriste se u lečenju određenih bolesti bubrega, digestivnog trakta, ekcema, psorijaze, vanzglobnog reumatizma i drugih oboljenja. Od značajnih atrakcija u blizini ove banje se izdvaja Đavolja varoš (11 km), crkva Svete Petke iz doba Nemanjića, crkva brvnara Lazarica iz XIX veka (2,5 km od hotela „Radan”) i neolitsko naselje Pločnik od koga je udaljena 28 km (<https://banjeusrbiji.com/prolom-banja/>). Zajednička karakteristika pomenutih banja je da raste turistički promet, da značajan deo banjskih gostiju koristi vaučere za odmor u Srbiji, da se njihova ponuda unapređuje u kvantitativnom i kvalitativnom smislu, ali i da je zastupljenost stranih gostiju izuzetno mala, od zanemarljivih 1% u Sijarinskoj banji do ipak skromnih 10-15% u Lukovskoj banji.

Metodologija istraživanja

***Predmet istraživanja** je utvrđivanje stepena zadovoljstva postojećim stanjem ugostiteljskih i medicinskih usluga u izabranim banjama Južne Srbije.*

***Primarni cilj istraživanja:** jeste identifikacija elemenata turističke ponude banjskog turizma južnog dela Srbije.*

***Sekundarni cilj istraživanja:** uspostavljenje predloga radi unapređenja kvaliteta usluga u banjama južnog dela Srbije.*

***Cilj rada je:** povezanost svih elemenata banjskog turizma na području Južne Srbije. U istraživanju se pošlo od **opšte hipoteze** kao odgovora na istraživani problem, **H0:** Korisnici su generalno zadovoljni ponuđenim sadržajima izabranih banja.*

¹⁶ RZS: Saopštenje UT-10 (ISSN 0353-9555; CPB5 YT10 310123)

Opštu hipotezu upotpunjuju **posebne hipoteze**. Istraživanje polazi od sledeće tri pomoćne hipoteze:

H1: Korisnici su zadovoljni medicinskim uslugama koje si im pružene u izabranim banjama.

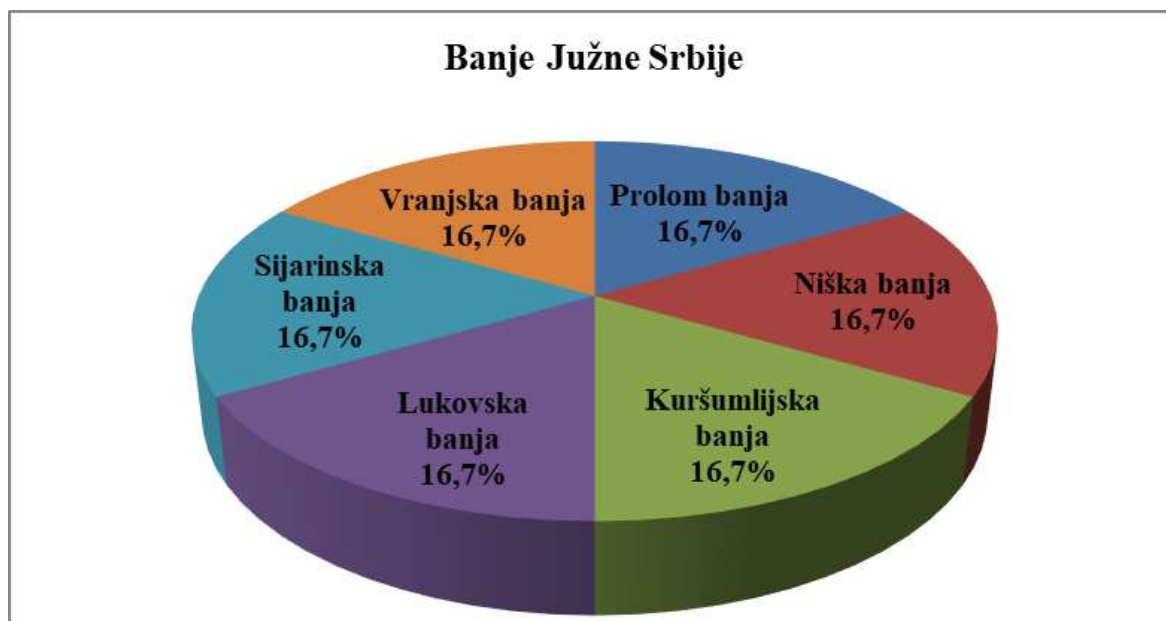
H2: Korisnici su zadovoljni uslugama koje su im pružili smeštajni objekti u kojima su odseli za vreme svog boravka u jednoj od ponuđenih banja.

H3: Korisnici su zadovoljni uslugama ishrane i pića koje su im pružene za vreme svog boravka u jednoj od izabranih banja sa područja Južne Srbije.

Uzorak istraživanja

Ukupan broj anketiranih je 600 ispitanika različitog pola, starosne granice kao i obrazovnog nivoa sa stalnim mestom boravka u Republici Srbiji. Istraživanje je sprovedeno u periodu od polovine juna do početka jula 2023. godine, ličnim intervjuem. Glavni kriterijum za odabir ispitanika je da su oni lično koristili usluge jedne od šest izabranih banja na jugu Srbije: Prolom banje (16,7%), Niške banje (16,7%), Kuršumlijske banje (16,7%), Lukovske banje (16,7%), Sijarinske banje (16,7%) i Vranjske banje (16,7%). Grafikon 1. ukazuje na ujednačenu zastupljenost izabranih banja koje su ispitanici koristili (N=100). Takođe, glavni motiv svih ispitanika za boravak u banji je poboljšanje svog zdravstvenog stanja (N=600).

Grafikon 1. Banje Južne Srbije obuhvaćene istraživanjem



Izvor: Autori, 2023.

U odnosu na pol ispitanika, više od polovine celokupnog uzorka čine žene (60,2%) dok su muškarci zastupljeni sa preostalih (39,8%). Što se tiče **starosti ispitanika**, najviše ispitanika su ispitanici osobe preko 65 godina njih (52,2%) tj. ispitanici „trećeg doba“. Zatim sledi grupacija ispitanika koja je u ovom istraživanju zastupljena sa (38,2%) a oni pripadaju starosnoj populaciji od 56 do 65 godina. U ovom uzorku manje od 10% činili su ispitanici koji pripadaju starosnoj grupaciji od 36 do 55 godina svega (9,7%). Takođe, treba napomenuti da u ovom uzorku u datom trenutku istraživanja nije bilo ispitanika mlađih od 35 godina. Što se tiče, **stručne spreme**, najviše ispitanika (nešto manje od trećine celokupnog uzorka) ima srednju stručnu spremu, tačnije (30,2%). Visoko obrazovanje ima njih (29,8%), a više obrazovanje (28,3%). Najmanji deo uzorka ispitanika se nalazi u kategoriji ostalo (11,7%) i stekao je neki drugi nivo obrazovanja. Kada posmatramo stalni boravak anketiranih, najbrojniji su bili iz regiona Zapadne Srbije i Šumadije njih (29,8%). Na drugom mestu po brojnosti se nalaze ispitanici sa prebivalištem u regionu Južne i Istočne Srbije (26,7%), a na trećem mestu ispitanici iz regiona severne Srbije (Vojvodine) sa (22,5%). U istraživanju je najmanje zastupljen region Beograda (21,0%), dok istraživanjem nisu

obuhvaćeni ispitanici sa prebivalištem na Kosovu i Metohiji. Uzorak je približno ujednačen prema mestu prebivališta ispitanika. Kada je u pitanju **bračni status** ispitanika, skoro 2/3 celokupnog uzorka je u braku ili u vanbračnoj zajednici (65,3%). Pored toga, (12,2%), ispitanika je slobodno, odnosno nije u vezi, (16,3%) ispitanika je razvedeno, a (6,2%) je udovac/ica. Uzorak nije ujednačen. Analizirajući visinu **mesečnih Primanja** nešto više od polovine anketiranih ima mesečna primanja u rasponu od 25.001 do 40.000 dinara njih (50,3%), zatim slede anketirani koji imaju mesečna primanja id 40.001 do 50.000 dinara svega (24,5%), dok (15,5%) anketiranih ima mesečnaprimanja u rasponu od 40.001 do 60.000 dinara, a (9,7%) ispitanika nije želeo da se izjasni po pitanju mesečnih primanja. Kada je u pitanju **radni status** ispitanika, veliku većinu (više od četiri petine celokupnog uzorka), čine penzioneri (86,3%). U znatno manjem obimu su zastupljeni ispitanici u radnom odnosu (9,5%) i poljoprivrednici (4,2%).

Rezultati istraživanja

Pouzdanost instrumenta

U ovom radu korišćena je skala „Zadovoljstvo korisnika banjskim turizmom” (ZKBT) koja je sadržala 30 tvrdnji zatvorenog tipa, a ispitanici su se izjašnjavali sa opsegom ocena od 1 - uopšte nisam zadovoljan/a do 5 - u potpunosti sam zadovoljan/a. Kako bi se utvrdila pouzdanost skale izvršena je provera uz pomoć Kronbahovog alfa koeficijenta (α) na čiju visinu utiče pre svega broj tvrdnji u upitniku. Naknadnom proverom ove skale ZKBT utvrđeno je da je Kronbahov alfa koeficijent $\alpha=0,822$ ($N=30$). Tako da ovaj rezultat pouzdanosti ($\alpha>0.80$) je visok (Tabela 1).

Tabela 1. Pouzdanost instrumenta

Skala	Kronbahov alfa koeficijent (α)	Broj ajtema
ZKBT	0,822	30

Izvor: Autori, 2023.

Zadovoljstvo uslugama u izabranim banjama Južne Srbije

Skala ZKBT se sastoji od 30 tvrdnji po uzoru na Likertovu skalu. Zadovoljstvo korisnika je prikazano kao prosek zbira svih tvrdnji (od 1 do 5), viši skor se identifikuje kao veće zadovoljstvo. Tvrdnje su grupisane u pet dimenzija koje se odnose na pojedine aspekte usluga koje su ispitanici koristili prilikom boravka u banji: *Usluge ishrane van smeštajnog objekta u kome su odseli*, *Usluge ishrane i pića u objektu u kome su odseli*, *Usluge smeštaja (sobe)*¹⁷, *Medicinske usluge i Ostale hotelske usluge*¹⁸. Istraživanje se odnosi na dve najčešće vrste usluga u banjskom turizmu - ugostiteljske (smeštaj, ishrana i piće) i medicinske (usluge koje pružaju lekari, tehničari, kao i medicinska oprema sa kojom se indukuju terapije). Ostale usluge koje podrazumevaju izlete, animacije, turistički obilazak radi što boljeg upoznavanja mesta ovim istraživanjem nisu obuhvaćeni. Zaključak ovog istraživanja pokazuje da postoji visoko, čak iznad prosečno zadovoljstvo korisnika pruženim uslugama u izabranim banjama u Južnoj Srbiji. Prosek na nivou cele skale je $AS=4,44$ i $SD=0,293$. Najmanja ocena je 3 a najviša 5 (Tabela 2).

Tabela 2. Zadovoljstvo korisnika banjskim turizmom

Skala/Subskala	MIN	MAX	AS	SD
Usluge ishrane i pića van smeštajnog objekta u kome su odseli	2	5	4,55	0,518
Usluge ishrane i pića u objektu u kome su odseli	3	5	4,52	0,416
Usluge smeštaja (sobe)	3	5	4,07	0,513
Medicinske usluge	3	5	4,48	0,393
Ostale hotelske usluge	3	5	4,57	0,297

¹⁷ Odnosi se na smeštajne jedinice (najčešće sobe, ređe apartmane) u objektu u kome su ispitanici odseli za vreme svog boravka u određenoj banji.

¹⁸ Obuhvata sve usluge u smeštajnom objektu u kome su ispitanici odseli osim usluga smeštaja i usluga ishrane i pića, jer su iste već obuhvaćene sa dve subskale.

ZKBT	3	5	4,44	0,293
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Izvor: Autori, 2023.

Visoke ocene dobijene su i ukoliko posmatramo određene attribute banjskog turizma. Na osnovu postavljenih dimenzija uočava se veća izraženost dobijenih rezultata koja iznosi preko 4 (čiji je raspon bio od 1 do 5), a najveće zadovoljstvo ispitanici su pokazali u odnosu na „ostale hotelske usluge” (AS=4,57, SD=0,293) i „usluge ishrane van smeštajnog objekta” (AS=4,55, SD=0,518). Odmah nakon toga, slede „usluge ishrane i pića u smeštajnom objektu” (AS=4,52, SD=0,416) i „medicinskim uslugama” (AS=4,48, SD=0,393). Najniži skor je dobijen u odnosu na zadovoljstvo korisnika „uslugama smeštaja (soba)” u objektu u kom su odseli (AS=4,07, SD=0,513) (Grafikon 2).

Grafikon 2. Zadovoljstvo uslugama u izabranim banjama Južne Srbije



Izvor: Autori, 2023.

Komparativna analiza

Pored ispitivanja generalnog zadovoljstva korisnika usluga izabranih banja na jugu Srbije, zadatak istraživanja bio je i ispitivanje njihovog zadovoljstva u odnosu na banju u kojoj su boravili i suštinu boravka, ali i u odnosu na sociodemografske karakteristike ispitanika (pol, starost, stručnu spremu, mesto prebivališta, bračni i radni status i visinu mesečnih primanja).

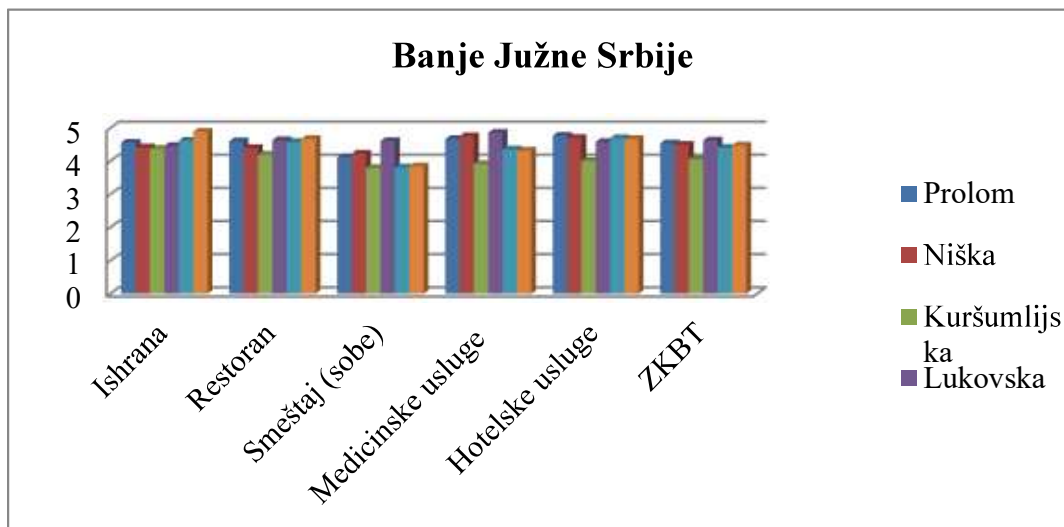
Banja u kojoj su ispitanici boravili

Ako posmatramo banju u kojoj su ispitanici boravili, analizom uočavamo statističke razlike koje su iskazane u odnosu zadovoljstva korisnika sa pruženom uslugom za sve dimenzije ZKBT koje su u ovom istraživanju rađene kao i za prosek cele skale. Dobijene razlike ukazuju na to da su visoke i imaju značaja na nivou značajnosti od $p < 0,01$. Na ukupnom nivou, za celu skalu ZKBT ($F=73,495$, $p=0,000$) ispitanici koji su boravili u *Lukovskoj banji* ($AS=4,63$, $SD=0,217$) su pokazali značajno veće zadovoljstvo u odnosu na ispitanike koji su boravili u bilo kojoj drugoj banji, dok su ispitanici koji su boravili u *Kuršumlijskoj banji* ($AS=4,06$, $SD=0,264$) pokazali značajno manje zadovoljstvo u odnosu na korisnike koji su boravili u ostalim banjama obuhvaćenim istraživanjem. U pogledu **Usluga ishrane van smeštajnog objekta** ($F=14,577$, $p=0,000$), ispitanici koji su boravili u Vranjskoj banji su pokazali značajno veće zadovoljstvo ($AS=4,89$, $SD=0,125$) naspram korisnikakoji su koristili usluge drugih banja koja se pokrivene ovim istraživanjem. Anketirani korisnici koji su koristili blagodeti Kuršumlijske banje ($AS=4,37$, $SD=0,583$) su pokazali značajno niž zadovoljstvo ovom vrstom usluge u odnosu na ispitanike koji su boravili u Prolom, Sijarinskoj i Vranjskoj banji. Kada su u pitanju **Usluga ishrane i pića u objektu u kome su odseli** ($F=22,677$, $p=0,000$), ispitanici koji su boravili u Niškoj banji ($AS=4,40$, $SD=0,295$) i Kuršumlijskoj banji ($AS=4,20$, $SD=0,488$) su pokazali značajno niže zadovoljstvo u odnosu na korisnike koji su koristili uluge u drugim navedenim banjama. Naspram **Usluga smeštaja** ($F=56,838$, $p=0,000$)

korisnici koji su koristili usluge u Lukovskoj banji ($AS=4,61$, $SD=0,299$) iskazali su veće zadovoljstvo naspram ispitanika koji su koristili usluge u drugim banjama koje su bile predmet istraživanja, a ispitanici koji su koristili suluge u Kuršumlijskoj banji ($AS=3,80$; $SD=0,405$) bili su manje zadovoljni uslugama smeštaja u poređenju sa onima koji su koristili usluge u Prolom banji, Lukovskoj ili Niškoj banji. U analizi **Medicinskih usluga** ($F=233,258$; $p=0,000$), anketirani korisnici koji suboravili u Lukovskoj banji ($AS=4,86$, $SD=0,145$) iskazali su drastično veće zadovoljstvo u poređenju sa drugim korisnicima koji su bili u drugim banjama. Anketirani korisnici koji su se u datom trenutku nalazili u Kuršumlijskoj banju ($AS=3,92$, $SD=0,278$) iskazali

su drastično niže zadovoljstvo medicinskim uslugama u poređenju sa drugim ispitanicima.

Grafikon 3. Razlike u izraženosti ZKBT u odnosu na banju



Izvor: Autori, 2023.

Na kraju, u odnosu na **Ostale hotelske usluge** ($F=344,647$, $p=0,000$) je potvrđeno da ispitanici koji su boravili u Prolom banji ($AS=4,77$, $SD=0,187$) imaju značajno veće zadovoljstvo tim uslugama u odnosu na sve ostale ispitanike. Ispitanici koji su boravili u Niškoj banji ($AS=4,71$, $SD=0,194$) pokazali su drastično veće zadovoljstvo u poređenju sa anketiranim korisnicima koji su koristili usluge u Lukovskoj ili Kuršumlijskoj banji. Kada se analizira struktura uzorka u odnosu na pol postoje statističke ključne razlike u izraženosti zadovoljstva korisnika banjskim turizmom dobijene po pitanju ishrane van svog smeštajnog objekta ($t=2,778$, $p=0,006$), odnosno u okviru svog smeštajnog objekta ($t=2,430$, $p=0,015$). Prva razlika je visoka i važna na nivou $p<0,01$ dok je druga je ključna na nivou $p<0,05$. Ostvareni rezultati u ovom istraživanju ukazuju na to da anketirani ispitanici muškog pola znatno su iskazali viši stepen zadovoljstva kada je u pitanju usluga restorana-hrana ($AS=4,63$, $SD=0,464$ odnosno $AS=4,57$, $p=0,367$) u poređenju sa anketiranim ispitanicima ženskog pola koje su iskazale manje zadovoljstvo ovom uslugom. Kada su u pitanju ostale dimenzije skale ZKBT, kao i na proseku celokupne skale iskazanog zadovoljstva posetilaca koji su anketirani u vezi sa banjskim turizmom nisu ustanovljene statistički značajne razlike u naglašavanju

zadovoljstva u odnosu na pol ispitanika. Važno je istaći da je gotovo na svim dimenzijama koje su merene i analizirane u ovom istraživanju utvrđen viši skor dobijen kod muškaraca, izuzev dimenzije „usluge smeštaja (sobe)” na kojoj je nešto veće zadovoljstvo dobijeno kod žena. Analizirajući staraosnu strukturu ispitanika statistički ključne razlike kada je u pitanju zadovoljstvo posetilaca banjskim turizmom uočava se kod dimenzije „Usluge ishrane i pića u svom smeštajnom objektu” ($F=3,087$, $p=0,046$). Ustanovljena je razlika na nivou značajnosti koja iznosi od $p<0,05$ i pokazuje nam da anketirani korisnici koje se nalaze u starnosnom rasponu godina od 36 do 55 godina ($AS=4,60$, $SD=0,335$) iskazuju osetno veće zadovoljstvo navedenim uslugama u poređenju sa starosnom grupom od 56 do 65 godina ($AS=4,47$, $SD=0,443$). Kada su u pitanju druge dimenzije skale ZKBT i objedinjeni zbirni prosek cele skale nisu utvrđene statistički važne razlike u iskazanih skorova kada je su u pitanju starosne granice ispitanika. Naime, mlađi ispitanici koji pripadaju starosnoj granici od 36 do 55 godina na svim dimenzijama iskazali su izuzetno zadovoljstvo. Kada su u pitanju medicinske usluge uočljiv je kod ispitanika starosti preko 65 godina ($AS=4,49$, $SD=0,407$).

Obrazovni nivo ispitanika

Kada je reč o obrazovnim nivou ispitanika, statistički važne razlike utvrđene su na svih pet dimenzija skale ZKBT koje su ispitivane, kao i za objedinjeni prosek skale zadovoljstvo korisnika banjskim turizmom. Utvrđene razlike su visoke i važne na nivou značajnosti od $p<0,01$. Na dimenziji „Usluge ishrane van svog smeštajnog objekta” ($F=20,448$, $p=0,000$) je potvrđeno da ispitanici sa srednjom stručnom spremom ($AS=4,74$, $SD=0,354$) iskazali su znatno veći skor u poređenju sadrugim ispitanicima koju su anketirani. Ustanovljeno je da su posetioci kojisu anketirani sa završenim visoko stručnim spremama ($AS=4,33$, $SD=0,574$) imaju značajno niže zadovoljstvo posmatranom vrstom usluge u odnosu na ispitnike svih ostalih obrazovnih profila. Uslugama ishrane van svog smeštajnog objekta ($F=20,585$, $p=0,000$) ispitanici sa zvanjem visoke stručne sprema ($AS=4,33$, $SD=0,481$) imaju značajno niže zadovoljstvo u odnosu na sve ostale ispitanike. Pored toga, ispitanici sa završenim visoko stručnim spremama ($AS=4,33$, $SD=0,387$) imaju značano niže zadovoljstvo uslugama ishrane u samom smeštajnom objektu naspram drugih anketiranih iz

kategorije ostala obrazovna kategorija ($AS=4,69$, $SD=0,331$). Što se tiče usluga koje se odnose na smeštaj ($F=34,840$, $p=0,000$), anketirani posetioци iz podgrupe "ostalo obrazovanje" ($AS=4,60$, $SD=0,324$) iskazali su znatno veći skor na pomenutoj dimenziji kvaliteta naspram anketiranih ispitanika koji poseduju drugačiji obrazovni profil. Naime, anketirani posetioци sa završenom višom školom ($AS=4,06$, $SD=0,496$) iskazali su znatno veće zadovoljstvo kada je u pitanju usluga smeštaja naspram posetioca sa završenom srednjom školom ($AS=3,94$, $SD=0,504$). Analizirajući Medicinske usluge ($F=32,315$, $p=0,000$) ukazuje se znatno veći skor kod ispitanika iz klasifikacije ostalo ($AS=4,87$, $SD=0,137$) naspram posetilaca iz ostalih obrazovnih kategorija. Treba istaći da su ispitanici sa višom školom ($AS=4,47$, $SD=0,350$) iskazuju znatno veće zadovoljstvo zdravstvenim tj. medicinskim uslugama u odnosu na ispitanike sa zvanjem visokih strukovnih sprema ($AS=4,38$, $SD=0,482$). U odnosu na dimenziju ostale hotelske usluge ($F=45,469$, $p=0,000$) kod ispitanika sa završenim visokim strukovnim spremama ($AS=4,38$, $SD=0,482$) potvrđeno je značajno niže zadovoljstvo u odnosu na sve ostale ispitanike. Dakle, anketirani ispitanici sa završenom srednjom školom ($AS=4,69$, $SD=0,138$) iskazali su da su zadovoljni navedenim uslugama naspram anketiranih iz kategorije ostalo obrazovanje ($AS=4,58$, $SD=0,376$). Ukoliko posmatramo celokupno zadovoljstvo posetilaca na jugu Srbije ($F=36,612$, $p=0,000$) možemo reći da je potvrđeno da posetioци iz kategorije ostalo ($AS=4,66$, $SD=0,208$) imaju značajno veći skor u odnosu na sve ostale obrazovne kategorije ispitanika, a ispitanici sa zvanjem visokih strukovnih sprema ($AS=4,29$, $SD=0,317$) imaju značajno niži skor u odnosu na sve ostale ispitanike.

Mesto prebivališta ispitanika

Što se tiče odnosa prema mestu stanovanja anketiranih dolazimo do saznanja da su statistički ključne razlike u izraženosti zadovoljstva korisnika banjskih usluga dobijene su za dimenzije Usluge ishrane van smeštajnog objekta ($F=3,518$, $p=0,015$), Usluge ishrane u objektu u kom su odseli ($F=6,818$, $p=0,000$), Medicinske usluge ($F=8,816$, $p=0,000$), dok su druge usluge koje pruža hotel dobile vrednost ($F=19,213$, $p=0,000$) a Prosek cele skale ZKBT poseduje vrednost od ($F=11,426$, $p=0,000$). Važna razlika na nivou značajnosti

od $p < 0,05$ dok su druge iskazane razlike značajne na nivou $p < 0,01$. Ukoliko posmatramo dimeziju kvaliteta koje osnose na Uslugu smeštaja (sobe-apartmani) ne uočavaju se iskazane statističke značajne razlike u iskazivanju zadovoljstva posetilaca u korelaciji mesta stalnog boravka posetilaca ($F=1,767$, $p=0,152$). Detaljnom analizom utvrđeno je da kada se radi o Uslugama koje se odnose na restoran (hrana) van pansionske posete, posetioci iz regiona Šumadije i Zapadne Srbije ($AS=4,46$, $SD=0,602$) iskazuju znatno manje zadovoljstvo naspram posetioca sa severa Srbije ($AS=4,60$, $SD=0,542$) ili Beogradskog regiona ($AS=4,64$, $SD=0,441$). Kada posmatramo usluge ishrane u samom smeštajnom objektu, posetioci iz Beogradskog regiona ($AS=4,59$, $SD=0,413$) kao i ispitanici sa severa Srbije ($AS=4,61$, $SD=0,424$) iskazuju znatno više skorove na ovoj dimenziji naspram ispitanika u Šumadiji i Zapadnoj Srbiji ili u odnosu na ispitanike iz Južne i Istočne Srbije. Što se tiče medicinskih usluga posetioci iz Beogradskog regiona I severa Srbije potvrđuju i iskazuju veće zadovoljstvo naspram posetioca čije je stalno mesto boravka potvrđuju u Šumadiji i regionu Zapadne Srbije i ispitanike koji imaju prebivalište u regionu Južne i Istočne Srbije. Kada su u pitanju Ostale hotelske usluge, ispitanici sa prebivalištem u regionu Beograda ($AS=4,72$, $SD=0,231$) imaju značajno veće zadovoljstvo ovim uslugama u odnosu na druge posetioce. Dok, ispitanici sa severa Srbije ($AS=4,60$, $SD=0,249$) potvrđuju i pokazuju znatno veće zadovoljstvo navedenim uslugama naspram posetilaca iz oblasti Šumadije i Zapadne Srbije kao i regiona Južne i Istočne Srbije. Na celokupnom nivou skale ZKBT, statistički ključne razlike su potvrđene kod posetioca koji žive u Beogradskom region i severa Srbije koji imaju znatno više skorove, odnosno značajno veće zadovoljstvo uslugama banja naspram posetioca iz druga dva regiona.

Bračni status ispitanika

Kada analiziramo bračni status ispitanika, utvrđeno je da su statistički ključne razlike u ovom istraživanju potvrđene za svih pet dimenzija kvaliteta odabrane skale ZKBT, i za proseke celokupne skale. Dobijena razlika je visoka i značajne na nivou značajnosti od $p < 0,01$. U odnosu na dimeziju Usluge ishrane van smeštajnog objekta ($F=5,701$, $p=0,001$), statistički značajne razlike su potvrđene kod ispitanika koji su udovci/ice ($AS=4,86$, $SD=0,192$) koji

imaju značajno veće zadovoljstvo na ovoj dimenziji u odnosu na sve ostale ispitanike. Na dimenziji Usluge ishrane u smeštajnom objektu ($F=4,162$, $p=0,006$) statistički značajno viši skorovi su dobijeni kod udovaca ($AS=4,72$, $SD=0,251$) u odnosu na ispitanike koji su u braku ($AS=4,48$, $SD=0,451$) ili su razvedeni ($AS=4,52$, $SD=0,350$). Na dimenziji Usluge smeštaja ($F=15,180$, $p=0,000$), značajno viši skorovi su dobijeni kod ispitanika koji su slobodni ($AS=4,38$, $SD=0,452$) u odnosu na sve ostale ispitanike iz istraživanja. Pored toga, ispitanici koji su u braku ili vezi ($AS=3,98$, $SD=0,498$) pokazali su značajno niže zadovoljstvo uslugama smeštaja u odnosu na razvedene ($AS=4,18$, $SD=0,493$). Kada je reč o medicinskim uslugama ($F=13,254$, $p=0,000$), posetioci koji su u braku ($AS=4,41$, $SD=0,417$) iskazali su znatno niži nivo zadovoljstva naspram drugih posetioaca kod kojih je veće zadovoljstvo navedenom uslugom. Kada se posmatraju hotelske usluge ($F=19,037$, $p=0,000$) utvrđeno je da posetioci koji su u braku ($AS=4,51$, $SD=0,337$) iskazuju znatno niže zadovoljstvo navedenim aspektom usluga na sve druge ispitanike dok je potvrđeno da posetioci koji su slobodni ($AS=4,64$, $SD=0,142$) iskazuju znatno niže zadovoljstvo navedenim uslugama naspram udovca/ica ($AS=4,77$, $SD=0,169$). Ako posmatramo celokupnu skalu ZKBT ($F=17,269$, $p=0,000$) utvrđujemo statistički značajne razlike koje su utvrđene kod posetioaca koji su u braku ($AS=4,38$, $SD=0,317$) koji su manje zadovoljni banjskim uslugama naspram ispitanika sa drugim bračnim statusom.

Visina mesečnih primanja ispitanika

Ukoliko analiziramo visinu mesečnih primanja kod anketiranih posetioaca, utvrđene su statistički ključne razlike kada je u pitanju zadovoljstvo posetioaca navedenih banja i iste su potvrđene za svih pet dimenzija kvaliteta čiji je zbirni prosek cele skale ZKBT. Celokupne utvrđene razlike su visoke i predstavljaju značaj na nivou značajnosti od $p<0,01$. Naknadna analiza je pokazala da kada je u pitanju dimenzija Usluge ishrane van smeštajnog objekta ($F=5,299$, $p=0,001$), ispitanici iz kategorije „Ne želim reći” ($AS=4,32$, $SD=0,583$) pokazuju značajno niže skorove na ovoj dimenziji u odnosu na sve ostale ispitanike. Kada se analizira dimenzija kvaliteta Usluga ishrane samom smeštajnom objektu gde je korisnik boravio dobijemo sledeće pokazatelje ($F=14,377$, $p=0,000$) ogleda se u manjem zadovoljstvu koje je isto tako

zabeleženo i kod anketiranih posetilaca iz grupe „Ne želim reći” ($AS=4,21$, $SD=0,568$) naspram drugih pokazatelja koje se odnosi na ispitanika. Pored toga, ispitanici sa primanjama 40.000 - 50.000 dinara ($AS=4,49$, $SD=0,384$) pokazali su značajno niže zadovoljstvo uslugama restorana u poređenju sa anketiranim posetiocima sa primanjima u rasponu od 25.000 - 40.000 dinara ($AS=4,58$, $SD=0,332$). Što se tiče usluga smeštaja rezultati su sledeći: ($F=7,699$, $p=0,000$) predstavljaju statistički značaj koji je niži jer je samo zadovoljstvo zabeleženo i kod ispitanika koji nisu hteli da se izjasne koliki im je mesečni prihod ($AS=3,79$, $SD=0,417$) naspram ostalih posetilaca. Kod kvaliteta medicinskih usluga ($F=20,590$, $p=0,000$) može se konstatovati da anketirani posetioci iz grupe „Ne želim reći” ($AS=4,14$, $SD=0,415$) iskazuju znatno niže skorove u poređenju na ostale anketirane, pa je potvrđeno i da su anketirani koji ostvaruju mesečni prihod u intervalu od 25.000 - 40.000 dinara ($AS=4,56$, $SD=0,309$) imaju značajno više skorove na navedenoj dimenziji kvaliteta u poređenju na anketirane sa primanjama od 40.000 do 50.000 dinara ($AS=4,45$, $SD=0,381$). Kada su u pitanju ostale hotelske usluge ($F=60,188$, $p=0,000$) ispitanici koji ne žele da otkriju visinu svojih mesečnih primanja ($AS=4,27$, $SD=0,346$) imali su značajno niže skorove u odnosu na sve druge anketirane. Naime, anketirani koji ostvaruju primanja od 25.000 do 40.000 dinara ($AS=4,69$, $SD=0,164$) iskazali su znatno više skorove u poređenju sa drugim anketiranima. Posmatrajući celokupan uzorak na skali ZKBT ($F=26,256$, $p=0,000$) kod anketiranih posetilaca koji nisu želeli da iskažu visinu svojih mesečnih primanja ($AS=4,15$, $SD=0,316$) utvrđeno je da je statistički ključno niže zadovoljstvo pruženim uslugama banja u odnosu na druge posetioce a značajne razlike su potvrđene i kod ispitanika sa primanjama od 25.000 do 40.000 dinara koji su značajno zadovoljniji uslugama u odnosu na ispitanike sa primanjama od 50.000 do 60.000 dinara ($AS=4,41$, $SD=0,421$).

Radni status ispitanika

U odnosu na radni status ispitanika, statistički ključne iskazane razlike ovim istraživanjem su potvrđene kod dimenzije kvaliteta-Medicinske usluge dobijeni pokazatelji su sledeći: ($F=5,816$, $p=0,003$) i Ostale hotelske usluge ($F=8,447$, $p=0,000$). Ove razlike predstavljaju ostvarene razlike koje su visoke

i važne su na nivou značajnosti od $p < 0,01$. Na dimenziji Medicinske usluge je potvrđeno da ispitanici koji se bave poljoprivredom imaju značajno veće zadovoljstvo ($AS=4,73$, $SD=0,237$) u poređenju sa anketiranim posetiocima ($AS=4,42$, $SD=0,481$) ili koji su u penziji ($AS=4,48$, $SD=0,385$). Analizom dimenzije kvaliteta Ostale hotelske usluge ispitanici koji se bave poljoprivredom ($AS=4,77$, $SD=0,161$) su pokazali značajno veće zadovoljstvo na zaposlene ($AS=4,48$, $SD=0,320$) ili penzionere ($AS=4,57$, $SD=0,295$). Pored toga, potvrđeno je da od ovih usluga veći broj skorova imaju posetioci koji sus a statusom “penzioner” u poređenju na zaposlene koji su iskazali manje zadovoljstvo. Posmatajući druge dimenzije kvaliteta na skali ZKBT ne uočavaju se potvrđene statističke važne razlike u izraženosti skorova u poređenju sa radnim statusom posetilaca.

Diskusija rezultata istraživanja

Cilj ovog istraživanja odnosi se na ispitivanje stepena zadovoljstva korisnika uslugama izabranih banja sa juga Srbije. Istraživanje je sprovedeno na uzorku od 600 ispitanika ($N=600$) koji su boravili u jednoj od šest banja u Južnoj Srbiji: Prolom banja, Niška banja, Kuršumlijska banja, Lukovska banja, Sijarinska banja i Vranjska banja. Zadovoljstvo korisnika je ispitivano kao globalna ocena svih aspekata koji ulaze u ponudu banja, ali i pojedinačno kroz pet dimenzija: Usluge ishrane i pića izvan smeštajnog objekta u kome su odseli, Usluge ishrane i pića u smeštajnom objektu (u kome su odseli), Usluge smeštaja (sobe), Medicinske usluge i Ostale hotelske usluge. Rezultati istraživanja su pokazali da kod ispitanika postoji visoko, iznad prosečno zadovoljstvo korišćenim banjanskim uslugama. Najbolje ocenjeni aspekti su Ostale hotelske usluge i Ishrana van smeštajnog objekta, a najslabije Usluge smeštaja (sobe). Na nivou pojedinih banja, najbolju ocenu generalno je dobila Lukovska banja, a najslabiju Kuršumlijska banja. Pored toga, analizirajući kvalitet usluge ishrane najveću ocenu je ostvarila je Vranjska banja a kada je usluga smeštaja najveću ocenu kvaliteta dobila je Lukovska banja koja pored ove usluge, prednjači i u medicinskim uslugama. Posmatrajući zadovoljstvo posetilaca za druge hotelske usluge najveću ocenu kvaliteta dobila je Prolom banja. Dok najnižu ocenu u svih pet dimenzija aspekata kvaliteta usluga banjanskog turizma dobila je Kuršumlijska banja. Važno je napomenuti, da iako

postoje statistički značajne razlike u izraženosti zadovoljstva uslugama u odnosu na banju u kojoj su ispitanici boravili, da su sve banje dobile vrlo visoke ocene i da razlike proističu iz nijansi kvaliteta usluga. Pored ispitivanja globalnog zadovoljstva korisnika pomenutih banja i ispitivanjem razlika u izraženosti zadovoljstva u odnosu na banju u kojoj su ispitanici boravili, istraživanje se bavilo i ispitivanjem razlika u izraženosti zadovoljstva banjskim uslugama u odnosu na sociodemografske karakteristike ispitanika. Analizirajući strukturu uzorka u odnosu na pol anketiranih statistički značajne razlike u izraženosti zadovoljstva korisnika ostvarene su za obe dimenzije ishrane (izvan „svog” smeštajnog objekta i u okviru njega). Istraživanje na ukazuje da posetioci muškog pola imaju znatno veći stepen zadovoljstva uslugama ishrane naspram posetilaca ženskog pola. U odnosu na starost ispitanika statistički značajna razlike u izraženosti zadovoljstva ostvarena je na dimenziji kvaliteta Usluge ishrane u smeštajnom objektu. Dobijena razlika ukazuje da ispitanici od 36 do 55 godina pokazuju značajno veće zadovoljstvo tim uslugama u odnosu na starosnu grupu od 56 do 65 godina. Kada govorimo o stručnoj spremi ispitanika, statistički značajne razlike potvrđene su za svih pet dimenzija skale ZKBT, kao i za zbirni prosek skale. Po pitanju ishrane izvan smeštajnog objekta, potvrđeno je da anketirani posetioci sa srednjom školskom spremom iskazuju značajno više skorove u poređenju na druge anketirane. Dakle, potvrđeno je da anketirani sa završenim visokim školskom spremom imaju značajno niže zadovoljstvo tom vrstom usluge naspram anketiranih sa drugih obrazovnih kategorija. Po pitanju usluga ishrane u smeštajnom objektu, potvrđeno je da ispitanici sa visokim stručnim spremama imaju značajno niže zadovoljstvo u odnosu na sve ostale ispitanike. Po pitanju smeštaja, ispitanici iz kategorije ostalo obrazovanje imaju značajno više skorove u odnosu na ispitanike svih ostalih obrazovnih profila. Pored toga je potvrđeno i da ispitanici sa višom spremom imaju značajno veće zadovoljstvo smeštajem u odnosu na ipitanike sa završenom srednjom školom. Na dimenziji Medicinske usluge značajno viši skor je dobijen kod ispitanika iz kategorije ostalo obrazovanje u odnosu na ostale obrazovne kategorije. Posetioci koji su učestvovali u ovom istraživanju sa završenom višom školskom spremom poseduju značajno veće zadovoljstvo koje se odnosi na medicinske usluge naspram ispitanika sa zvanjem visokih strukovnih sprema (Bolonja).

Poređenjem ostalih hotelskih usluga kod anketiranih sa završenim visokim strukovnom spremom potvrđeno je značajno niže zadovoljstvo naspram drugih anketiranih, dok su anketirani sa srednjom stručnom spremom iskazali veće zadovoljstvo tim uslugama u poređenju sa anketiranim iz kategorije ostalo obrazovanje. Analizirajući celokupno zadovoljstvo anketiranih posetilaca u banjskim lečilištima koji se nalaze na jugu Srbije naspram školske spreme anketiranih posetilaca potvrđeno je da posetioci iz kategorije ostalo obrazovanje imaju značajno viši skor naspram drugih obrazovnih kategorija, dok su anketirani sa završenim visokim strukovnim školama, iskazali značajno niži skor u odnosu na sve ostale ispitanike. Kada je reč o mestu stalnog boravka anketiranih posetilaca utvrđena je statistički značajna razlika u izraženosti zadovoljstva anketiranih posetilaca koji su u datom trenutku boravili u banjama koje su predmet ovog istraživanja i dobijene su za sve dimenzije kvaliteta usluga i prosek cele skale ZKBT. Detaljnom analizom koja se odnosila na ishranu ishranu van smeštajnog objekta, anketirani posetioci iz regiona Šumadije i Zapadne Srbije iskazali su značajno niže zadovoljstvo naspram posetioca iz Beogradskog regiona i severa Srbije. Takođe, pružene usluge ishrane u smeštajnom objektu (u kome su boravili), potvrđeno je da posetioci iz dva regiona (Beograd i sever Srbije) iskazuju značajno više skorove u opoređenju sa ostalim posetiocima iz drugih regiona. Takođe, ovo se odnosi i na Medicinske usluge. Kada su u pitanju ostale hotelske usluge, anketirani statistički posetioci iz Beogradskog regiona poseduju značajno veće zadovoljstvo naspram drugih posetilaca. Daljom analizom utvrđeno je da ispitanici sa severa Srbije iskazuju značajno veće zadovoljstvo tim uslugama u poređenju sa anketiranim posetiocima iz regiona Šumadije i Zapadne Srbije, odnosno Južne i Istočne Srbije. Generalno na nivou cele skale ZKBT, statistički značajne razlike su potvrđene kod ispitanika iz regiona Beograda i ispitanika sa severa Srbije koji imaju značajno veće zadovoljstvo uslugama banja u odnosu na preostala dva posmatrana regiona. Kada govorimo o bračnom statusu ispitanika statistički značajne razlike u izraženosti zadovoljstva korisnika uslugama banjskog turizma su potvrđene za svih pet dimenzija skale ZKBT, kao i za proseke cele skale. U odnosu na usluge ishrane van smeštajnog objekta, statistički značajne razlike su potvrđene kod udovaca ili udovica koji imaju značajno veće zadovoljstvo na ovoj dimenziji u

odnosu na sve ostale ispitanike. Dimenzija kvaliteta Usluge ishrane u samom smeštajnom objektu statistički značajno viši skorovi su postignuti kod udovaca naspram ispitanika koji su u braku ili su razvedeni. Kod dimenzije Usluge smeštaja značajno viši skorovi subraku ostvareni kod posetilaca koji su slobodni naspram drugih posetilaca iz ovog istraživanja. Naime, posetioци koji su u braku ili vanbračnoj zajednici iskazali su značajno niže zadovoljstvo uslugama smeštaja naspram razvedenih posetilaca. Posmatrajući Medicinske usluge, posetioци koji su u braku su iskazali značajno niže zadovoljstvo uslugama naspram drugih. U odnosu na Ostale hotelske usluge potvrđeno je da ispitanici koji su u braku istakli su opaženo niže zadovoljstvo naspram ostalih posetilaca. Utvrđeno je da posetioци koji su slobodni iskazuju značajno niže zadovoljstvo hotelskim uslugama naspram udovaca ili udovica. Posmatrajući celokupan uzorak na nivou cele skale ZKBT statistički značajne razlike su opažene kod posetilaca koji su u braku i koji su manje zadovoljni uslugama koje im banja pruža naspram posetilaca sa ostalim bračnim statusima. Što se tiče visine mesečnih primanja posetilaca, statistički značajna razlika u zadovoljstvu potvrđene su kod svih pet dimenzija i zbirni prosek cele skale ZKBT. Naknadna analiza je pokazala da kada je u pitanju usluge ishrane (obe dimenzije) ispitanici iz kategorije „Ne želim reći” pokazuju značajno niže skorove na ovoj dimenziji u odnosu na sve ostale. Pored toga, ispitanici sa primanjima 40.000 - 50.000 dinara pokazali su značajno niže zadovoljstvo uslugama ishrane u smeštajnom objektu u odnosu na ispitanike sa primanjima od 25.000 do 40.000 dinara. Kada je u pitanju usluga smeštaja statistički značajno niže zadovoljstvo ovim atributom usluga opaža se kod posetilaca koji ne žele da se izjasne o visini mesečnih primanja naspram drugih posetilaca. Kod atributa usluga koje se odnose na Medicinske usluge potvrđeno je da posetioци iz kategorije „Ne želim reći” imaju značajno niže skorove naspram drugih, ali je potvrđeno i da posetioци sa primanjima od 25.000 do 40.000 dinara poseduju značajno veće skorove na ovoj dimenziji naspram posetilaca sa primanjima od 40.000 do 50.000 dinara. Kod Ostale atributa hotelskih usluga posetioци koji ne žele da otkriju visinu svojih mesečnih primanja imali su znatno niže skorove naspram drugih. Dakle, posetioци sa primanjima od 25.000 do 40.000 dinara iskazali su značajno više skorove u odnosu na sve ostale posetioce kada je u pitanju zadovoljstvo navedenim uslugama.

Celokupan uzorak skale ZKBT koji se odnosi na visinu mesečnih primanja ispitanika, potvrđeno je da razlike postoje kod ispitanika koji ne žele da otkriju visinu svojih mesečnih primanja i zastupljeno je niže zadovoljstvo banjskim uslugama u odnosu na sve ostale ispitanike. Značajne razlike su potvrđene i kod ispitanika sa primanjama od 25.000 do 40.000 dinara koji su značajno zadovoljniji uslugama u odnosu na ispitanike sa primanjama od 50.000 do 60.000 dinara. Na kraju, kada je u pitanju radni status ispitanika, statistički značajne razlike su potvrđene na dimenzijama Medicinske usluge i Ostale hotelske usluge. Na dve dimenzije-Medicinske i Ostale hotelske usluge je potvrđeno da ispitanici koji se bave poljoprivredom imaju značajno veće zadovoljstvo u odnosu na zaposlene i penzionere. Pored toga, penzioneri imaju značano više skorove u odnosu na zaposlene ispitanike.

Zaključak

Savremena destinacija zdravstvenog turizma svoje postojanje bazira na prirodno lekovitim faktorima, neophodnim specijalizovanim objektima, kvalitetnim kadrovima osposobljenim za pružanje specifičnih zdravstvenih tretmana i drugih uslužnih dalatnosti, ali i na postojanju efikasnog sistema koji obuhvata kompletnu ponudu vezanu za gostoprimstvo, smeštaj i animaciju, kako bi na taj način boravak turistički doživljaj u destinaciji bili što prijatniji. Da bi jedna banja mogla da bude konkurentna i da dostigne veću potražnju od one koja je motivisana dosadašnjom potrebom za banjskim lečenjem, ona mora da postane savremena destinacija zdravstvenog turizma (Perić, Sekulić, 2023). Ponuda mora biti obogaćena sadržajima za pružanjem raznovrsnih spa i wellness usluga u cilju promovisanja, stabilizovanja i vraćanja fizičkog, mentalnog i socijalnog dobrostanja uz pomoć prirodno lekovitih i drugih ekoloških faktora, kao i sportsko-rekreativnih i kulturno-zabavnih sadržaja.

Na osnovu svega iznetog, može da se zaključi sledeće: iako se posmatrane banje sa juga Srbije međusobno razlikuju po više značajnih kriterijuma, istraživanje je nedvosmisleno pokazalo da su ispitanici generalno zadovoljni ugostiteljskim i medicinskim uslugama. Ovo nezavisno od starosne dobi ispitanika, obrazovnog nivoa, regiona Srbije odakle dolaze, bračnog statusa, visine mesečnih primanja i radnog statusa. Međutim, nadležni u posmatranim banjskim centrima nikako ne bi smeli da se opuste zbog očiglednog

zadovoljstva velikog broja ispitanika. To se odnosi kako na brojne pojedinačne nosioce ponude (hotelijere, restoratore, medicinske ustanove, prateće delatnosti) tako i na opštinske uprave i lokalne turističke organizacije. Istraživanja na osnovu potreba i očekivanja savremenih turista morali bi da budu jedna od polaznih osnova kod unapređenja postojećih i kreiranja potpuno novih turističkih i medicinskih sadržaja u svakoj od šest posmatranih banjskih destinacija. U narednim istraživanjima neophodno je uključiti i zaposlene kao ispitanike, kako bi se sagledale njihove potrebe i problemi u procesu rada. Bez zadovoljstva i motivacije zaposlenih nema ni kvalitetne usluge što turisti vrlo brzo primete. Najvažnije aktivnosti u narednom periodu koje menadžement svih posmatranih banja mora da sprovede su modernizacija medicinske opreme, adaptacija postojećih i izgradnja novih smeštajnih kapaciteta, unapređenje saobraćajne i komunalne infrastrukture, uvođenje novih wellness i spa programa, unapređenje promotivnih aktivnosti prvenstveno kroz aktuelne društvene medije, stalna edukacija zaposlenih (turističkih radnika i medicinskog osoblja). Sa druge strane, i država treba da doprinese jačanju konkurentске pozicije domaćih banja, prvenstveno odgovarajućom kombinacijom instrumenata institucionalne podrške, u skladu sa trendovima i promenama na savremenom turističkom tržištu. Imajući u vidu sprovedeno istraživanje i njegove rezultate, može da se izvrši ocenjivanje sve četiri hipoteze (H0 - H3). Opšta hipoteza da su korisnici generalno zadovoljni ponuđenim sadržajima izabranih banja Juga Srbije, pokazala se kao tačna. Iako se radi o ispitanicima koji su vrlo heterogeni po više kriterijuma, treba istaći njihov jedinstven stav po ovom pitanju. Prva od tri posebne hipoteze (H1) da su korisnici zadovoljni medicinskim uslugama koje im se pružaju u banjama, takođe je potvrđena sprovedenim istraživanjem. Hipoteza H2 da su korisnici zadovoljni hotelskim uslugama navedenih banja, potvrđena je kao ispravna kroz anketno istraživanje. Istraživanje sprovedeno među ispitanicima u celosti potvrđuje i treću posebnu hipotezu (H3) po kojoj su korisnici zadovoljni uslugama ishrane i pića koje su im pružene za vreme svog boravka u jednoj od izabranih banja sa Juga Srbije.

Zahvaljujući brojnim lekovitim izvorima tradicija banjskog turizma u Srbiji je veoma duga, ali se kroz istoriju način i svrha njihovog korišćenja menjala. Banjska mesta su na svojevrsan način bila slika društva i odslikavale su

zdravstvenu i medicinsku kulturu jednog vremena. Kao jedan od ključnih faktora privrednog aktiviranja i razvoja Srbije i poboljšanja standarda stanovništva, nameće se zdravstveno-rekreativni turizam. On nije u dovoljnoj meri iskorišćen, iako postoje izuzetni prirodni uslovi, bogato kulturno-istorijsko, etnografsko nasleđe i prepoznatljive turističke destinacije (Perić, Sekulić, 2023). Samo detaljno izrađeni planovi urđenja i zaštite već postojećih, i stručno planiranje razvoja novih lokaliteta, mogu od gore pomenutih banja napraviti konkurentnu destinaciju koja će privući pažnju domaćih i stranih posetilaca. Da bi se to ostvarilo neophodni su dobro osmišljeni razvojni planovi države, odgovarajuća zakonska regulativa i finansijska sredstva, uz konsultacije sa timovima stručnjaka iz ove oblasti.

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Datum prijema (Date received): 20.11.2023.

Prva korekcija: 02.02.2024.

Datum prihvatanja (Date accepted): 14.03.2024.

INDICATORS OF USER SATISFACTION OF SPA SERVICES IN SOUTHERN SERBIA

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Abstract

Spas have a particularly important place in the tourism of the Republic of Serbia, especially when it comes to domestic tourists. In the last representative year for tourism before COVID-19 (2019), they participated with 18% of the total number of tourist arrivals, i.e. with 28% of the total number of overnight stays. The key criterion for the selection of spas in this research is their territorial affiliation - the area of the southern part of Serbia, distributed in two municipalities (Kuršumlija and Medveđa), two cities (Niš and Vranje), i.e. in four districts (Nišava, Toplički, Jablanički and Pčinjski). The mentioned spas differ significantly from each other in terms of tourist traffic, structure and quality of services. Apart from that, some of them certainly do not belong to the most visited and famous domestic spas. On the other hand, we are talking about very promising destinations that are constantly improving their offer, especially when it comes to Lukovska Banja. One of the key assumptions for improving the competitive position of each of the six selected spas is to harmonize their offer with the wishes and expectations of modern tourists, that is, the level of tourist satisfaction, which is also the subject of research.

Key words: thermal mineral springs, spa tourism, user satisfaction, South Serbia

Introduction

Staying in spas, i.e. using thermal mineral waters, healing mud and healing gases, is one of the oldest forms of tourism. Even ancient peoples recognized the importance of thermomineral springs in the treatment of certain symptoms

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that the patient had (Smit, 2017). In order to recover active and serving soldiers in ancient Rome, numerous spas and baths with accompanying infrastructure were built at the sources of healing and thermal waters. Some of the most famous European spa centers have roots from the ancient period - St. Moritz in Switzerland, Vichy in France, Wiesbaden in Germany. The same applies to many domestic spas (Stojanović, Stankov, 2022).

The use of the benefits of medicinal waters continued in the Middle Ages and continues to this day. However, medicinal waters were not only used for recovery and treatment of certain diseases and conditions, but also for recreational purposes. Major social and economic changes in Europe in the second half of the 19th century, brought about by the new pre-industrial society, caused spa centers to become very frequented places where users stay for prevention and rehabilitation brought about by the new pre-industrial society (Stojanović, 2007). In other words, there are two main reasons for staying in spas. The first is traditional and is based on treatment, rehabilitation with medical treatment, mainly in inpatients, rehabilitation centers and specialized spa hospitals. The second motive is based on recreation, entertainment, sports facilities, entertainment and active rest. This means that spas (for a long time) are not only visited by sick people for treatment, but also by completely healthy people only for other reasons. Bearing in mind the above, we come to the key question: has a spa recognized the changes in the tourist market and has it adapted its offer to modern tourists and new motives for staying in a spa? The introduction of wellness and spa content, the creation of specific treatments for different segments of tourist demand, appropriate spa infrastructure and superstructure, non-passionate offer, excursion offer, the expertise of the medical staff represent what sets a spa apart from numerous competitors. One of the most important trends in the tourist market is "going to the favor" of spa tourism. Namely, modern tourists pay special attention to preserving their health (physical and mental), that is, preserving and improving their health. Taking care of your health and personal safety (during travel and stay in the destination) becomes an important factor when deciding to use tourist services. The mentioned trend gained particular importance from 2020 due to the corona virus. Then wellness and spa facilities experienced their expansion, especially since domestic tourists (almost in all countries of

the world) could not travel abroad due to restrictions on free movement. The benefits of spa (health) tourism in relation to many branches of tourism are obvious - less seasonality (greater uniformity of tourist traffic throughout the year), daily consumption is higher than the consumption of the average tourist, the average length of stay is longer than in other types of tourism, the least elastic form tourism, employs a large number of people of different profiles (Podovac, Tončev, 2015). In the territory of the Republic of Serbia, there are about 300 mineral springs (Pavlović, Bojičić, 2017) and over 40 spas. The law on spas defines the most important terms (spa, natural healing factor), conditions regarding the arrangement and equipment of the area and other important issues. In order for an area to be a spa, it must have an organized health service, facilities and devices for the use of natural healing factors, facilities for the accommodation and stay of visitors, as well as appropriate communal and other facilities (water supply, sewerage, roads, PTT, electrical facilities, public green and recreational areas (Article 2 of the aforementioned law). Therefore, spas are decided with expressed health and recreational elements, with the application of various natural elements such as: thermal mineral springs, climatic elements and vegetation, and because of this, this type of place arouses the interest of users to visit and stay (Jovičić, 2008). Also, the fact that spas employ a large number of medical and non-medical workers is the most important thing for providers of spa tourism to recognize the trends on the market and to adapt their offer to the needs. and the expectations of today's tourists.

Natural and anthropogenic values of spas in southern Serbia

The territorial distribution of domestic spas indicates their significant concentration in the south of the Republic of Serbia. This is more than enough reason for them to be the subject of research, the focus of which is to determine the compliance of their existing offer with the expectations and trends of the bearers of contemporary tourist demand. With less than 7,000 arrivals and 39,000 overnight stays in 2022, the Niška spa belongs to the spas with a more modest tourist traffic (five times less than the most visited spa included in the research - Lukovska banja). Administratively it belongs to the City of Nis, it is located near the E-80 highway (Nis-border with Bulgaria) at

250 m above sea level. Its thermal waters have been used since ancient times. Today, Niška spa is recognizable for its radioactive waters, medicinal gases and medicinal mud intended primarily for the treatment of cardiovascular diseases, post-traumatic conditions, and diseases of the respiratory organs. The attractiveness of this spa is completed by the proximity of Niš (10 km), Jelašnička and Sićevečka Gorges (3 and 5 km respectively), Sićevo Monastery (XIV century), Cerjanska Pećina. The Kuršumli spa started operating again in February 2023. Before that, it was closed for more than a decade. The backbone of the offer is the reconstructed and extended Hotel "Planinka" (former Hotel "Žubor"), a wide range of healing waters (alkaline, sulphurous, ferric, carbonic acid) with a temperature range from 14 to 67°C, as well as healing mud. It is located 11 km from the town of Kuršumlija, near the Niš-Priština road, at 442 m above sea level. It is known for the treatment of rheumatism (several types), neurological diseases, metabolic diseases, post-traumatic conditions and gynecological problems. In its immediate vicinity are numerous Serbian medieval churches and monasteries, Đavolja varoš, Kopaonik National Park. With 35,000 arrivals and 205,000 overnight stays, Lukovska banja is the fifth spa in terms of total tourist traffic in the whole of Serbia in 2022 and the first in the observed group of six spas from the south of Serbia. Domestic guests dominate (86% of arrivals and 91% of overnight stays), while the average length of stay is 5.8 days. It is located in the municipality of Kuršumlija, on the eastern slopes of Kopaonik at the highest altitude (668 masl) of all Serbian spas. It is about 100 km from Niš, Priština and Kruševac, as the nearest larger cities, 300 km from Belgrade, and about 380 km from Novi Sad. The mineral springs of this spa spring in a narrow zone, about 400 m long, on both sides of the river Števa, as well as in the river bed. The temperature of these springs ranges from 22 to 65°C. The onion spa helps with the following diseases: inflammatory rheumatism, degenerative rheumatism, cervical and spinal spondylosis, extra-articular rheumatism, osteoporosis and osteopathy, all kinds of sports injuries and conditions after bone fractures and surgical interventions (Radnović et al., 2019). In 2022, 12,366 arrivals and 93,568 overnight stays were recorded in Sijarinska Banja, resulting in an average length of stay of seven and a half days. The number of visitors to this spa is growing, with 99% of tourist traffic coming from

domestic guests. It is located in the municipality of Medveđa in the Jablanički district. It is almost equally distant from the three nearest larger cities in Serbia - Priština, Vranje and Leskovac (only about 50 km by air), 95 km from Niš, and 320 km from Belgrade. It has 18 sources of healing water of different physical and chemical composition with a temperature ranging from 32 to 72°C.

It is recognizable by numerous hot water geysers with a water column eight meters high. The spa helps in the treatment of the following diseases: rheumatic diseases, locomotor diseases and post-traumatic conditions, diseases of the digestive tract, gynecological diseases, blood diseases, diseases of the respiratory organs, cardiovascular diseases and skin changes (Marinković et al., 2016). Vranjska banja has the southernmost position among the spa destinations. It is recognizable by the very high temperatures of the healing waters (up to 96°C), suitable for the treatment of gynecological diseases, anemia, diseases of the respiratory organs, rheumatism, neuralgia. It is only a few kilometers away from the E-75 highway, 10 km from the first major city of Vranje, 105 km from the regional centers of Skopje, 115 km from Niš, and 340 km from Belgrade. However, in spite of excellent traffic connections, proximity to major emission markets, tradition, natural predispositions and anthropogenic contents in a non-possessed environment, Vranjska banja achieves modest tourist traffic. Thus, in 2022, 2,600 arrivals (mainly domestic visitors) and 22,266 overnight stays were registered, the least of all six spas included in the research. The planned modernization and expansion of the existing spa facilities will certainly improve the market position of this spa. Prolom spa is one of the youngest domestic spas. It was opened in 1968, and received the status of spa in 1977. It is located at the foot of the Radan mountain, at an altitude of 550 to 668 m above sea level in the municipality of Kuršumlja, while it is 23 km from the town of the same name. The thermal waters of this spa have a temperature of 26.4 to 31°C and are used in the treatment of certain diseases of the kidneys, digestive tract, eczema, psoriasis, extra-articular rheumatism and other diseases. Among the significant attractions near this spa are Đavolja varoš (11 km), the church of Sveta Petka from the Nemanjić era, the Lazarica log cabin church from the 19th century (2.5 km from the hotel "Radan") and the Neolithic settlement of Pločnik,

which is 28 km (<https://banjeusrbiji.com/prolom-banja/>). The common characteristic of the mentioned spas is that tourist traffic is growing, that a significant part of spa guests use vouchers for vacations in Serbia, that their offer is being improved in a quantitative and qualitative sense, but also that the representation of foreign guests is extremely small, from a negligible 1% in Sijarinska banja up to a modest 10-15% in Lukovska banja.

Research methodology

***The subject of the research** is determining the degree of satisfaction with the current state of catering and medical services in selected spas in Southern Serbia. **The primary goal** of the research is to identify the elements of the tourist offer of spa tourism in the southern part of Serbia.*

***Secondary goal of the research:** establishment of a proposal to improve the quality of services in spas in the southern part of Serbia.*

***The goal of the work** is: the connection of all elements of spa tourism in the area of Southern Serbia.*

The research started from a general hypothesis as an answer to the investigated problem, H_0 : Users are generally satisfied with the offered contents of the selected spas.

The general hypothesis is complemented by special hypotheses. The research starts from the following three auxiliary hypotheses:

H1: Users are satisfied with the medical services provided to them in the selected spas.

H2: Users are satisfied with the services provided by the accommodation facilities where they stayed during their stay in one of the offered spas.

H3: Users are satisfied with the food and beverage services provided to them during their stay in one of the selected spas from South Serbia.

Statistical methods and techniques applied in the work:

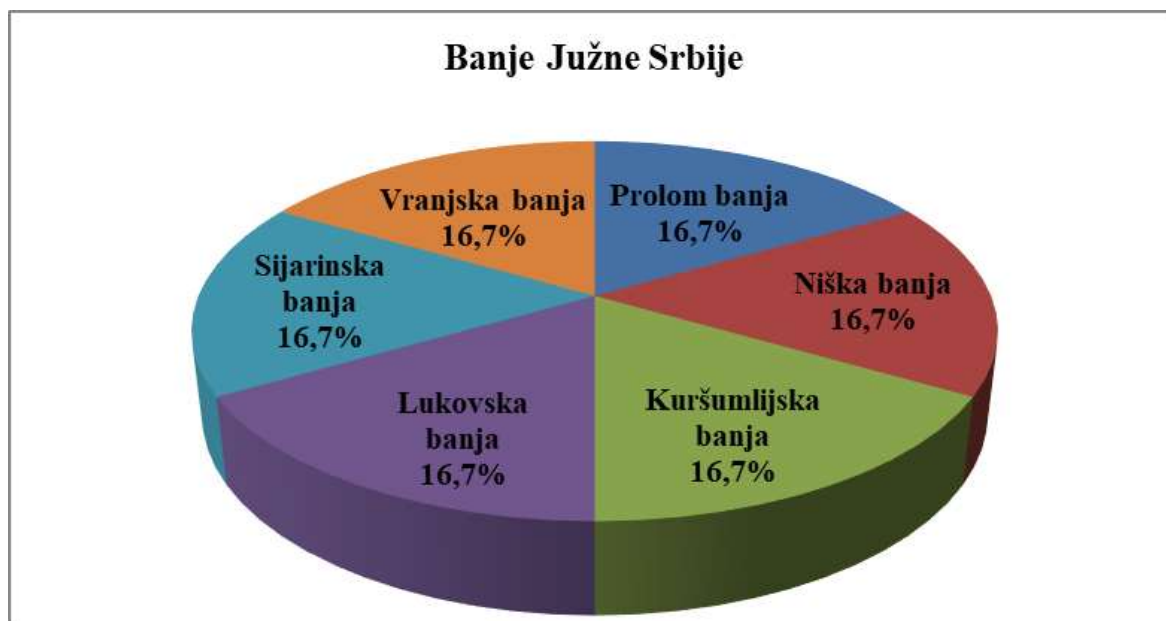
- To display the sample - frequencies (f) and percentages (%);
- To check the reliability of the instrument - Cronbach's alpha coefficient (α);

- To check the normality of distribution e- Kolomogorov-Smirnov test (K-S) and significance (p), skewness and kurtosis;
- To display the expressiveness of measured dimensions - Arithmetic mean (AS) and Standard deviation (SD);
- To show the significance of differences in expression - Wilcoxon rank test (Z) and significance (p);
- To show the significance of differences in the expression of scores in relation to gender (two categories) – Mann - Whitney's U test (Z) and significance (p);
- To show the significance of differences in relation to other independent variables (more than two categories) - Kruskal-Wallis test (χ^2) and significance (p).

Sample research

The total research sample consists of 600 respondents of both sexes residing in the Republic of Serbia. The research was conducted in the period from mid-June to the beginning of July 2023, through a personal interview. The main criterion for selecting the respondents is that they personally used the services of one of the six selected spas in the south of Serbia: Prolom spa (16.7%), Niške spa (16.7%), Kuršumljski spa (16.7%), Lukov spa (16.7%), Sijarinska spa (16.7%) and Vranjska spa (16.7%). The indicators shown in Chart 1 indicate a uniform representation of the selected spas used by the respondents (N=100). Also, the main motive of all respondents for staying in the spa is to improve their health condition (N=600).

Chart 1. Spas of South Serbia included in the research



Izvor: Autori, 2023.

In relation to the gender of the respondents, more than half of the entire sample is made up of women (60.2%), while men represent the rest (39.8%). When it comes to the age of the respondents, the most numerous participants in the research with participation of (52.2%) are people over the age of 65, i.e. "seniors", or as they are informally called, representatives of the baby boom generation. In second place are respondents aged 56 to 65 (38.2%), while the age group 36 to 55 is the least represented (9.7%). Younger respondents, under the age of 35, did not participate in the research. In relation to vocational education, the majority of respondents (slightly less than a third of the entire sample) have a secondary vocational education, more precisely (30.2%). They have higher education (29.8%), and higher education (28.3%). The smallest part of the sample of respondents is in the other category (11.7%) and has obtained some other level of education. When we talk about the respondents' place of residence (Table 4), most of them are from the region of Šumadija and Western Serbia (29.8%). Respondents residing in the region of Southern and Eastern Serbia (26.7%) are in second place in terms of number, and respondents from the region of Northern Serbia (Vojvodina) are in third place with (22.5%). The region of Belgrade is the least represented in the survey

(21.0%), while the survey did not include respondents residing in Kosovo and Metohija. The sample is approximately uniform according to the respondent's place of residence. When it comes to the marital status of the respondents, almost 2/3 of the entire sample is married or in a cohabitation (65.3%). In addition, (12.2%) respondents are single, i.e. not in a relationship, (16.3%) respondents are divorced, and (6.2%) are widowed. The sample is not uniform according to the marital status of the respondents. In relation to the level of monthly income, half of the respondents (50.3%) have monthly incomes from 25,001 to 40,000 rsd, one quarter from 40,001 to 50,000 rsd, and (15.5%) of respondents have incomes from 50,001 to 60,000 rsd. The smallest part of the research sample consists of respondents who did not want to disclose their monthly income (9.7%). When it comes to the work status of the respondents, the vast majority (more than four fifths of the entire sample) are pensioners (86.3%). Respondents in employment (9.5%) and farmers (4.2%) are represented to a much smaller extent. Rezultati istraživanja

Reliability of the instrument

In this paper, the scale "Satisfaction of users of spa tourism" (ZKBT) was used, which contained 30 closed-ended statements, and the respondents declared themselves with a range of grades from 1 - I am not at all satisfied to 5 - I am completely satisfied. In order to determine the reliability of the scale, a check was made with the help of Cronbach's alpha coefficient (α), the height of which is primarily influenced by the number of statements in the questionnaire. Subsequent checking of this ZKBT scale revealed that the Cronbach's alpha coefficient was $\alpha=0.822$ ($N=30$). So this reliability score ($\alpha>0.80$) is high (Table 1).

Table 1. Reliability of the instrument

Scale	Cronbach's alpha coefficient (α)	Item number
ZKBT	0,822	30

Izvor: Autori, 2023.

Satisfaction with services in selected spas in Southern Serbia

The ZKBT scale consists of 30 statements modeled on a Likert scale. User satisfaction is shown as the average of the sum of all statements (from 1 to 5), a higher score is identified as greater satisfaction. The claims are grouped into five dimensions that refer to certain aspects of the services that the respondents used when staying in the spa: Food services outside the accommodation facility where they stayed, Food and beverage services in the facility where they stayed, Accommodation services (rooms), Medical services and other hotel services. The research refers to the two most common types of services in spa tourism - catering (accommodation, food and drinks) and medical (services provided by doctors, technicians, as well as medical equipment with which therapies are induced). Other services that include excursions, animations, tourist tours to get to know the place as well as possible are not included in this research. The conclusion of this survey shows that there is high, even above average user satisfaction with the services provided in the selected spas in Southern Serbia. The average at the level of the whole scale is $AS=4.44$ and $SD=0.293$. The lowest score is 3 and the highest is 5 (Table 2).

Table 2. User satisfaction with spa tourism

Scale/Subskala	MIN	MAX	AS	SD
Food and beverage services outside the accommodation facility in which they stayed away	2	5	4,55	0,518
Food and beverage services in the facility where they stayed	3	5	4,52	0,416
Accommodation services (rooms)	3	5	4,07	0,513
Medical services	3	5	4,48	0,393
Other hotel services	3	5	4,57	0,297
ZKBT	3	5	4,44	0,293

Source: Autori, 2023.

High marks were also received when it comes to certain aspects of spa tourism services. For all five dimensions, expression above 4.00 (range from 1 to 5) was obtained, and respondents showed the greatest satisfaction in relation to "other hotel services" (AS=4.57, SD=0.293) and "food services outside the accommodation object" (AS=4.55, SD=0.518). Immediately after, "food and beverage services in the accommodation facility" (AS=4.52, SD=0.416) and "medical services" (AS=4.48, SD=0.393) follow. The lowest score was obtained in relation to user satisfaction with "accommodation services (rooms)" in the facility where they stayed (AS=4.07, SD=0.513) (Chart 2).

Graph 2. Satisfaction with services in selected spas in Southern Serbia



Source: Authors, 2023.

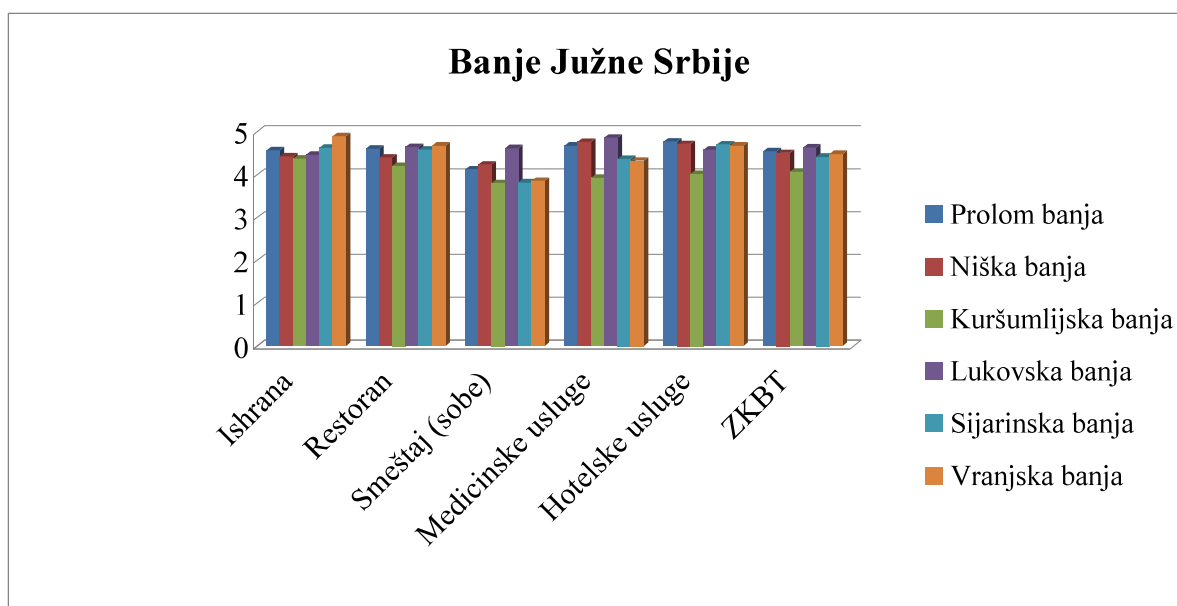
Comparative analysis

In addition to the examination of the general satisfaction of the users of the services of the selected spas in the south of Serbia, the task of the research was to examine their satisfaction in relation to the spa in which they stayed and the essence of their stay, but also in relation to the socio-demographic characteristics of the respondents (gender, age, professional qualification, place of residence, marital and employment status and amount of monthly income).

The spa where the respondents stayed

If we look at the spa where the respondents stayed, the analysis reveals statistically significant differences in the expression of user satisfaction with the services provided for all five dimensions of the ZKBT scale that were used in this research, as well as for the average of the entire scale. All obtained differences show that they are high and significant at the significance level of $p < 0.01$. At the overall level, for the entire ZKBT scale ($F=73.495$, $p=0.000$), respondents who stayed in Lukovska banja ($AS=4.63$, $SD=0.217$) showed significantly higher satisfaction compared to respondents who stayed in any spa another spa, while respondents who stayed in Kuršumlijska banja ($AS=4.06$, $SD=0.264$) showed significantly less satisfaction compared to users who stayed in other spas included in the research. Regarding food services outside the accommodation facility ($F=14.577$, $p=0.000$), respondents who stayed in Vranjska spa showed significantly higher satisfaction ($AS=4.89$, $SD=0.125$) compared to respondents who stayed in other spas. Respondents who stayed in the Kuršumli spa ($AS=4.37$, $SD=0.583$) showed significantly lower satisfaction with this type of service compared to respondents who stayed in the Prolo, Sijarinska and Vranjska spas. When it comes to food and beverage service in the facility where they stayed ($F=22.677$, $p=0.000$), respondents who stayed in Niška spa ($AS=4.40$, $SD=0.295$) and Kuršumlijska spa ($AS=4$, $SD=0.488$) showed significantly lower satisfaction compared to respondents who stayed in other spas. In relation to accommodation services ($F=56.838$, $p=0.000$), respondents who stayed in Lukovska banja ($AS=4.61$, $SD=0.299$) showed significantly higher satisfaction compared to respondents who stayed in other spas, while respondents who stayed in Kuršumlijska banja ($AS= 3.80$, $SD=0.405$) showed significantly less satisfaction with accommodation compared to respondents who stayed in Prolom banja, Niška banja or Lukovska banja. When it comes to medical services ($F=233.258$, $p=0.000$), respondents from Lukovska spa ($AS=4.86$, $SD=0.145$) showed significantly higher satisfaction compared to respondents who stayed in other spas. Respondents who stayed in the Kuršumli spa ($AS=3.92$, $SD=0.278$) showed significantly lower satisfaction with medical services compared to other respondents.

Graph 3. Differences in the expression of ZKBT in relation to the spa



Source: Authors, 2023.

In the end, in relation to other hotel services ($F=344.647$, $p=0.000$), it was confirmed that respondents who stayed in Prolom spa ($AS=4.77$, $SD=0.187$) were significantly more satisfied with those services compared to all other respondents. Respondents who stayed in Niška spa ($AS=4.71$, $SD=0.194$) showed significantly higher satisfaction compared to respondents who stayed in Kuršumlijska or Lukovska banja. In relation to the gender of the respondents, statistically significant differences in the expression of satisfaction of users with spa tourism obtained in terms of nutrition outside their accommodation facility ($t=2.778$, $p=0.006$) and within their accommodation facility ($t=2.430$, $p=0.015$). The first difference is high and significant at the $p<0.01$ level, and the second is significant at the $p<0.05$ level. The obtained findings show that male respondents have a significantly higher degree of satisfaction with food services ($AS=4.63$, $SD=0.464$, respectively $AS=4.57$, $p=0.367$) compared to female respondents, who had lower satisfaction with these services.

On the other dimensions of the ZKBT scale, as well as on the average of the entire scale of users' satisfaction with spa tourism, no statistically significant

differences were confirmed in the expression of satisfaction in relation to the gender of the respondents. It is interesting that, in general, men scored higher on all dimensions, with the exception of the "accommodation service (room)" dimension, on which slightly higher satisfaction was obtained among women. When it comes to the age of the respondents, statistically significant differences in the expression of user satisfaction with spa tourism were obtained in relation to the dimension "Food and beverage services in their accommodation facility" ($F=3.087$, $p=0.046$). The obtained difference is significant at the significance level of $p<0.05$ and indicates that respondents aged 36 to 55 years ($AS=4.60$, $SD=0.335$) show significantly higher satisfaction with those services compared to respondents aged 56 to 65 years. ($AS=4.47$, $SD=0.443$). On the other dimensions of the ZKBT scale, as well as on the overall average of the entire scale, no statistically significant differences in the expressiveness of the scores in relation to the age of the respondents were confirmed. What is noticeable is that "younger" respondents aged 36 to 55 showed the greatest satisfaction on all dimensions. The exception is the dimension of medical services, where the highest expression was obtained in respondents over 65 years old ($AS=4.49$, $SD=0.407$).

Educational level of the respondents

In relation to the professional qualification of the respondents, statistically significant differences were confirmed for all five dimensions of the ZKBT scale, as well as for the overall average of the scale of user satisfaction with spa tourism. All obtained differences are high and significant at the significance level of $p<0.01$. On the dimension "Food services outside their accommodation facility" ($F=20.448$, $p=0.000$) it was confirmed that respondents with secondary education ($AS=4.74$, $SD=0.354$) have significantly higher scores compared to all other respondents. Also, it was confirmed that respondents with completed higher vocational education ($AS=4.33$, $SD=0.574$) have significantly lower satisfaction with the observed type of service compared to respondents of all other educational profiles. Respondents with a higher education degree ($AS=4.33$, $SD=0.481$) have significantly lower satisfaction with food services outside their accommodation facility ($F=20.585$, $p=0.000$) than all other respondents. In

addition, respondents with completed higher vocational training (AS=4.33, SD=0.387) have significantly lower satisfaction with food services in the accommodation facility itself compared to respondents from the category of other education (AS=4.69, SD=0.331). When it comes to accommodation services ($F=34.840$, $p=0.000$), respondents from the "other education" category (AS=4.60, SD=0.324) have significantly higher scores on this dimension compared to respondents from all other educational profiles. In addition, it was confirmed that respondents with a higher education (AS=4.06, SD=0.496) have significantly higher satisfaction with accommodation compared to respondents with a completed secondary education (AS=3.94, SD=0.504). On the dimension of Medical Services ($F=32.315$, $p=0.000$) a significantly higher score was obtained for respondents from the other category (AS=4.87, SD=0.137) compared to respondents from other educational categories. Also, respondents with a higher education (AS=4.47, SD=0.350) have significantly higher satisfaction with medical services compared to respondents with a higher professional education (AS=4.38, SD=0.482). In relation to the dimension of other hotel services ($F=45.469$, $p=0.000$), significantly lower satisfaction was confirmed in respondents with completed higher vocational education (AS= 4.38, SD=0.482) compared to all other respondents. Also, it was confirmed that respondents with secondary education (AS=4.69, SD=0.138) show greater satisfaction with those services compared to respondents from the other education category (AS=4.58, SD=0.376). Finally, when it comes to the general satisfaction of users with spa tourism in the south of Serbia ($F=36.612$, $p=0.000$), it was confirmed that respondents from the category other (AS=4.66, SD=0.208) have a significantly higher score compared to all other educational categories of respondents, and respondents with a higher vocational education degree (AS=4.29, SD=0.317) have a significantly lower score compared to all other respondents.

The respondent's place of residence

In relation to the respondent's place of residence, statistically significant differences in the expression of satisfaction of users of spa services were obtained for the dimensions Food services outside the accommodation facility ($F=3.518$, $p=0.015$), Food services in the facility where they stayed ($F=6.818$,

$p=0.000$), Medical services ($F=8.816$, $p=0.000$), Other hotel services ($F=19.213$, $p=0.000$) and Average of the entire scale of ZKBT ($F=11.426$, $p=0.000$). The first difference is significant at the $p<0.05$ significance level, and all other differences are significant at the $p<0.01$ level. On the dimension of accommodation services (rooms), no statistically significant differences were confirmed in the expression of user satisfaction in relation to the respondent's place of residence ($F=1.767$, $p=0.152$). Subsequent analysis showed that when it comes to food service outside the accommodation facility, respondents from the region of Šumadija and Western Serbia ($AS=4.46$, $SD=0.602$) show significantly lower satisfaction compared to respondents from northern Serbia ($AS=4.60$, $SD=0.542$) or the Belgrade region ($AS=4.64$, $SD=0.441$). In relation to food services in the accommodation facility, it was confirmed that respondents from the Belgrade region ($AS=4.59$, $SD=0.413$) and respondents from the north of Serbia ($AS=4.61$, $SD=0.424$) have significantly higher scores on this dimension. In relation to respondents in Šumadija and Western Serbia or in relation to respondents from Southern and Eastern Serbia. When it comes to medical services, it was also confirmed that respondents from Belgrade and northern Serbia show significantly higher satisfaction compared to respondents who reside in Šumadija and the region of Western Serbia and respondents who reside in the region of Southern and Eastern Serbia. When it comes to Other hotel services, respondents residing in the Belgrade region ($AS=4.72$, $SD=0.231$) have significantly higher satisfaction with these services compared to other respondents. Also, it was confirmed that respondents from the north of Serbia ($AS=4.60$, $SD=0.249$) show significantly higher satisfaction with those services compared to respondents from Šumadija and Western Serbia and the regions of Southern and Eastern Serbia. In general, at the level of the entire ZKBT scale, statistically significant differences were confirmed in respondents from the region of Belgrade and northern Serbia, who have significantly higher scores, i.e. significantly higher satisfaction with spa services compared to respondents from the other two regions.

Marital status of the respondent

When it comes to the marital status of the respondents, statistically significant differences were confirmed for all five dimensions of the ZKBT scale, as well as for the averages of the entire scale. All obtained differences are high and significant at the significance level of $p < 0.01$. In relation to the dimension Food services outside the accommodation facility ($F=5.701$, $p=0.001$), statistically significant differences were confirmed in respondents who are widows ($AS=4.86$, $SD=0.192$) who have significantly higher satisfaction on this dimension compared to all other respondents. On the dimension Food service in the accommodation facility ($F=4.162$, $p=0.006$), statistically significantly higher scores were obtained among widowers ($AS=4.72$, $SD=0.251$) compared to respondents who are married ($AS=4.48$, $SD=0.451$) or are divorced ($AS=4.52$, $SD=0.350$). On the Accommodation Service dimension ($F=15.180$, $p=0.000$), significantly higher scores were obtained for respondents who are single ($AS=4.38$, $SD=0.452$) compared to all other respondents from the research. In addition, respondents who are married or in a relationship ($AS=3.98$, $SD=0.498$) showed significantly lower satisfaction with accommodation services compared to divorced ($AS=4.18$, $SD=0.493$). When it comes to medical services ($F=13.254$, $p=0.000$), respondents who are married ($AS=4.41$, $SD=0.417$) showed significantly lower satisfaction compared to all other respondents, who showed higher satisfaction with that type of services. In relation to other hotel services ($F=19.037$, $p=0.000$), it was also confirmed that respondents who are married ($AS=4.51$, $SD=0.337$) have significantly lower satisfaction with this aspect of services compared to all other respondents, and it was also confirmed that respondents who are single ($AS=4.64$, $SD=0.142$) show significantly lower satisfaction with those services compared to widows ($AS=4.77$, $SD=0.169$). In general, at the level of the entire ZKBT scale ($F=17.269$, $p=0.000$), statistically significant differences were obtained in respondents who are married ($AS=4.38$, $SD=0.317$) who are less satisfied with spa services compared to respondents with all other marital statuses.

Amount of the respondent's monthly income

When we talk about the monthly income of the respondents, statistically significant differences in user satisfaction with spa services were confirmed for all five dimensions and the overall average of the entire ZKBT scale. All obtained differences are high and significant at the significance level of $p < 0.01$. Subsequent analysis showed that when it comes to the dimension of Food service outside the accommodation facility ($F=5.299$, $p=0.001$), respondents from the category "I don't want to say" ($AS=4.32$, $SD=0.583$) show significantly lower scores on this dimension compared to all other respondents. In relation to the dimension of food service in the accommodation facility ($F=14.377$, $p=0.000$), significantly lower satisfaction was also recorded among respondents from the category "I don't want to say" ($AS=4.21$, $SD=0.568$) and that in relation to all others categories of respondents. In addition, respondents with incomes of 40,000 - 50,000 rsd ($AS=4.49$, $SD=0.384$) showed significantly lower satisfaction with restaurant services compared to respondents with incomes of 25,000 - 40,000 rsd ($AS=4.58$, $SD=0.332$). When it comes to accommodation services ($F=7.699$, $p=0.000$), statistically significantly lower satisfaction was recorded among respondents who do not want to disclose their monthly income ($AS=3.79$, $SD=0.417$) compared to all other respondents. On the medical service dimension ($F=20.590$, $p=0.000$) it was also confirmed that respondents from the category "I don't want to say" ($AS=4.14$, $SD=0.415$) have significantly lower scores compared to all other respondents, but it was also confirmed that respondents with incomes of 25,000 - 40,000 rsd ($AS=4.56$, $SD=0.309$) have significantly higher scores on this dimension compared to respondents with incomes from 40,000 to 50,000 rsd ($AS=4.45$, $SD=0.381$). When it comes to other hotel services ($F=60.188$, $p=0.000$), respondents who do not want to disclose their monthly income ($AS=4.27$, $SD=0.346$) had significantly lower scores compared to all other respondents. In addition, respondents with incomes from 25,000 to 40,000 rsd ($AS=4.69$, $SD=0.164$) had significantly higher scores compared to all others. At the level of the entire ZKBT scale ($F=26.256$, $p=0.000$) among respondents who do not want to disclose their monthly income ($AS=4.15$, $SD=0.316$), statistically significantly lower satisfaction with spa services was confirmed compared to all other respondents

and significant differences were also confirmed among respondents with incomes from 25,000 to 40,000 rsd, who are significantly more satisfied with services compared to respondents with incomes from 50,000 to 60,000 rsd (AS=4.41, SD=0.421).

Work status of the respondent

In relation to the work status of the respondents, statistically significant differences were confirmed on the dimensions of Medical Services ($F=5.816$, $p=0.003$) and Other Hotel Services ($F=8.447$, $p=0.000$). Both obtained differences are high and significant at the significance level of $p<0.01$. On the dimension of Medical services, it was confirmed that respondents engaged in agriculture have significantly higher satisfaction (AS=4.73, SD=0.237) compared to respondents who are employed (AS=4.42, SD=0.481) or are retired (AS=4.48, SD=0.385). When it comes to the dimension of Other hotel services, respondents engaged in agriculture (AS=4.77, SD=0.161) showed significantly higher satisfaction with employees (AS=4.48, SD=0.320) or pensioners (AS=4.57, SD=0.295). In addition, it was confirmed that respondents who are retired have significantly higher scores for these services compared to employees who are less satisfied on average. On the other dimensions of the ZKBT scale, statistically significant differences in the expressiveness of the scores in relation to the work status of the respondents were not confirmed.

Discussion of research results

The aim of this research was to examine the level of satisfaction of users with the services of selected spas in the south of Serbia. The research was conducted on a sample of 600 respondents ($N=600$) who stayed in one of six spas in Southern Serbia: Prolom spa, Niška spa, Kuršumlijska spa, Lukovska spa, Sijarinska spa and Vranjska spa. User satisfaction was examined as a global assessment of all aspects included in the offer of spas, but also individually through five dimensions: Food and beverage services outside the accommodation facility where they stayed, Food and beverage services in the accommodation facility (where they stayed), Accommodation services (rooms), Medical services and Other hotel services. The results of the research showed that among the respondents there is a high, above average satisfaction

with the spa services used. The best rated aspects are Other hotel services and Food outside the accommodation facility, and the lowest rated are Accommodation services (rooms). At the level of individual spas, Lukovska spa generally received the best rating, and Kuršumlijska spa received the lowest. In addition, when it comes to food services, Vranjska spa got the best rating, and when it comes to accommodation, Lukovska spa, which also leads the way when it comes to medical services, for which it received the best rating. When it comes to satisfaction with other hotel services, Prolom spa is rated the best. Kuršumlijska spa received the lowest marks in all five aspects of spa tourism services. It is important to emphasize again that although there are statistically significant differences in the expression of satisfaction with services in relation to the spa where the respondents stayed, that all spas received very high marks and that the differences stem from nuances in the quality of services. In addition to examining the global satisfaction of users of the mentioned spas and examining the differences in the expression of satisfaction in relation to the spa where the respondents stayed, the research also dealt with the examination of differences in the expression of satisfaction with spa services in relation to the sociodemographic characteristics of the respondents. When it comes to the gender of the respondents, statistically significant differences in the expression of user satisfaction were obtained for both dimensions of nutrition (outside "their" accommodation facility and within it). The obtained findings show that male respondents have a significantly higher level of satisfaction with food services compared to female respondents. In relation to the age of the respondents, a statistically significant difference in the expression of satisfaction was obtained in relation to the dimension of food service in the accommodation facility. The obtained difference indicates that respondents aged 36 to 55 show significantly higher satisfaction with those services compared to the age group of 56 to 65. When we talk about the professional training of the respondents, statistically significant differences were confirmed for all five dimensions of the ZKBT scale, as well as for the aggregate average of the scale. Regarding nutrition outside the accommodation facility, it was confirmed that respondents with secondary education have significantly higher scores compared to all other respondents. Also, it was confirmed that respondents with completed higher

professional education have significantly lower satisfaction with that type of service compared to respondents of all other educational profiles. Regarding food services in the accommodation facility, it was confirmed that respondents with higher professional qualifications have significantly lower satisfaction compared to all other respondents. Regarding accommodation, respondents from the other education category have significantly higher scores compared to respondents from all other educational profiles. In addition, it was confirmed that respondents with a higher education have significantly higher satisfaction with accommodation compared to respondents with a high school diploma.

On the dimension of Medical services, a significantly higher score was obtained by respondents from the other education category compared to other educational categories. Respondents with completed higher education have significantly higher satisfaction with medical services compared to respondents with a higher vocational education title. In relation to other hotel services, among respondents with completed higher vocational education, significantly lower satisfaction was confirmed compared to all other respondents, while respondents with secondary vocational education showed greater satisfaction with those services compared to respondents from the category of other education. When it comes to the general satisfaction of users with spa tourism in the south of Serbia in relation to the level of professional education of the respondents, it was confirmed that the respondents from the other education category have a significantly higher score compared to all other educational categories, and the respondents with higher vocational qualifications have a significantly lower score compared to all other respondents. In relation to the respondent's place of residence, statistically significant differences in the expression of satisfaction of spa tourism users were obtained for all dimensions and the average of the entire ZKBT scale. Subsequent analysis showed that when it comes to eating outside the accommodation facility, respondents from the region of Šumadija and Western Serbia show significantly lower satisfaction compared to respondents from Belgrade and northern Serbia. When it comes to food services in the accommodation facility (where they stayed), it was confirmed that respondents from two regions (Belgrade and northern Serbia) have significantly higher

scores compared to respondents from all other regions. The same applies to Medical Services. In relation to other hotel services, respondents from the Belgrade region have significantly higher satisfaction than all other respondents. Also, it was confirmed that the respondents from the north of Serbia show significantly higher satisfaction with those services compared to the respondents from the region of Šumadija and Western Serbia, that is, Southern and Eastern Serbia. In general, at the level of the whole scale of ZKBT, statistically significant differences were confirmed among respondents from the Belgrade region and respondents from the north of Serbia, who have a significantly higher satisfaction with spa services compared to the other two observed regions. When we talk about the marital status of the respondents, statistically significant differences in the expression of user satisfaction with spa tourism services were confirmed for all five dimensions of the ZKBT scale, as well as for the averages of the entire scale. In relation to food services outside the accommodation facility, statistically significant differences were confirmed in widows and widowers who have significantly higher satisfaction on this dimension compared to all other respondents. On the dimension of food service in the accommodation facility, statistically significantly higher scores were obtained for widowers compared to respondents who are married or divorced. On the Accommodation Service dimension, significantly higher scores were obtained for respondents who are single compared to all other respondents from the research. In addition, respondents who are married or in a relationship showed significantly lower satisfaction with accommodation services compared to divorced respondents. When it comes to Medical Services, respondents who are married showed significantly lower satisfaction with services compared to all other respondents. In relation to Other hotel services, it was confirmed that respondents who are married have significantly lower satisfaction compared to all other respondents. It was also confirmed that respondents who are single show significantly lower satisfaction with hotel services compared to respondents who are widowed or widowed.

In general, at the level of the entire ZKBT scale, statistically significant differences were obtained in respondents who are married and who are less satisfied with spa services compared to respondents with all other marital statuses. In relation to the monthly income of the respondents, statistically

significant differences in satisfaction were confirmed for all five dimensions and the overall average of the entire ZKBT scale. Subsequent analysis showed that when it comes to food services (both dimensions), respondents from the "I don't want to say" category show significantly lower scores on this dimension compared to all others. In addition, respondents with incomes of 40,000 - 50,000 rsd showed significantly lower satisfaction with food services in the accommodation facility compared to respondents with incomes of 25,000 to 40,000 rsd. In the case of accommodation services, statistically significantly lower satisfaction with this aspect of services was recorded among respondents who do not want to reveal the amount of their monthly income compared to all other respondents. On the Medical Services dimension, it was also confirmed that respondents from the "I don't want to say" category have significantly lower scores compared to all other respondents, but it was also confirmed that respondents with incomes from 25,000 to 40,000 rsd have significantly higher scores on this dimension compared to respondents with incomes from 40,000 to 50,000 rsd. When it comes to Other hotel services, respondents who do not want to disclose their monthly income had significantly lower scores compared to all other respondents. In addition, respondents with incomes from 25,000 to 40,000 rsd had significantly higher scores compared to all other respondents when it comes to satisfaction with those services. At the level of the entire ZKBT scale when it comes to the level of monthly income of respondents, it was confirmed that there are differences among respondents who do not want to reveal the amount of their monthly income and there is lower satisfaction with spa services compared to all other respondents. Significant differences were also confirmed among respondents with incomes from 25,000 to 40,000 rsd, who are significantly more satisfied with services compared to respondents with incomes from 50,000 to 60,000 rsd. Finally, when it comes to the work status of the respondents, statistically significant differences were confirmed on the dimensions of Medical Services and Other Hotel Services. On two dimensions - Medical and Other hotel services, it was confirmed that the respondents engaged in agriculture have significantly higher satisfaction compared to employees and pensioners. In addition, pensioners have significantly higher scores compared to employed respondents.

Conclusion

A modern destination of health tourism bases its existence on natural healing factors, necessary specialized facilities, quality staff trained to provide specific health treatments and other service activities, but also on the existence of an efficient system that includes a complete offer related to hospitality, accommodation and entertainment, in order to that way, the stay/tourist experience in the destination was as pleasant as possible. In order for a spa to be competitive and to reach a higher demand than that motivated by the current need for spa treatment, it must become a modern health tourism destination (Perić, Sekulić, 2023). The offer must be enriched with content for the provision of various spa and wellness services in order to promote, stabilize and restore physical, mental and social well-being with the help of natural healing and other ecological factors, as well as sports-recreational and cultural-entertainment content. Based on everything presented, the following can be concluded: although the observed spas from the south of Serbia differ from each other in several important criteria, the research has unequivocally shown that the respondents are generally satisfied with catering and medical services. This is independent of the respondent's age, educational level, region of Serbia where they come from, marital status, amount of monthly income and work status. However, the authorities in the observed spa centers should by no means relax due to the obvious satisfaction of a large number of respondents. This applies both to numerous individual offer holders (hoteliers, restaurateurs, medical institutions, supporting activities) as well as to municipal administrations and local tourist organizations. Research based on the needs and expectations of modern tourists should be one of the starting points for the improvement of existing and the creation of completely new tourist and medical facilities in each of the six observed spa destinations. In subsequent research, it is necessary to include employees as respondents, in order to see their needs and problems in the work process. Without the satisfaction and motivation of the employees, there is no quality service that tourists receive very quickly. The most important activities in the coming period that the management of all observed spas must carry out are the modernization of medical equipment, adaptation of existing and construction of new accommodation facilities, improvement of traffic and utility

infrastructure, introduction of new wellness and spa programs, improvement of promotional activities primarily through current social media, constant education employees (tourist workers and medical staff). On the other hand, the state should also contribute to strengthening the competitive position of domestic spas, primarily through an appropriate combination of institutional support instruments, in accordance with trends and changes in the modern tourist market. Bearing in mind the conducted research and its results, it is possible to evaluate all four hypotheses (H0 - H3). The general hypothesis that the users are generally satisfied with the offered contents of the selected spas in the south of Serbia, proved to be correct. Although these are respondents who are very heterogeneous according to several criteria, it is necessary to emphasize their unique position on this issue. The first of the three special hypotheses (H1) that users are satisfied with the medical services provided to them in spas, was also confirmed by the conducted research. The hypothesis (H2) that users are satisfied with the hotel services of the mentioned spas, was confirmed as correct through survey research. The research conducted among the respondents fully confirms the third special hypothesis (H3) according to which users are satisfied with the food and beverage services provided to them during their stay in one of the selected spas from the south of Serbia. Thanks to numerous healing springs, the tradition of spa tourism in Serbia is very long, but throughout history the way and purpose of their use has changed. In a unique way, spa places were an image of society and reflected the health and medical culture of a time. As one of the key factors in the economic activation and development of Serbia and the improvement of population standards, health-recreational tourism is emerging. It has not been used to a sufficient extent, although there are exceptional natural conditions, a rich cultural-historical, ethnographic heritage and recognizable tourist destinations (Perić, Sekulić, 2023). Only detailed development and protection plans for existing ones, and expert planning for the development of new locations, can make the above-mentioned spas a competitive destination that will attract the attention of domestic and foreign visitors. In order to achieve this, well-designed development plans of the state, appropriate legislation and financial resources are necessary, along with consultations with teams of experts in this field.

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