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THE DETERMINANTS OF SERVICE QUALITY IN SKI TOURISM

BACKGROUND:

When defining the research process, it was noted that literature review has recognised significant studies dealing with the concept of ski tourism from different aspects such as tourist motivation to travel, ski tourism sustainability and climate change, marketing strategies or ski tourism infrastructure. However, there is a certain research gap in exploring the determinants of service quality in winter sports

STUDY AIM:

Regarding the fact that skiing is the most popular winter sport in Europe, the study aim was to analyse the key determinants of service quality in ski tourism. The main research question in this paper was to identify the significant factors that influence the service quality in ski tourism and affect tourist satisfaction levels.

METHODS:

The paper combines literature review and statistic data in order to provide a cognitive basis on determinants of service quality in ski tourism. The research is based on a sample of 157 recreational skiers who visited the Republic of Serbia during winter seasons in years 2022 and 2023. In the interpretation and processing of data, descriptive statistics and t test were used.



CONCLUSIONS:

Starting from the economic and social importance of ski tourism, the paper has explored the basic determinants that consumers value when perceiving this type of tourist service. The findings indicated the diversity of ski tracks, landscape, nature and hospitality as the most significant determinant of service quality in ski tourism.