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Trends and Challenges

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DETERMINING THE SENTIMENTS OF TOURISTS TOWARDS WEBSITES TEXT CONTENTS OF THE CROATIAN HEALTH TOURIST OFFER

Slobodan Ivanović
Vedran Miložica

Abstract

Purpose – this research examines the importance of measuring experienced sentiments of website users when browsing texts, which promote Croatian health tourism offer in order to evaluate their effectiveness, i.e. their contribution to the successful promotion of the Croatian health tourist offer. **Methodology** – the empirical research was conducted in February 2018 by using a structured questionnaire with 22 question examining the website user's socio-demographic profile, their frequency for browsing for health tourism information, experienced advantages and sentiments while browsing website texts, which present Croatian health tourism offer. Data analysis was conducted with the use of SPSS 21 statistical package, and Pearson Coefficient of Correlation, Kruskal-Wallis Test and Mann-Whitney U Test were used.

Findings – a positive correlation has been determined indicating that the growth of positive sentiments of website users influences the growth of their satisfaction with the website text contents. With the use of Kruskal Wallis Test and Mann-Whitney U Test it has been determined that the website users who express a high level of satisfaction with the website contents experience positive sentiments towards tourist offer. No statistically significant difference has been determined for sentiments in relation to the gender and age of the respondents, unlike for the education where a significant statistical difference has been determined.

Originality of the research – This study represents the results of a first phase of a recently started scientific project. Its originality is based on the fact that so far no similar research has been conducted in Croatia, and its results can be used for further development of tourism website text contents.

Keywords Website text contents, health tourist offer, attitudes of tourists, tourist's sentiment

INTRODUCTION

Everyday development of digital economy has gained significantly in importance over the years in development of tourism and hospitality industry. By using Information and Communication Technologies, potential travelers are able to find desired information about tourist destinations and its offer much easier, which extensively simplifies their process of decision-making when choosing where to spend their holiday. On the other hand, tourist offer carriers can far more easily conduct all the necessary market research in order to determine tourist's preferences, as well as conduct necessary marketing activities, especially promotion of tourist offer through tourist websites (Pilepić et al., 2010). Internet technologies operate as a new communication channel that perfectly fits the intangible, complex and interdependent nature of tourism. The Internet acts as the lifeblood of customers' motivation and ability to travel since it provides the right information, at the right time, in the right place to the right individuals. In fact, information is quickly available anytime and anywhere, twenty-four hours a day, seven

days a week (Petr, 2009, 230) when placed on websites. Contemporary websites represent a carefully formed combination of sound, animation, maps, interactive maps, video, pictures (Bosnar-Valković and Gjuran-Coha, 2007), and strategically formed texts which reflect the very essence of a certain destination. Carefully combined, these elements enable tourist offer carriers to present their tourist offer in the best possible way, by pointing out all the particularities that make a destination unique and recognizable, with an intention of developing tourist's positive sentiments, and stimulate them to choose precisely that particular destination for their holiday. However, in order to achieve that, it is mandatory to determine the following: "Which is the level of efficiency of tourist websites in promotion of a tourist offer of a destination on the tourist market, respectively, when browsing a website, do website text contents cause tourist's positive, neutral or negative sentiments towards a certain destination and its tourist offer?" In order to be able to provide an answer to this question, it is necessary to determine tourist's attitudes by measuring their experienced sentiments after browsing the contents of a tourist website/s, and particularly texts that present the offer. The purpose of this paper is to determine the tourist's attitudes towards website text contents presenting the health tourism offer of the Republic of Croatia, in order to evaluate their effectiveness in a sense of waking positive sentiments in tourists, stimulating them to visit Croatia as a tourist destination, and promote Croatian health tourism offer.

1. THEORETICAL BACKGROUND

1.1. The importance of Sentiments in Tourism

Emotion research has entered the tourism research field through market research on post-consumption behavior. Nowadays, it is expanding towards pre-consumption and consumption behavior, and is exploring innovative real-time observation techniques (Scuttari & Pechlaner, 2017, 50). The importance of emotions for tourism researchers lies with their function in determining the experiential processes and outcomes of tourism activities (Gnoth & Zins, 2009). Experiencing emotions reveals how tourists experience a certain tourist destination. It also influences their motivations two ways, tourist's emotional needs for a holiday "push" tourists when bringing a decision of visiting a certain tourist destination, and destination stimuli "pulls" tourists to visit a destination with a goal of achieving their "emotional benefits" (Rahmani et al., 2018, 3 according to Tamir et al. 2016; Gnoth, 1997; Goosens; 2000). However, today terms such as emotion and sentiment are used lightly, and very little people know its true meaning.

What is the difference between "feelings" and "sentiment"? Both of these words are used in connection with emotions and expression of emotions. Emotions represent physiological and mental reactions that affect the thinking and behavior of a person. Terms "Feelings" and "sentiment" can be considered as synonyms according to some dictionaries. A person might even speak about their "feelings" and "sentiments" interchangeably. "Sentiment" represents a specific emotion, attitude or opinion, often referred to as an emotional expression of love, sympathy, kindness or another strong positive feeling. However, it must be noted that sometimes these words may be used interchangeably by native English speakers when speaking about "feelings" or "sentiments" and only refer to person's thoughts or attitude (DifferenceBetween.net,

2018). The importance of determining sentiments has significantly grown over the years both in academia and in practice, due to the fact that various new problems and challenges are constantly emerging. Experts have made significant efforts in developing various methods as well as software which significantly simplifies the analysis and the determining the necessary conclusions (Cambria et al., 2017; Liu, 2017; Agarwal and Mittal, 2016; Liu, 2015, Kim & Hovy, 2004, etc.). Analyzing sentiments means studying and determining the opinions and emotions towards certain entities, events and their attributes (Sharma et al., 2015), and its use in tourism is of great importance, especially when analyzing the website text contents, and the level of their efficiency in promotion of tourist offer.

Tourist's motives for undertaking a journey have significantly changed over the years in the sense that tourists are focused more on acquiring unrepeatable and unique experiences. Contemporary tourist product which is adapted to the needs of today's tourists enables them individualization and personalization of the experience itself (Vitasović, 2014), which will in the end, result in developing positive sentiments toward a destination and encourage tourists to (re-)visit. Besides continuous work on tourist offer development, it is mandatory to invest maximum efforts in structuring tourist websites which will contain carefully formed texts that will describe the tourist offer in the most precise and accurate way. Also, it is important to measure the efficiency of the website text contents, respectively, do these texts stimulate tourist's positive sentiments after browsing. This implies continuous website evaluation which will be presented in the next sub-chapter.

1.2. Evaluation of website's text contents in tourism

Over the years, websites have become an irreplaceable and important tool for successful promotion of tourist offer on the tourist market, especially due to the fact that they enable tourist offer information to be presented as interactive as possible, in order to awake tourist's interest and stimulate them to visit and experience a certain tourist offer (Vijoli & Marinescu, 2016). In order to enable successful business and competitiveness on the tourist market, they need to be designed very carefully, while taking into consideration numerous elements, which will, in the end, result in achieving users satisfaction based on their positive sentiments experienced while browsing (Spremić & Strugar, 2006). However, creation of websites as such is insufficient. Websites must be evaluated in order to determine whether they are achieving their full potential in promoting tourist offer on the tourist market in the best possible way.

As a newly emerging research area, website evaluation has no globally accepted definition yet. However, the US Department of Health and Human Services broadly characterizes website evaluation as the act of determining a correct and comprehensive set of user requirements, ensuring that a website provides useful content that meets user expectations and setting usability goals. In general, prior studies on website evaluation fall into two broad categories: quantitative and qualitative. Quantitative studies usually generate performance indices or scores to capture the overall quality of a website (US Department of Health and Human Services, 2006 quoted in Law et al., 2010, 297). Tourism websites are of great importance in forming country's and regional image, as well as virtual experience for tourists (Horng & Tsai, 2010), and their evaluation is

important because it simplifies studying of the behavior of website users, and their reactions to the contents and services offered online (Antonioli Corioglano & Baggio, 2006), as well as undertaking promotion activities. As previously mentioned, carefully formed texts definitely play an important, if not the key part in successful promotion of a contemporary tourist offer. Every little detail, and the text quality in total, may be that very trigger which will stimulate tourist's positive sentiments, and choose that destination for a holiday. Bearing in mind all the previously stated was the reason for the authors of this paper to undertake this research, respectively, to determine which sentiments website users experience after browsing the text contents presenting health tourism offer of Croatia. In the following chapter, the authors will present the methodology of research.

2. METHODOLOGY

In order to fulfill the proposed research objectives, the authors conducted an empirical research with the primary data collected by using a structured questionnaire in which the respondents evaluated the given questions. The questionnaire was prepared by adapting the elements of previous research by Roblek et al. (2018), Lemire et al. (2008), Labrecque et al. (2013) when determining the frequency of browsing for health tourism website text contents, Bach and Kim (2012), Lostakova et al. (2012), and Gurau (2005) in determining the respondents experienced advantages when browsing, and Roblek et al (2018), Lapidus and Bond-Dryankova (2014), Holtgräfe and Zentes (2012), Pereira et al. (2017), Montoya-Weiss et al. (2003), Foukis (2015), Yoo and Donthu (2001), and Maxham (2002a, 2002b, 2003) when determining the website user's level of experienced sentiments when browsing the website text contents which present health tourism offer. Socio-demographic profile of the respondents was also determined. The respondents were asked to visit a website of Croatian Tourist Board (<https://www.croatia.hr/en-GB>) and browse the website text contents presenting health tourism offer, and following to participate in a survey. The questionnaire was conducted by using the website EnKlik Anketa, and the link was distributed by e-mail in the beginning of February 2018 on 321 e-mail address, of which 122 filled questionnaires were registered on the website, representing a response rate of 26,31 per cent.

The authors formed and tested the following hypotheses:

H0: High level of user's satisfaction with the website text contents of health tourism offer significantly contributes to formation of their positive sentiments towards Croatia as a tourist destination.

H1: There is no significant difference between male and female respondents when expressing the level of satisfaction with the website text contents presenting health tourism offer of Croatia.

H2: Respondent's age is not significantly connected with their experienced sentiments when browsing website text contents of health tourism.

H3: Respondents with high level of education will express more positive sentiments when browsing website text contents presenting health tourism offer than the respondents with lower level of education.

The analysis of the primary data was conducted with the use of statistical package SPSS 21, and Pearson Coefficient of Correlation, Kruskal Wallis Test and Mann-Whitney U Test were used.

3. RESULTS

Socio-demographic characteristics of the respondents are presented in the next table

Table 1: Socio-demographic characteristics of the respondents (N=122)

		N	%
Gender	Male	42	34,7%
	Female	79	65,3%
Age	25-35	59	48,4%
	36 – 45	52	42,6%
	46+	11	9,0%
Education	Elementary School	0	0,0%
	High School	5	4,1%
	College education	50	41,0%
	Higher education	8	6,6%
	Masters	17	13,9%
	Doctorate	42	34,4%
Country of origin	Slovenia	15	12,3%
	Austria	2	1,6%
	Italy	3	2,5%
	Bosnia and Herzegovina	29	23,8%
	Serbia	18	14,8%
	Macedonia	4	3,3%
	Germany	0	0,0%
	Croatia	45	36,9%
	Spain	0	0,0%
	Portugal	1	0,8%
	Other	5	4,1%
Occupation	Private entrepreneur	4	3,3%
	Manager	8	6,6%
	Administration	34	27,9%
	Technical work	4	3,3%
	Physical job	0	0,0%
	Education	61	50,0%
	High School student	0	0,0%
	College student	10	8,2%
	Pensioner	0	0,0%
	The rest	1	0,8%
Monthly income (€)	500 - 1500 €	98	81,0%
	1501 - 2500 €	11	9,1%
	2501+	12	9,9%
	Total	122	100,0%

Source: Research results

The sample contained significantly high number of female respondents (65,3%), while the male participants amounted 34,7%. In terms of age, 48,4% of them stated they belong to the group 25-35 years, followed by group 36-45 (42,6%), and 46 years and higher (9,0%). When monitoring their level of education, it has been registered that the majority finished college education (41%), doctorate (34,4%), higher education (6,6%), and finally high school degree (4,1%). According to the country of origin, 36,9% of respondents were from Croatia, followed by Bosnia and Herzegovina (23,8%), Serbia (14,8%) and Slovenia (12,3%). The respondents whose countries were not listed were from Greece, Hungary, Iran, and Slovakia amounted 4,3%. When asked about their occupation, the majority of respondents replied Education 50,0% and administration 27,9%. In terms of monthly income, 81,0% of the respondents stated they have a monthly income 500-1500€, 9,1% stated 1501 - 2500€, while 9,9% stated 2501€ and more.

Table 2: Frequency of website users browsing the tourist websites in search of health tourism information during the last two months

		N	%
How often did you search the websites in order to get the information about health tourism during the last two months?	every day	4	3,3%
	once a week	8	6,6%
	once a month	49	40,2%
	Less	61	50,0%
	Total	122	100,0%

Source: Research results

When asked to evaluate how frequently they browsed the tourist websites in search of health tourism information during the last two months, it has been noted that only 3,3% searched information every day, 6,6% once a week, 40,2% once a month, while high 50,0% stated less.

Following the authors will present the descriptive indicators for experienced level of satisfaction and sentiment which website users experienced when browsing texts presenting health tourism offer. Frequencies and percentage, arithmetic mean and standard deviation will be presented for each of the question, and they will be commented in which the smallest and the highest value of the arithmetic mean was registered in the respondent's replies.

Table 3: Advantages perceived by users when browsing tourist websites in search for health tourism information

		N	%	\bar{x}	SD
Better and faster access to the information about the health tourism offer presented on the websites has a positive effect when making a decision about a destination for a holiday.	I completely disagree	3	2,5%		
	I strongly disagree	5	4,1%		
	I disagree	5	4,1%		
	Neutral	15	12,3%		
	I agree	16	13,1%		
	I strongly agree	44	36,1%		
	I completely agree	34	27,9%		
	Total	122	100,0%	5,49	1,52
Researching information about health tourism through websites saves my time and money.	I completely disagree	3	2,5%		
	I strongly disagree	2	1,7%		
	I disagree	1	0,8%		
	Neutral	16	13,3%		
	I agree	23	19,2%		
	I strongly agree	41	34,2%		
	I completely agree	34	28,3%		
	Total	120	100,0%	5,61	1,36

Source: Research results

The results for the advantages perceived indicate that respondents consider that researching information about health tourism through websites saves their time and money ($\bar{x}=5,61$ and $SD=1,36$), and that better and faster access to the information about the health tourism offer presented on the websites has a positive effect on them when making a decision about a destination for a holiday ($\bar{x}=5,49$ and $SD=1,52$).

Table 4: Sentiments experienced when browsing the text contents on tourist website presenting health tourism offer

		N	%	\bar{x}	SD
Information about the website related to health tourism offer awakes positive sentiment when deciding on visiting Croatia as a tourist destination in general	I completely disagree	4	3,3%		
	I strongly disagree	4	3,3%		
	I disagree	6	4,9%		
	Neutral	17	13,9%		
	I agree	18	14,8%		
	I strongly agree	40	32,8%		
	I completely agree	33	27,0%		
	Total	122	100,0%	5,40	1,56

		N	%	\bar{x}	SD
Information on the website related to the health tourism offer motivates me to experience it personally	I completely disagree	3	2,5%		
	I strongly disagree	5	4,1%		
	I disagree	10	8,2%		
	Neutral	11	9,0%		
	I agree	22	18,0%		
	I strongly agree	38	31,1%		
	I completely agree	33	27,0%		
	Total	122	100,0%	5,38	1,57
I am completely satisfied with the quality of the information about the health tourism offer on the website	I completely disagree	5	4,1%		
	I strongly disagree	2	1,6%		
	I disagree	14	11,5%		
	Neutral	31	25,4%		
	I agree	47	38,5%		
	I strongly agree	17	13,9%		
	I completely agree	6	4,9%		
	Total	122	100,0%	4,54	1,29
I am completely satisfied with the reliability of information about health tourism offer on the website	I completely disagree	3	2,5%		
	I strongly disagree	6	4,9%		
	I disagree	10	8,2%		
	Neutral	33	27,0%		
	I agree	43	35,2%		
	I strongly agree	22	18,0%		
	I completely agree	5	4,1%		
	Total	122	100,0%	4,58	1,27
I am completely satisfied with the diversity of information about the health tourism offer on the website	I completely disagree	5	4,1%		
	I strongly disagree	4	3,3%		
	I disagree	9	7,4%		
	Neutral	37	30,3%		
	I agree	43	35,2%		
	I strongly agree	20	16,4%		
	I completely agree	4	3,3%		
	Total	122	100,0%	4,52	1,27
Design and layout of the website significantly contributes to my positive sentiment of satisfaction when browsing	I completely disagree	2	1,6%		
	I strongly disagree	3	2,5%		
	I disagree	7	5,7%		
	Neutral	14	11,5%		
	I agree	19	15,6%		
	I strongly agree	59	48,4%		
	I completely agree	18	14,8%		
	Total	122	100,0%	5,41	1,32
Browsing the website in search of health tourism information was worth the effort	I completely disagree	5	4,1%		
	I strongly disagree	0	0,0%		
	I disagree	3	2,5%		
	Neutral	32	26,2%		
	I agree	49	40,2%		
	I strongly agree	24	19,7%		
	I completely agree	9	7,4%		
	Total	122	100,0%	4,87	1,23

		N	%	\bar{x}	SD
Attractive presentation of the information on the website makes me feel positive about the health tourism offer	I completely disagree	2	1,7%		
	I strongly disagree	5	4,1%		
	I disagree	2	1,7%		
	Neutral	10	8,3%		
	I agree	27	22,3%		
	I strongly agree	51	42,1%		
	I completely agree	24	19,8%		
	Total	121	100,0%	5,51	1,32
The quality of the information on the website satisfies my needs to the extent that I will use this website in the future	I completely disagree	4	3,3%		
	I strongly disagree	2	1,6%		
	I disagree	6	4,9%		
	Neutral	20	16,4%		
	I agree	45	36,9%		
	I strongly agree	35	28,7%		
	I completely agree	10	8,2%		
	Total	122	100,0%	5,01	1,29
It is very likely that I will spread positive word of mouth about this website	I completely disagree	3	2,5%		
	I strongly disagree	3	2,5%		
	I disagree	6	4,9%		
	Neutral	19	15,6%		
	I agree	48	39,3%		
	I strongly agree	34	27,9%		
	I completely agree	9	7,4%		
	Total	122	100,0%	5,00	1,25
I would recommend this website to my friends who are in search of the health tourism information	I completely disagree	3	2,5%		
	I strongly disagree	4	3,3%		
	I disagree	4	3,3%		
	Neutral	24	19,7%		
	I agree	42	34,4%		
	I strongly agree	33	27,0%		
	I completely agree	12	9,8%		
	Total	122	100,0%	5,01	1,30
The information on the website made me feel the true authenticity of a destination	I completely disagree	3	2,5%		
	I strongly disagree	2	1,6%		
	I disagree	7	5,7%		
	Neutral	23	18,9%		
	I agree	32	26,2%		
	I strongly agree	44	36,1%		
	I completely agree	11	9,0%		
	Total	122	100,0%	5,09	1,30
The information on the website made me feel the true atmosphere of a destination	I completely disagree	4	3,3%		
	I strongly disagree	4	3,3%		
	I disagree	4	3,3%		
	Neutral	25	20,5%		
	I agree	33	27,0%		
	I strongly agree	43	35,2%		
	I completely agree	9	7,4%		
	Total	122	100,0%	5,00	1,35

Source: Research results

The data in the previous table present the results of the evaluation of website users experienced sentiments when browsing the text contents presenting health tourism offer. The respondents rated high the question indicating that attractive presentation of information on website makes them feel positive about the health tourism offer ($\bar{x}=5,51$ and $SD=1,32$), followed by the question that design and layout of the website has a significant contribution towards developing users positive sentiments when browsing ($\bar{x}=5,41$ and $SD=1,32$). Also, the respondents rated high the question about how health tourism information presented on the website awakes user's positive sentiments when making a decision on visiting Croatia as a tourist destination in general ($\bar{x}=5,40$ and $SD=1,56$), and how these information motivate respondents to experience the tourist offer personally ($\bar{x}=5,38$ and $SD=1,57$). Slightly lower grade was given to the questions which show website user's tendency to recommend the website to their friends when searching health tourism information ($\bar{x}=5,01$ and $SD=1,30$), user's satisfaction with the quality of information to the extent that they will decide on future use of the website ($\bar{x}=5,01$ and $SD=1,29$), and the possibility of spreading positive word of mouth about the website ($\bar{x}=5,00$ and $SD=1,25$). Out of the questions which were rated with the lower grade it is necessary to point out the level of complete satisfaction with the reliability of information about health tourism offer on the website ($\bar{x}=4,58$ and $SD=1,27$), satisfaction with the quality ($\bar{x}=4,54$ and $SD=1,29$), and the diversity of information on the website ($\bar{x}=4,52$ and $SD=1,27$).

Pearson Coefficient of Correlation

In order to investigate the relations between the level of satisfaction and experienced sentiments when browsing the website contents, the authors used a Pearson Coefficient Correlation. The authors wanted to express the mutual connection between two variables, in this case the level of satisfaction with the website text contents presenting health tourism offer of Croatia and the experienced sentiments after browsing these contents.

Table 5: Pearson Coefficient Correlation

		Sentiment	Satisfaction
Sentiment	Pearson Correlation	-	
	Sig. (2-tailed)		
	N	119	
Satisfaction	Pearson Correlation	,642**	-
	Sig. (2-tailed)	,000	
	N	117	120

**.. Correlation is significant at the 0.01 level (2-tailed).

Source: Research results

Correlation between sentiment and satisfaction amounts $r=0,642$ with the significance of 0,01, with the reliability level of 99%. This indicates that the correlation is positive, respectively, medium intensity which means that the growth of positive sentiment results in growth of satisfaction with the website text contents.

The results of Kruskal-Wallis and Mann Whitney U Test

Following the authors will present the results of non-parametric statistical tests Kruskal Wallis and Mann Whitney Test in order to present if there is a significant difference in experienced sentiments considering the level of satisfaction and demographic variables. In order to additionally determine is there a difference in the value of sentiment considering the monitored level of satisfaction, testing will be conducted by using Kruskal Wallis Test.

Table 6: Kruskal-Wallis Test

	Satisfaction	N	Mean Rank	p
Sentiment	low satisfaction level	7	14,00	$\chi^2=33,551$, p<0,001
	neutral satisfaction level	12	20,13	
	high satisfaction level	98	66,97	
	Total	117		

Source: Research results

The level of significance for sentiment amounts less than 5%, respectively p<0,001, so it can be stated that with the reliability level of 95% there is a statistically significant difference for sentiment in relation to the level of satisfaction. According to the data in the previous table, significantly higher ranges can be seen, respectively, the value of replies is higher) for the respondents who expressed a high level of satisfaction with the website text contents. The hypothesis H0 has been confirmed.

Table 7: Mann-Whitney U Test

	Gender	N	Mean Rank	P
Sentiment	Male	40	60,05	Mann-Whitney U=1538,000, p=0,900
	Female	78	59,22	
	Total	118		

Source: Research results

By forming the hypothesis H1 the authors wanted to determine is there a significant difference between the respondents according to gender in relation to the total experienced sentiment. The results indicate that the level of significance for sentiment amounts more than 5%, respectively p=0,900, which means that with the reliability of 95% it can be concluded that there is no statistically significant difference for sentiment considering the gender of the respondents. H1 has been rejected.

Table 8: Kruskal-Wallis U Test

	Age group of respondents	N	Mean Rank	p
Sentiment	25–35	56	61,93	$\chi^2=1,669$, p=0,434
	36–45	52	60,60	
	46+	11	47,36	
	Total	119		

Source: Research results

By testing the H2 the authors wanted to determine if the respondent's age is significantly connected with the experienced sentiments. The significance value for sentiment amounts more than 5%, respectively, $p=0,434$, so it can be stated that, with the reliability level of 95%, there is no statistically significant difference for sentiment considering the age group of the respondents. H2 has been rejected.

Table 9: **Kruskal-Wallis U Test**

	Level of formal education	N	Mean Rank	p
Satisfaction	High School	5	13,10	$\chi^2=20,439$, $p<0,001$
	College education	50	69,58	
	Higher education	8	64,88	
	Masters	17	73,35	
	Doctorate	40	48,74	
	Total	120		

Source: Research results

By forming the H3 the authors wanted to determine whether respondents who possess high level of education will express more positive sentiments when browsing website text contents which present health tourism offer than the respondents with lower level of education. The results of the test indicate that the significance level for sentiment amounts less than 5%, respectively, $p<0,001$, which means that with the reliability of 95% it can be stated that there is a statistically significant difference for sentiment in relation to the level of formal education. Data in the previous table indicate that the ranges are significantly higher for respondents with college education and master's degree. H3 has been confirmed.

CONCLUSION

This study attempted to emphasize the importance and necessity of conducting tourism website evaluation, and monitoring sentiments of potential tourists. The results of the empirical research indicate that the respondents indeed recognized the advantages of using websites in search of information about the health tourism offer in a way that it helps them save their time and money. Also, faster and easier access to the information has a positive effect on them when making a decision about choosing the holiday destination. When evaluating their sentiments experienced while browsing, the respondents stated that attractive presentation of information on the website, as well as design and layout of the website affects them to experience positive sentiments, and stimulates them to visit Croatia and experience the health tourist offer personally. Questions with a negligibly lower grade were the ones presenting the user's tendency to recommend the website to their friends and family in the future and possible spreading a positive word of mouth. Also, lower grade was given to the questions involving overall level of satisfaction with the reliability, diversity and quality of the texts presenting health tourism offer on the website.

With the use of Pearson Coefficient of Correlation, the authors determined a positive correlation, respectively, that the growth of positive sentiments of website users stimulates their growth of the level of satisfaction with the website text contents.

By confirming the H0 the authors determined that, website users who show a high level of satisfaction with the website text contents of health tourism offer indeed experience positive sentiments towards Croatia as a tourist destination. H1 and H2 were both rejected, considering that the results have shown no statistically significant difference for sentiment, nor considering the gender or the age of the respondents. However, with the testing of the H3 it has been confirmed that the respondents who possess a high level of education will indeed express more positive sentiments when browsing the website text contents which present health tourism offer than the respondents with lower level of education.

Based on the presented findings, it is the authors opinion that the results of this research are significant for the improvement of the website text contents of the Croatian Tourist Board, considering that it promotes (health) tourist offer of the Republic of Croatia of the international level. Further improvement, or formation of complete new website text contents must be done by marketing experts who know the real essence of the tourist destination and its offer, respectively, all the small particularities that make it unique and recognizable. It is recommendable to organize certain form of workshops and meetings where associates will, based on research of website text contents of competitive destinations propose further developmental guidelines with a purpose of achieving competitiveness on the tourist market, as well as entering the conscience of potential tourists as the destination of excellence.

Authors need to acknowledge certain limitations of this paper. The analysis was made one a relatively small statistical sample, in which the majority (36,9%) were Croatian citizens, meaning, there is a possibility that subjectivity may have influenced the results. Following, a very small number of respondents failed to respond to all the questions given. However, their number is negligible and does not diminish the research results. Bearing in mind that these results represent the initial results of a scientific project, they can be considered as a starting platform for future research in this area. It is recommendable to repeat this research in the future, preferably on a bigger statistical sample.

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