

## **SOCIO-DEMOGRAPHIC CHARACTERISTICS AND THE INTERNET IN THE TOURIST AGENCY'S ELECTION FUNCTION**

*Slavoljub Vujović<sup>1</sup>; Nenad Vujić<sup>2</sup>*

### **Abstract**

*The presented research of quantitative type and empirical orientation was conducted in the city of Trebinje, and it focuses on examining the correlation between sociodemographic variables (gender, age, level of education, monthly personal income of respondents and monthly personal income of respondent household, number of household members and number of household members revenue generators) and the habit of potential tourists to use Internet services to find out and use the information they need about tourist destinations and trips.*

*Data analysis was performed using: descriptive analysis (percentages, arithmetic mean), Hi-square test, T-test, one-factor analysis of variance and Pearson's correlation coefficient. The level of statistical significance was set at  $p < 0.05$ , and all data obtained were processed in SPSS, version 23.*

*Key Words: destination, Internet services, tourists*

*JEL classification: Z3, Z22, Z13*

### **Introduction**

Based on the assumption that the Internet network and its importance today is indispensable as a source of information, especially its availability and the amount of information it provides, research was conducted to determine the habits of potential tourists to use the Internet when choosing a destination and mode of travel. Thanks to modern means of communication and transportation, the most remote destinations are easily accessible to tourists who have financial means (Vujović et al., 2011).

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<sup>1</sup> Slavoljub Vujović, PhD, Senior Research Associate, Economic Institute, Kralja Milana 16, Belgrade, Serbia, +381 11 36 13 417, e-mail: kelovic1967@yahoo.com

<sup>2</sup> Nenad Vujić, PhD, Research Associate, Economic Institute, Kralja Milana 16, Belgrade, Serbia, +381 11 36 13 417, e-mail: nenadvujicvuja@mts.rs

The town of Trebinje borders three countries - Bosnia and Herzegovina, Montenegro and Croatia. It is an area where Orthodox Christianity, Islam and Catholicism meet and a town where peoples of different confessions have lived throughout history. This town could also be an example of how a serious development of tourism can contribute to the advancement of interpersonal relationships and a better life of the three confessions.

"As far as one can conclude with certainty, it is felt that here and in prehistoric times there was a considerable cultural struggle first between the North and the East and later between the West and the East. Neolithic artifacts, the oldest traces of human life to date in Bosnia and Herzegovina, are undoubtedly influenced by the North; The Celtic migration, near the end of the fifth century BC, exacerbated these influences (Dedijer, 1991, p. 21)".

Trebinje, as the main administrative and cultural center of Eastern Herzegovina in the entity Republika Srpska, has multiple and broad implications for the entire territory of Herzegovina. Of particular importance is Trebinje as the center towards which the population throughout the history of Old Herzegovina gravitated, contributing to the development of material culture and economic national wealth (Milanović, 2017).

According to the data of the Statistical Office of the RS, according to the 2013 census, there were 28.239 inhabitants in the town of Trebinje (Census of Population, Households and Dwellings in Republika Srpska, 2013).

According to the information provided by the Tourist Organization of the Town of Trebinje in 2019, the number of overnight stays increased by about 8% compared to 2018, of which foreign tourists accounted for 70%. In 2018, the number of overnight stays increased by about 36% compared to 2017, of which foreign tourists accounted for 68% of the total overnight stays, while in 2017, there was a 31% increase compared to 2016 (Another successful tourist year in Trebinje: During 2019 over 100,000 registered tourist nights were recorded, 2020).

In addition to exceptional climatic characteristics (266 sunny days) and favorable tourist-geographical location, Trebinje has numerous material values that testify to the culture of the people and historical processes in this area since the time of the first civilizations. Of particular value are the monasteries, churches and monuments as testimonies to the stability of

spiritual life in the area of Trebinje and Herzegovina from the earliest period of Christianity to the present (Cvijanović et al., 2018). Between Mostar and Trebinje there are seven monasteries of immense spiritual value (Žitomisljić, Tvrdoš, Petro-Pavlov, Dobrićevo, Zavala, Duži and Hercegovačka Gračanica), so there is one monastery every seven kilometers. Of particular interest are the Fortress (4th century) and the Peter and Paul Monastery as evidence of the steadiness of spiritual and cultural life in the Trebinje area. It is important to note that the Peter and Paul Monastery was built near Paul's Cave where St. Peter and Paul resided. Furthermore, the birthplace of St. Vasilije Ostroški and the birthplace of the poet Jovan Dučić are of exceptional value (Vujović, 2018).

Accordingly, Trebinje has the potential for becoming a recognizable world tourist destination, to become a place of pilgrimage (Vujović et al., 2012). The developmental aspects of tourism involve the logistics of a techno-economic and socio-economic space, respecting the laws and principles of institutional and evolutionary economics (Frolov, 2011, p. 60).

When it comes to the economic effects of tourism, some of the world's experts in this field point out the obligation to allocate part of the economic income from tourism to the protection of natural and cultural values/resources as a basic postulate of sustainable tourism development (Trišić, 2018). In addition to economic effects and functions, it is important to emphasize the importance of multiplier effects and other functions of tourism, especially foreign ones (Vujović et al., 2016).

A total of 235 respondents participated in the study, 165 of them (70.2%) male and 70 (29.8%) female. Observed by age group, respondents were divided into five groups: 2.1% of respondents were between 20 and 30 years old, then 8.5% of respondents were in the age group between 31 and 40 years, there were 59.6% in the category between 41 and 50, then in the 51-65 age group there were 25.5% of respondents, while 4.3% of respondents were over 65 years old. When surveyed according to their employment status, 74.5% of employees, 14.9% of unemployed and 10.6% of pensioners were found in the sample. Regarding the acquired education, in this sample there are 2.1% of respondents with completed primary school, 38.3% with completed high school, 31.9% of respondents with completed higher education, while 27.7% of respondents have obtained master's or doctorate degrees. Then, respondents were divided into the following categories according to the amount of personal monthly income: 6.4% of respondents do not earn personal income, 38.3% of respondents

stated that their personal income is below average, 51.1% have average income, 4.3% of them are above average. In addition to personal income, respondents were also asked for monthly household income, and are therefore divided into several groups: 6.4% of respondents live in a household whose total income is below average, 48.9% have average income, 44.7% live in households that have above average incomes. Looking at the number of household members, it was found that 10.6% of respondents live independently, 31.9% of respondents indicated that they live in a two-member household, 19.1% live in a three-member household, 31.9% in a four-member household, 4.3% live in a five-member household, 2.1% of respondents live in a household with over five members. Regarding the division of respondents according to how many members of their households have income, it is shown that in 40.4% of respondents only one member has income, in 57.4% of respondents two members, while in 2.1% of respondents three members have income.

### **Aim and methodology of the research**

The primary objective of the research (at the same time the importance and contribution of the research) is to provide information to tourism providers where to direct their efforts to follow global tourist trends. In which directions to direct strategic directions of tourism development. What and how to do to make Trebinje tourist offer recognizable on the European and world tourist map (Vujić, 2011a). Thanks to the Internet, print media also contribute more to the recognition of tourist offer (Vujić, 2010). The research enables all subjects (individuals-entrepreneurs, legal entities and public sector institutions) interested in tourism development (Vujić, 2011b) to acquire new knowledge about the wishes and habits, that is, the demand for potential tourists. According to the International Telecommunication Union, in 2017, 48% or 3.578 billion of the world's population used the Internet, while 53.6% of households in the world had Internet access from home (ITU, 2017).

In each case, an examination of the association between sociodemographic variables (gender, age, level of education, monthly personal income of respondents and monthly personal income of respondent household, number of household members and number of household members generating income) and habits of potential tourists to use Internet services for the purpose of knowing and using the information you need is multifunctional importance (Vujić et al., 2017).

The survey was conducted in the town of Trebinje through a questionnaire in which the first part of the questions related to socio-demographic data of the respondent, while in the second part the group of dependent variables was operationalized through claims, which were evaluated on a Likert scale. With these statements, we questioned the habits of citizens as potential tourists, how much they use the Internet services in order to inform destinations and their travels, in order to offer valuable guidance to the entities responsible for tourism development and organizing tourist offer based on the analysis of the collected data and conclusions drawn. For data analysis we used: descriptive analysis (percentages, arithmetic mean), Hi-square test, T-test, one-factor analysis of variance, multiple linear regression and Pearson correlation coefficient. The level of statistical significance was set at  $p < 0.05$ , and all data obtained were processed in SPSS, version 23.

*The independent variables* in this survey were gender, age, respondents' level of education, monthly personal income of respondents, monthly household income, number of household members, and number of household members earning income.

*Dependent variables* examined users' habits when using the Internet. More than 14 statements were examined, where the respondents evaluated the extent of their agreement on a five-point Likert-type scale (Vujović, et al., 2017).

### **Research results analysis and conclusion**

Almost all respondents (91.5%) are long-time Internet users and do well in the virtual world, and the same number of them use the Internet on a daily basis. More than half of the respondents (57.5%) strive to always be online. Specifically, 85.1% of those surveyed use information about tourist destinations and how to travel to them, 70.2% use it for fun, while 83% of respondents use it for work. Due to web research, 87.2% of respondents use the Internet, 89.3% use e-mail, while 61.7% use the Internet for shopping. Half of the respondents (53.2%) use the Internet for social networking, 68.1% for e-banking, while 74.5% use it for learning and improvement. Before buying, 74.5% of those surveyed are informed about the total offer and prices on the Internet, while the comments of other users have an impact on 57.5% of the respondents when it comes to their decisions and forming of opinions. 38.3% of those polled love online shopping and do it whenever they have the opportunity.

Table 1: *Purpose of Internet use by respondents*

	1	2	3	4	5	BO
1. I have been a user of the Internet for many years and have a good time in the virtual world	/	2.1%	6.4%	53.2%	38.3%	/
2. I use the Internet everyday	/	2.1%	2.1%	46.8%	44.7%	4.3%
3 I try to always be online	8,5	19,1	14,9	36,2	21,3	/
4. I use the Internet for information	4.3%	6.4%	4.3%	57.4%	27.7%	/
5. I use the Internet for fun	6.4%	6.4%	17.0%	55.3%	14.9%	/
6. I use the Internet for work	2.1%	10.6%	4.3%	53.2%	29.8%	/
7. I use the Internet for web search	2.1%	4.3%	4.3%	57.4%	29.8%	2.1%
8. I use the Internet for email	2.1%	/	6.4%	55.3%	34.0%	2.1%
9. I use the Internet for shopping	8.5%	17.0%	10.6%	46.8%	14.9%	2.1%
10. I use the Internet because of social networks	21.3%	19.1%	6.4%	40.4%	12.8%	/
11. I use the Internet because of E banking	8.5%	17.0%	6.4%	46.8%	21.3%	/
12. I use the Internet for learning and improvement	2.1%	2.1%	19.1%	42.6%	31.9%	2.1%
13. Before making a purchase, I must inform myself via the Internet about the total offer and prices	4.3%	4.3%	17.0%	42.6%	31.9%	/
14. Comments from other Internet users influence my decisions or opinion formation	8.5%	6.4%	25.5%	44.7%	12.8%	2.1%
15. I like to shop online and do it whenever possible	10.6%	23.4%	27.7%	27.7%	10.6%	/

\*1- Disagree at all; 2-Disagree; 3-I'm not sure; 4-Agree; 5-I totally agree; BO - no answer.

Source: *Author's research*

### Hi square test

The chi-square test revealed a statistically significant difference (at the 0.05 level) in the opinion of the respondents that the use of the Internet is indispensable for doing any job in modern society. The difference was found with respect to the gender of the respondents  $\chi^2(1, 235) = 7.784$  and the number of household members  $\chi^2(5, 235) = 22.998$ .

When it comes to gender differences, the results show that all women agree that using the Internet is a must when doing any work, while 89.7% of men agree. It is shown that the respondents also differ in the number of household members. All respondents living in a household with three, four, five, or more than 5 members find that using the Internet is a must when doing any job in modern society, while this number is smaller among respondents living alone (80%).

### **T-test**

The T-test examined whether there were differences between the respondents of different sex in the answers to the dependent variables within which they examined the user's habits when using the Internet. The T-test shows that respondents differ in agreement with the statement "I use the Internet for information"  $t(233) = -3.19, p < .01$ . The results show that women (4.29) agree more with men than men (3.85). Then, respondents are shown to differ with regard to Internet usage due to social networks  $t(233) = -5.63, p < .01$ . Data show that women (3.79) are more likely to use the Internet because of social networks than men (2.73). The results also show the difference between the respondents with regard to the use of the Internet for learning and improvement  $t(228) = -3.08, p < 0.01$ , and it is shown that women (4.31) are more often used by the Internet for this purpose than by men (3.91). No statistically significant gender differences were obtained for the evaluation of the other dependent variables.

### **ANOVA**

A one-way analysis of variance (ANOVA) investigated the effect of age on users' Internet usage habits. The subjects were divided into five groups according to age (20 to 30 years, 31 to 40 years, 41 to 50 years, 51 to 65 years and above 65 years). The results show that there are differences in the respondents' agreement with the statement "I am a long-time Internet user and have a good time in the virtual world"  $F(4,230) = 14.49, p < 0.01$ , and it is shown that the respondents mostly agree with this statement between the ages of 20 and 30 (5.00). Significant differences between the respondents are also obtained when it comes to their daily use of the Internet  $F(4,220) = 4.25, p < 0.01$ , and the results show that the above mentioned are mostly respondents between 20 and 30 years (5,00). Differences between the respondents were also found when it came to their efforts to always be on line  $F(4,230) = 8.24, p < 0.01$ , and the results show that the aforementioned are mostly respondents between 31 and 40 years

of age (4.00). The same analysis found a statistically significant difference between respondents and Internet use due to information  $F(4,230) = 20.45$ ,  $p < 0.01$ , and it shows that the youngest respondents (1.00) use significantly less than other age categories the Internet for information. The results show that there is a difference between the respondents when it comes to Internet use for fun  $F(4,230) = 5.44$ ,  $p < 0.01$ , and the results show that for fun, the Internet is mostly used by the youngest (5,00). Statistically significant differences between the respondents are also obtained when it comes to their use of the Internet for work  $F(4,230) = 31.28$ ,  $p < 0.01$ , and the results show that the Internet is mostly used by respondents aged 31 to 40 (4.50). Significant differences between the respondents are also obtained when it comes to their use of the Internet due to web search  $F(4,225) = 56.16$ ,  $p < 0.01$ , and the results show that respondents from 31 to 40 years (4,50) use more than others Internet for web search. Differences between the respondents were also found when it came to their use of the Internet due to e-mail  $F(4,225) = 49.33$ ,  $p < 0.01$ , and the results show that the majority of respondents aged 31 to 40 years use the Internet for the mentioned purposes (4,50). The same analysis found a statistically significant difference between respondents and Internet use due to buying  $F(4,225) = 10.64$ ,  $p < 0.01$ , showing that respondents between 31 and 40 years of age (3.75) are more likely than other groups, use the Internet to make purchases. The results show that there is a difference between the respondents when it comes to the use of the Internet due to social networks  $F(4,230) = 4.86$ ,  $p < 0.01$ , and the results show that for the mentioned purposes the most respondents are used between 31 and 40 years of age (3,25) and between 41 and 50 (3.25). Statistically significant differences between the respondents are also obtained when using the Internet because of E-banking  $F(4,230) = 13.17$ ,  $p < 0.01$ , and the results show that the Internet is mostly used by respondents between 31 and 40 years for electronic banking (4,50). Significant differences between the respondents are also obtained when it comes to the use of the Internet for learning and training  $F(4,225) = 27.23$ ,  $p < 0.01$ , and the results show that for the mentioned purposes the Internet is more used by respondents between 51 and 65 years (4.25). Differences between the respondents were also found when it comes to their agreement with the statement Before buying, I am obliged to inform the Internet about the total offer and prices  $F(4,230) = 15.94$ ,  $p < 0.01$ , and the results show that the respondents agree with the above in the fourth decade of life (4,50). The same analysis found a statistically significant difference between the respondents and when agreeing with the comments The comments of other Internet users influence my decisions or the formation of opinions  $F(4,225) = 10.81$ ,  $p$



<0.01, and it is shown that they agree with the afore mentioned more than other groups subjects between 31 and 40 years of age (4.00). The results also show differences between the respondents when agreeing with the statement I like to buy online and do this whenever possible  $F(4,230) = 6.18, p < 0.01$ , and it is shown that the mentioned are much more liked and made by respondents between 31 and 40 years (3.25). One-factor analysis of variance (ANOVA) also investigated the impact of work status on users' habits when using the Internet. Entities are divided into five groups according to their working status (employees, unemployed, students, students, pensioners). There were no students and students in the sample. The results show that there are differences between the respondents with the statement I am a long time user of the Internet and I do well in the virtual world  $F(2,232) = 3.04, p < 0.05$ , and it is shown that the said statement is mostly agreed by unemployed respondents (4, 43). The same analysis found a statistically significant difference between the respondents and the use of the Internet because of the information  $F(2,232) = 6.07, p < 0.01$ , and it is shown that the above-mentioned purposes are mostly used by pensioners (4,60). The results show that there is a difference between the respondents when it comes to using the Internet for fun  $F(2,232) = 11.51, p < 0.01$ , and the results show that the Internet is mostly used by the unemployed (4.30). Statistically significant differences between the respondents are also obtained when it comes to their use of the Internet for work  $F(2,232) = 10.64, p < 0.01$ , and the results are expected and show that the work is mostly used by employees (4,14). Significant differences between the respondents are also obtained when it comes to their use of the Internet due to web search  $F(2,227) = 6.26, p < 0.01$ , and the results show that the above-mentioned purposes are more used by employees for the mentioned purposes (4,21). Differences between the respondents were also found when it came to their use of the Internet due to e-mail  $F(2,227) = 7.14, p < 0.01$ , and the results show that these are mostly employees (4,32). Statistically significant differences between the respondents are also obtained when using the Internet due to E-banking  $F(2,232) = 4.05, p < 0.05$ , and the results show that the above mentioned are more employees than others (3.69). Differences between the respondents were also found when it came to their agreement with the statement Before buying, I am obliged to inform the Internet about the total offer and prices  $F(2,232) = 3.52, p < 0.05$ , and the results show that these are mostly pensioners (4, 40). The results also show differences between respondents when agreeing with the statement I like to shop online and do this whenever possible  $F(2,232) = 3.25, p < 0.05$ , and it is shown that this is less desirable for employees (2,97). One-way analysis of variance (ANOVA) also explored the impact

of education on users' Internet usage habits. The subjects are divided into four groups by education (elementary school, high school, college/master/doctoral level). The results show that there are differences between the respondents with the statement I am a long-time user of the Internet and I do well in the virtual world  $F(3,231) = 3.76, p < 0.05$ , and it is shown that the respondents mostly agree with the completed elementary school (5.00). Differences between the respondents were also found when it came to their efforts to always be on line  $F(3,231) = 8.72, p < 0.01$ , and the results show that they are more or less highly educated (3.73) than others. The same analysis found a statistically significant difference between the respondents and the use of the Internet for informing  $F(3,231) = 20.19, p < 0.01$ , and it is shown that to a greater extent the above mentioned are secondary education respondents (4,11). The results show that there is a difference between the respondents when it comes to using the Internet for fun  $F(3,231) = 4.14, p < 0.01$ , and the results show that the aforementioned are mostly respondents with only primary school education (5.00). Statistically significant differences between the respondents are also obtained when it comes to their use of the Internet due to work  $F(3,231) = 20.19, p < 0.01$ , and the results show the above mentioned more than other educated respondents (4,11). Significant differences between the respondents are also obtained when it comes to their use of the Internet due to web search  $F(3,226) = 41.3, p < 0.01$ , and the results show that they are mentioned more than others with completed masters, masters or doctoral degrees (4.46). Differences between the respondents were also found when it came to their use of the Internet due to e-mail  $F(3,226) = 65.95, p < 0.01$ , and the results show that because of the e-mail, the respondents are more likely to use masters, masters or doctoral degrees (4,54). The same analysis found a statistically significant difference between the respondents and the use of the Internet due to the purchase of  $F(3,226) = 9.64, p < 0.01$ , and it is shown that the above mentioned are more highly educated respondents (3.73). The results show that there is a difference between the respondents when it comes to using the Internet because of social networks  $F(3,231) = 8.11, p < 0.01$ , and the results show that due to the mentioned Internet, more or more highly educated respondents (3,53) use it more than others groups. Statistically significant differences between the respondents are also obtained when using the Internet due to E-banking  $F(3,231) = 9.97, p < 0.01$ , and the results show that, due to the aforementioned, more or highly educated respondents (3.87) use it more than other categories. Significant differences between the respondents are also obtained when it comes to using the Internet for learning and training  $F(3,226) = 28.9, p < 0.01$ , and the results show that more or more highly educated respondents

use the Internet for their improvement (4.29). Differences between the respondents were also found when it comes to their agreement with the statement Before buying, I am obliged to inform the Internet about the total offer and prices  $F(3,231) = 19.84$ ,  $p < 0.01$ , and the results show that they agree with the aforementioned more than others. secondary education respondents (4.17). The same analysis found a statistically significant difference between the respondents and when agreeing with the claim "Comments of other Internet users influence my decisions" or formation of attitudes  $F(3,226) = 12.37$ ,  $p < 0.01$ , and it is shown that they agree with the mentioned ones to a greater extent than other groups more or highly educated respondents (3.71). The results also show differences between respondents when agreeing with the statement I like to shop online and do this whenever possible  $F(3,231) = 5.82$ ,  $p < 0.01$ , and it is shown that respondents with the least education agree with the above (1.00). One-way analysis of variance (ANOVA) also explored the impact of personal income on users' Internet usage habits. Entities are divided into four groups according to the amount of monthly personal income: no personal income, below average income, average income and above average income. The same analysis found a statistically significant difference between the respondents and the use of the Internet for informing  $F(3,231) = 7.93$ ,  $p < 0.01$ , and it is shown that the above mentioned are the respondents who do not earn personal income (4.50). The results show that there is a difference between the respondents when it comes to using the Internet for fun  $F(3,231) = 4.08$ ,  $p < 0.01$ , and the results show that the mentioned ones are larger than the other respondents who do not earn personal income (4.50). Statistically significant differences between the respondents are also obtained when it comes to their use of the Internet because of the work  $F(3,231) = 11.43$ ,  $p < 0.01$ , and the results show that this is less mentioned than the respondents with no personal income (3.00). Significant differences between the respondents are also obtained when it comes to their use of the Internet due to web search  $F(3,226) = 8.45$ ,  $p < 0.01$ , and the results show that due to the aforementioned Internet, respondents who do not earn personal income use it more than other groups. (4.50). The same analysis found a statistically significant difference between the respondents and the use of the Internet due to the purchase of  $F(3,226) = 8.04$ ,  $p < 0.01$ , and it is shown that, because of the mentioned Internet, the respondents with the least average personal income (3.75) use it the least. The results show that there is a difference between the respondents when it comes to using the Internet due to social networks  $F(3,231) = 8.33$ ,  $p < 0.01$ , and the results show that the Internet is mostly used by respondents who do not earn personal income (5.00). Statistically significant differences between

the respondents are also obtained when using the Internet because of E-banking  $F(3,231) = 6.98$ ,  $p < 0.01$ , and the results show that, due to electronic banking, respondents with below average incomes (2,67) use the Internet less than others. Significant differences between the respondents are also obtained when it comes to the use of the Internet for learning and training  $F(3,226) = 5.57$ ,  $p < 0.01$ , and the results show that the Internet is mostly used by respondents without personal income (5,00) for the sake of improvement. Differences between the respondents were also found when it comes to their agreement with the statement-Before buying, I am obliged to inform the Internet about the total offer and prices  $F(3,231) = 8.85$ ,  $p < 0.01$ , and the results show that the above mentioned are mostly the respondents who do not achieve personal income (5.00). The same analysis found a statistically significant difference between the respondents and when agreeing with the statement- Comments of other Internet users influence my decisions or formation of opinions  $F(3,226)=8.57$ ,  $p < 0.01$ , and it is shown that the respondents mostly agree with the earn personal income (5,00). The results also show differences between the respondents when agreeing with the statement I like to shop online and do this whenever possible  $F(3,231)=7.13$ ,  $p < 0.01$ , and it is shown that the aforementioned respondents are the least with the below average personal income (2.00). One-way analysis of variance (ANOVA) also explored the impact of household income on users' Internet usage habits. Entities are divided into four groups according to the amount of monthly household income: households with no income, households with below average income, households with average income and households with income above average. There was no household without income in the sample. Significant differences between the respondents are also obtained when it comes to their daily use of the Internet  $F(2,222)=5.77$ ,  $p < 0.01$ , and the results show that the above mentioned are more respondents than the average household income (4,55). The same analysis found a statistically significant difference between the respondents and the use of the Internet due to information  $F(2,232)=4.91$ ,  $p < 0.01$ , and it is shown that due to the mentioned Internet, respondents with a below average household income (4.33) are more likely to use it. Significant differences between the respondents are also obtained when it comes to their use of the Internet for work  $F(2,232) = 3.17$ ,  $p < 0.05$ , and the results show that the Internet is more widely used by respondents with below average household income (4.33). Significant differences between the respondents are also obtained when it comes to their use of the Internet due to web search  $F(2,227)=6.22$ ,  $p < 0.01$ , and the results show that due to the mentioned Internet, respondents with a below average household income use it more (4,33). The same analysis found a

statistically significant difference between the respondents and the use of the Internet due to the purchase of  $F(2,227)=7.21$ ,  $p<0.01$ , and it is shown that, because of the mentioned Internet, respondents with higher average household income (3.52) use it more than others. Statistically significant differences between the respondents are also obtained when using the Internet because of E-banking  $F(2,232) = 4.94$ ,  $p <0.01$ , and the results show that, because of the mentioned Internet, respondents with higher average household incomes (3.71) use it more than others. Differences between the respondents were also found when it comes to their agreement with the statement Before buying, I am obliged to inform through the Internet about the total offer and prices  $F(2,232) = 7.33$ ,  $p<0.01$ , and the results show that they agree with the above to a greater extent than others. respondents with average household income (4.04). The results also show differences between the respondents when agreeing with the statement I like to shop online and do this whenever possible  $F(2,232) = 12.3$ ,  $p <0.01$ , and it is shown that the aforementioned are the respondents with below average household income (2.00). One-factor analysis of variance (ANOVA) also examined the influence of the number of household members on the respondents' opinion on entrepreneurship. Entities are divided into six groups by number of household members (one, two, three, four, five, and more than five household members). The results show that there are differences between the respondents with the statement I am a long time user of the Internet and I do well in the virtual world  $F(5,229) = 7.61$ ,  $p<0.01$ , and it is shown that the respondents mostly live in five household (5.00). Significant differences between the respondents are also obtained when it comes to their daily use of the Internet  $F(5,219)=3.55$ ,  $p<0.01$ , and the results show that the Internet is mostly used daily by respondents living in households with 5 or more members (5.00 ). Differences between the respondents were also found when it came to their efforts to always be on line  $F(5,229)=7.34$ ,  $p<0.01$ , and the results show that the aforementioned are mostly respondents from five-member households (5.00). The results show that there is a difference between the respondents when it comes to using the Internet for fun  $F(5,229) =3.78$ ,  $p <0.01$ , and the results show that this is mostly made up of respondents living in a five-member household (4,50). Statistically significant differences between the respondents are also obtained when it comes to their use of the Internet due to work  $F(5,229)= 5.76$ ,  $p<0.01$ , and the results show that the aforementioned are mostly respondents living in households with 5 or more members (5. 00). Significant differences between the respondents are also obtained when it comes to their use of the Internet due to web search  $F(5,224) = 6.27$ ,  $p <0.01$ , and the results show that the

Internet is mostly used by respondents living in households with 5 or more members due to Web search. (5.00). Differences between the respondents were also found when it came to their use of the Internet because of e-mail  $F(5,224) = 6.95$ ,  $p < 0.01$ , and the results show that the Internet is mostly used by respondents living in households with 5 or more members (5.00). The same analysis found a statistically significant difference between the respondents and the use of the Internet because of the purchase of  $F(5,224) = 5.33$ ,  $p < 0.01$ , and it is shown that the purchase is mostly used by respondents living in a five-member household (5.00). The results show that there is a difference between the respondents when it comes to the use of the Internet due to social networks  $F(5,229) = 8.29$ ,  $p < 0.01$ , and the results show that because of the aforementioned the Internet is mostly used by the respondents living in a five-member household (5.00). Statistically significant differences between the respondents were also obtained when using the Internet because of E-banking  $F(5,229) = 7.95$ ,  $p < 0.01$ , and the results show that, due to electronic banking, the respondents are mostly used by respondents living in households with 5 or more members (5,00). Significant differences between the respondents are also obtained when it comes to using the Internet for learning and training  $F(5,224) = 8.1$ ,  $p < 0.01$ , and the results show that the Internet is mostly used by respondents living in households with 5 or more members. (5.00). Differences between the respondents were also found when it comes to their agreement with the statement Before buying, I am obliged to inform the Internet about the total offer and the prices  $F(5,229) = 5.84$ ,  $p < 0.01$ , and the results show that the Internet offers the highest and highest prices. measure informed by respondents living in households with 5 or more members (5.00). The results also show differences between respondents when agreeing with the statement I like to shop online and do this whenever possible  $F(5,229) = 8.32$ ,  $p < 0.01$ , and it is shown that the respondents are mostly liked and made by respondents from five-member households (5,00). One-way analysis of variance (ANOVA) also examined the impact of the number of household members earning on users' Internet usage habits. Entities are divided into six groups by the number of income generating household members (none, one, two, three, four, and more than four income generating household members). The sample did not include respondents living in a household in which more than four household members earn income, nor a household in which no member earns income. Differences between the respondents were also found when it came to their efforts to always be on line  $F(2,232) = 5.17$ ,  $p < 0.01$ , and the results show that the above mentioned respondents are more likely to live in households where one member earns money (3.74). The results show that there is a difference

between the respondents when it comes to the use of the Internet because of social networks  $F(2,232)=4.91$ ,  $p<0.01$ , and the results show that the Internet is mostly used by respondents living in households with three members generate revenue (4.00). Significant differences between the respondents are also obtained when it comes to using the Internet for learning and training  $F(2,227)=6.4$ ,  $p<0.01$ , and the results show that, because of learning and improvement, the respondents mostly use the respondents living in households in which one member generates revenue (4.21). The same analysis found a statistically significant difference between the respondents and when agreeing with the comments Comments of other Internet users influence my decisions or formation of opinions  $F(2,227)=4.03$ ,  $p <0.05$ , and it is shown that the respondents agree with the above to a greater extent than others. living in households where three members earn income (4,00). The results also show differences between the respondents when agreeing with the statement I like to shop online and do this whenever possible  $F(2,232)=3.35$ ,  $p <0.05$ , and it is shown that the respondents who live in households where one member earns income (3,21).

### Correlation

Pearson's linear correlation coefficient was used to examine the interrelationship between the dependent variables that examined users' Internet usage habits.

The results of the correlation matrix, listed in Table 2, show that the highest degree of dependence was found between the claims I have been a long time user of the Internet and I do well in the virtual world and use the Internet everyday ( $r = + 0.849$ ,  $p<.01$ ), which means that with the growth of agreement with one statement the agreement with the other and vice versa.

Table 2: Results of association between dependent variables

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1		1.849**	.314**	.106	.075	.428**	.373**	.232**	.157*	.190**	.199**	.417**	.180**	.202**	.093
2			1.428**	.202**	.187**	.376**	.364**	.319**	.086	.151*	.148*	.386**	.237**	.192**	.111
3				1.251**	.030	.286**	.493**	.329**	.188**	.306**	.316**	.478**	.389**	.315**	.338**
4					1.421**	.600**	.500**	.388**	.137*	.389**	.063	.359**	.297**	.275**	.169**
5						1	.014	-.035	-.128	.134*	.295**	.014	-.039	.020	.347**
6							1.721**	.636**	.222**	.234**	.186**	.565**	.233**	-.022	.038

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
7								1.774**	.322**	.311**	.421**	.773**	.469**	.222**	.347**
8								1.249**	.084	.255**	.689**	.281**	.167*	.178**	
9									1.448**	.470**	.277**	.533**	.402**	.698**	
10										1.479**	.102	.360**	.466**	.416**	
11											1.437**	.620**	.484**	.457**	
12												1.393**	.160*	.227**	
13													1.414**	.611**	
14														1.424**	
15															1

\*p< .05; \*\*p< .01

### Conclusion

Based on the analysis of the research, it can be concluded that the vast majority (91.5%) are long-term users of the Internet and have a good time in the virtual world, and that the same number of them use the Internet on a daily basis. When it comes to their efforts to always be online, the respondents are divided into those who are constantly online (42.6%) and those who are not (42.6%).

Due to the information about the decisions of the choice of tourist destinations and the ways of traveling to them, the Internet uses 85.1% of the respondents, which is a very high percentage, and that the respondents use the Internet more solely for checking email 89.3% and 87.2% due to the web Internet research.

A large number of respondents use 70.2% of the Internet for entertainment, then 83% of respondents for work, while 61.7% use the Internet for shopping. Half of the respondents (53.2%) use the Internet for social networking, 68.1% for e-banking, while 74.5% use it for learning and improvement.

Before buying, 74.5% of those surveyed are informed about the total offer and prices on the Internet, while the comments of other users have an impact on 57.5% of the respondents when it comes to their decisions and forming of opinions. 38.3% of those polled love online shopping and do it whenever they have the opportunity.



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