

## **The perception of tourism product quality and tourist satisfaction:**

### **the case of polish tourists visiting Bulgaria**

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#### **Abstract**

The article presents the results of a secondary data analysis examining Polish tourists' perception of tourism product quality offered by Bulgarian hotels. The researchers examined data collected by Itaka travel agency regarding tourists' satisfaction with the package holidays in Bulgaria between 2010-2013. Since the number of Polish tourists visiting Bulgaria has increased over the last years, it has been hypothesized that Bulgarian hotels offer a competitive value proposition and a very good price/quality relationship. The surveyed sample of tourists spent their summer holiday in one of 14 summer resorts located in Sunny Beach and in Golden

Sands area, 4 – three-star hotels and 10 – four-star hotels and the total sample volume is 1212 tourists. The quantitative analysis of tourists' perceptions of product quality offered by Bulgarian hotels was performed through the scale based on the evaluation of a list of the hotel attributes representing values important for tourists. The qualitative analysis was based on the tourists' comments regarding their holiday experience in Bulgaria.

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**Keywords:** hotel product attributes; product quality perception; quantitative analysis

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