

## ASPECTS OF CONSUMER BEHAVIOR IN SUSTAINABLE TOURISM

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**Abstract.** *The concept of sustainable tourism refers to the balance between the environment, society and economic system. In recent years, environmental issues and "green" are the main topics of public debate in many countries that included global warming, comfort animals and wildlife conservation, organic food, pollution and recycling. In the early 1990s resulted idea of a green consumer that takes account of environmental issues when deciding what to buy and what not. Another example of the so-called "green consumer" was thought to be increasing concern for food safety and quality, and increasing demand for organic food. Action in the tourism industry in terms of environmental protection, has embraced many forms: tour operators have begun to include information about environmental issues for customers and encourage them to care more for the environment; hotel chains have adopted environmental management policies and campaigned to persuade tourists to be aware of the environment; sponsorship of awards for environmentally friendly tourism.*

*Key words: consumer behavior, sustainable tourism, green, environment*

### INTRODUCTION

First we clarify the concept of "green" and "sustainable" in terms of tourism. When referring to "green" the majority's definition focuses on the natural physical environment, which is in contrast to newer term that is sustainable, which is more concerned with the future and the balance between the environment, society and economic system. In recent years, environmental issues and "green" are the main topics of public debate in many countries. They include global warming, animal comfort and conserving wildlife, organic food, pollution and recycling. In the late 1980s and beginning of the next decade to materialize the idea that there is a green consumer to take account of environmental issues when deciding what to buy and what not.

Another example of the so-called "green consumer" was thought to be increasing concern for food safety and quality and the growing demand for organic food. And politicians have recognized the emergence of "green consumer" in the late 1980s and early 1990s and were quick to support the strategies considered environmentally friendly.

### MATERIAL AND METHOD

There are certain factors that influence the tourist to buy a product tour:

- motivational - tourist reasons to want to purchase a particular product;
- determinants - determine the extent to which tourists can purchase the desired product.

A wide range of factors motivate consumers to buy tourism products. We will examine those motivational factors that encourage tourists to take certain decisions to purchase:

- those that motivate a person to take a vacation;
- those that motivate people to take some vacation, to a specific destination within a certain period.

## RESULTS AND DISCUSSION

In terms of determinants, we can subdivide the factors: personal factors of the tourist and traveler external factors.

Personal determinants refer to:

*Circumstances:* health, disposable income, leisure, work commitments, family commitments, owning a car

*Knowledge:* destination, the availability of various tourism products, price differences between competing organizations

*Attitudes and perceptions:* perceptions destinations and tourism organizations, political views, preference for certain countries and cultures, fear of some ways to travel, how long before you want to plan the trip, ideas about what the value of money, attitudes to standards behavior as a tourist

*Experience:* types of holidays, destinations different tourist products offered by different organizations, a trip to particular individuals or groups, trying to find low prices

*External determinants of tourist behavior concerns:* global factors, economic, social and technological national factors, major social, political, economic, social and technological influences from the media, marketing of the tourism industry, visions friends and relatives .

*Political factors:*

- Government policy and legislation;
- Visa requirements, restrictions on immigration;
- Terrorism and civil unrest;
- The nature of the political system;
- Tax policy, for example, airport charges;
- Fees for tourists

*Media:*

- On holidays, for example, television commercials, newspaper or tourist guides;
- Unrelated to travel, for example, news programs or programs about wildlife.

*Organization of tourist products:*

- Advertising campaigns of foreign destinations;
- Brochures provided by tour operators;
- Special promotions offered by travel agent company.

The extent to which the behavior of tourists is influenced by personal and external determinants vary by personality and lifestyle. Extroverted people are prone to external factors, such as the views of relatives and friends. The introvert is based more on experience. People with higher education, regularly watching news programs on television are interested in global issues and social or environmental, can be influenced by external factors, documents on Human Rights in the government of a country. Those who are not concerned with such things either do not know the situation of that country or not they think of this factor.

It is important to note that most determinants either foster or hinder tourists who want to transform their motivations or desires into reality. For example, encourages a high income, while the small one constrains. Similarly, a tourist guide with attractive image of a resort convince potential tourists to visit, as opposed to a negative presentation which normally would have the opposite effect.

At the same time, many airline companies have detected the determining factor that can prevent some to vacation in distant countries: fear of flying. This obviously reduces their potential clientele. So they began to offer courses to help people to overcome their fear of flying.

From these brief examples it is clear that the tourism industry can exploit to their advantage determinants or seek to influence others, all in their interest.

Probably the best example of influencing factors and exploitation by the tourist industry is the issue price. Many tourists like the idea that they have found a discount holiday. This may be considered as belonging to the statute, the idea of being known to you negotiated "hard" for a tourism product. Therefore, the industry focus on the 'great deal' you sell through travel agencies offer discounts of up to 20%, free places for children, or free provision.

The tourism industry plays a major role in influencing behavior determinants of tourists. For example, it:

- creates products designed to meet all conditions of the determinants of tourist behavior; for example, offers packages designed for tourists who have certain health problems, such as walking difficulties;
- provide information to potential tourists on everything from health issues, visa requirements, climate destination and even cultural attractions of the destination;
- design promotional packages that correspond to key determinants of behavior of different groups of tourists. This may involve emphasis on those with limited income reductions for those looking for bargains, for those who want to ensure the safety or selling a resort destination as having facilities for children;
- determinants influence, providing people with limited budget occasion tourism products sold on credit, with the possibility of paying installments over a period of time.

We will return to the notions mentioned that can be replaced with the term "green", there are still some subtle differences between them:

- ecotourists are largely motivated by the desire to see the natural history of their destination. In addition, the interest may be to protect the environment in that area, but surely this is not their primary concern;
- alternative tourism means usually less dolled tourism and practiced on a smaller scale. It is assumed that means is "greener" than package holidays unsegmented market, but this is not always the case;
- smart tourism related to the increasing willingness of tourists to learn something new holiday. It is associated with certain forms of tourism that can be considered education, including cultural tourism and holidays study.
- no holidays also have nothing "green" in their essence;
- sustainable tourism is concerned with social justice and economic viability and the environment, being interested in the future by these differing issues and concerns "green" dominant;
- tourists ethics is concerned with a wider range of issues than tourism "green" archetypal.

For example, they may be interested in human resource strategies in the tourism industry, such as wages and employability on the local jobs and economic benefits of tourism distribution in the economy. This term, the tourist ethical, is the most frequently now.

Tourists each have their views and they will influence the behavior and I will distinguish between them.

Issues that might concern green tourists:

<b>Wildlife</b>	<b>Shipping</b>	<b>Recreational activities</b>
<ul style="list-style-type: none"> <li>• zoos;</li> <li>• safari;</li> <li>• hunting;</li> <li>• use of animals for the entertainment of tourists;</li> </ul>	<ul style="list-style-type: none"> <li>• pollution due to road and air transport;</li> <li>• green transport infrastructure construction sites and</li> </ul>	<ul style="list-style-type: none"> <li>• construction of golf courses;</li> <li>• erosion caused by walking, riding and climbing;</li> </ul>

	wildlife habitats;	
<p><b>Conservation</b></p> <ul style="list-style-type: none"> <li>landscapes</li> <li>wildlife;</li> <li>urban</li> </ul>	<b>Green tourist</b>	<p><b>New buildings</b></p> <ul style="list-style-type: none"> <li>size;</li> <li>position;</li> <li>materials;</li> <li>form;</li> </ul>
<p><b>Using resources</b></p> <ul style="list-style-type: none"> <li>water;</li> <li>land;</li> <li>food;</li> </ul>	<p><b>Pollution</b></p> <ul style="list-style-type: none"> <li>personal;</li> <li>air;</li> <li>water;</li> <li>noise;</li> <li>visual;</li> </ul>	<p><b>Operational practices tourist organizations</b></p> <ul style="list-style-type: none"> <li>recycling;</li> <li>purchase;</li> <li>disposal;</li> <li>energy consumption;</li> </ul>

Green Tourists can be influenced by many motivating factors, namely:

- altruistic belief that there is a need to protect the environment;
- desire to feel satisfied with their behavior as tourists;
- desire to improve their image among friends and relatives who see that you're worried about the environment;

### CONCLUSIONS

Regardless of tourist motivation to be green, it can not always be converted into actual behavior due to the influence of several determinants.

The main determinants which prevent tourists have an environmentally friendly behavior are:

- information from the media and pressure groups;
- disposable income or other concerns, such as homelessness and unemployment;
- previous experience personal friends or relatives;
- owns or car;
- interest in particular issues such as animal welfare or riding and climbing activities;
- preference for certain types of holiday - beach, city sightseeing tours - and different destinations;
- membership in a particular group pressure and conservation organization like Greenpeace and the Worldwide Fund for Nature;
- advice received from the tourism industry, particularly tour operators.

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