

# **SUSTAINABILITY, DESTINATION CHOICE AND TOURIST BEHAVIOUR**

## **CASE OF LATVIA**

**Aija van der Steina**, Mg. geogr., Phd student of University of Latvia  
**Ilze Medne**, Mg. commerc., Lecturer of University of Latvia

### **ABSTRACT**

As can be seen from the Latvian example, factors characterising sustainability play an ever more significant role in the tourists' choice of the destination. The research authors have divided Latvian inbound leisure and weekend break tourists into 3 groups (segments): sustainability oriented tourists, tourists with unpronounced / insignificant sustainability features and non-sustainability oriented tourists. The groups were divided in accordance to the tourists' attitude towards sustainability factors: authentic cultural heritage, unspoilt nature, unpolluted environment, welcoming attitude of the local people and tourism intensity (not too "touristy").

The research analyses in depth sustainability oriented tourist and non-sustainability oriented tourist behaviour and satisfaction.

**Keywords:** sustainable tourism, tourist behaviour, customer satisfaction

## INTRODUCTION

Tourism development in Latvia experienced a rapid growth during the period 2000-2008 reaching an increase of 23% per year (number of inbound tourists increased from 0.54 mil. in 1999 to 1.65 mil. in 2008 (CSB, 2009)). The main factors promoting inbound tourism development over the past few years has been the introduction of low cost airlines in the market, expansion of direct flights network and the accession into the European Union (EU) that raised the interest of journalists and foreigners towards the new EU member states. However the growth (13%) of inbound tourism decreased in 2007 approximately by half in comparison to the three previous years thereby indicating market saturation to a certain extent. Both tourists as well as local inhabitants started to express their dissatisfaction with the huge tourist intensity in the capital Riga (72% of all visitor nights of inbound tourist in 2008) (CSB, 2009) and the behaviour of certain segments (stag tourists). The increase in dissatisfaction among local inhabitants and tourists forced the institutions responsible for tourism development to pay attention to these problems and seek solutions regarding how to manage the development of tourism in the future so that it remains economically profitable without leaving a negative impact on the local environment at the same. This stance was clear at the theoretical level that tourism development has to be sustainable. However, how to manage it practically – to transform a destination that is relatively new in the global market and yet to achieve broad recognition into an attractive tourist destination. Is it possible to attract tourists who are concerned about sustainable issues? Do social responsible tourists exist? Is the travel behaviour of those tourists different from others? Do tourists consider sustainability factors important in their choice of Latvia as a destination?

Hassan states: *A strategic focus on sustainability implies becoming committed to reaching environmentally oriented travel consumers wherever they are found in the world* (Hassan: 240)

To find answers to the above mentioned issues, additional questions were added to the Latvian tourists questionnaire enabling one to evaluate the importance of sustainability

factors in the choice of Latvia as a destination, the difference in tourist behaviour and also the level of tourist satisfaction..

## 1. REVIEW OF LITERATURE

### **Sustainable Tourism and Sustainable Tourist Segments**

Since the 1987 Brundtland Commission Report (WCED, 1987), wherein sustainable development was defined, tourism development policy was based on sustainable tourism development i.e. “tourism, which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community” (Swarbrooke, 1999:36). World Tourism Organisation (UNWTO, 1995: 30) defines sustainable development as tourism that

*meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.*

Tourism influence and sustainable issues from the planning perspective have been widely analysed in academic literature. However, relatively less attention has been paid directly to marketing. Tourism planning literature up until now mainly focused on reduction and restriction of tourism influence without taking into account the economic benefits of tourism, market dynamics and the needs of entrepreneurs. *Buhalis (2000)* states that there still exists a deep chasm between tourism destination planning and marketing. Freyer (2001) states modern (sustainable) tourism development is based on the behaviour of respective market stakeholders: tourism product providers ensure socially, ecologically and economically justified offers; tourism demand is based on environment friendly destination behaviour (choice of product and enterprise); tourism market encourages, develops and protects social, nature and economic friendly tourism segments; determines the guidelines for sustainable tourism development and promotes tourism

development in accordance to sustainable development principles.

Although sustainable issues have been topical over the past few decades, there is still a lack of unified view of what should be sustained and what indicators are applicable for the evaluation (measurement) of sustainability (McCool et al., 2001). There have been several attempts at practically measuring the sustainability of tourism development in tourism destinations, e.g. European Commission's Destinations of Excellence (EDEN) project where 20 indicators with a string of measurements have been included for evaluation of a destination, however, only one indicator customer satisfaction has been used for evaluation while determining demand sustainability: percentage of visitors that are satisfied with overall experience, percentage of repeat/return customers (within 5 years) and value/price rating by visitors (TSG & NECSTouR, 2007).

From the destination marketing point of view the question whether there exist tourism segments that are orientated towards sustainability and make their destination choice based on respect for nature, social and cultural environment and whether the tourist behaviour corresponds to the principles of sustainable tourism remains to be seen. Hassan (2000) states:

*A strategic focus on sustainability implies becoming committed to reaching environmentally oriented travel consumers wherever they are found in the world and destinations are winning competitive battles by careful analysis and response to the core values and needs of the segmented travel marketplace* (Hassan, 2000: 240) . Hassan and Vandermerwe (1994) state, that travel consumers can be from „light green” (environmentally aware) to „green in heart” (high levels of environmental commitment) (cited in Hassan 2000: 240). Liu (2003: 461) analysing recent sustainability research in literature states:

*While emphasising the sustainability of tourism resources, no due attention has yet been paid to that of tourist demand, especially at the destination level, where a sustained flow of tourists cannot be taken for granted though this might be the case at the global level....* In the author's opinion with the exception of few authors such as Butler (1999),

Middleton & Hawkins (1998) sustainable tourism researchers have not paid due attention to demand issues (cited in Liu, 2003: 462). Similar opinions are expressed by Miller (2003), that the role of consumers in the implementation of sustainable tourism has not been taken into account in previous researches. Comparatively few research data is available on tourist behaviour and tourist groups (segments) that consider sustainability principles important. For instance, Palacio & Mc Cool (1997) divided ecotourists in Belize into 4 sub segments: the natural escapist, the ecotourist, the comfortable naturalist and the passive players. Rayan and Huyton (2000,) divided nature oriented tourists to Northern Territory in Australia into two groups: those interested in aboriginal culture and those not interested ( cited in Dolnicar, 2004). Dolnicar (2004) divided summer tourists to Austria into two groups depending on their attitude to maintaining unspoilt surroundings: sustainable and non-sustainable tourists. Miller (2003) carried out a survey to ascertain environmental, social, cultural, economic or political information sources of UK Destination Travel Market visitors. Kastenholz (2004) while researching rural tourism in Portugal based on benefits sought divided tourist into four segments: Urbans, Calm rural enthusiasts, Active rural enthusiasts, and Purists, who were further evaluated according to attractiveness and destination fit criteria. Wurzinger and Johansson (2006) compared environmental concern among three Swedish tourist groups: ecotourists, nature tourists and city tourists. In such particular researches tourist attitude towards certain sustainability dimensions such as environmental sustainability or cultural sustainability are revealed.

### **Significance of Customer Satisfaction in Attracting Tourists**

Tourist satisfaction is significant for successful destination marketing as it affects the choice of destination, consumption of tourism product and service as well as the decision on returning to the destination. Social psychology, marketing and customer behaviour researchers have carried out comprehensive studies of customer satisfaction and dissatisfaction over the last decades. As a result of research a lot of definitions of the concept of satisfaction have been

put forward based on purchase (Oliver, Swan (1989)), after sales (Fornell (1992), Westbrook, Reilly (1983) and Churchill, Suprenant (1982) cited in Giese et al. 2000:5-8), consumption (Oliver (1997), Cadotte, Woodruff, Jenkins (1987), Westbrook (1987), Swan et al.(1980) cited in Giese et al. 2000:5-8) or post- consumption (Tse, Wilton (1988), Swan et. al (1980) cited in Giese et al. 2000:5-8) evaluations that express positive, neutral or negative attitude towards a particular product or service. Although there are a lot of nuances, they all basically focus on one main aspect: customer satisfaction shows the correspondence between the subjectively perceived and practically experienced satisfaction of needs and desires offered by products or services.

Significant research has also been carried out to determine the influence of level of customer satisfaction on further customer behaviour. The most researched expression of customer satisfaction is loyalty that comprises three areas: repeat purchases made by customers concerning a particular product, additional purchases made concerning other products offered by the same supplier and recommendation of the product to other potential customers ("word of mouth" advertising). The mutual positive influence of customer satisfaction and loyalty is irrefutably proven by empirical research studies carried out in different economic fields and industries (Oliver (1988, 1989), Woodruff et al. (1983) cited in Kaiser, 2005: 29–38), including the tourism industry (Braun (1993), Kozak, Rimington (2000)). Tourists tend to return to places where services received or impressions gathered have given them a sense of satisfaction (repeat purchases). They repeatedly choose other products offered by the same tour operator if their tour was successful (additional purchases). Tourists upon returning from a tour often share their impressions with their relatives, friends and acquaintances – positive travel experience and satisfaction with services used very often serve as motivation to visit destinations about which one has heard positive travel reviews (further recommendation). Thereby a satisfied tourism customer also becomes a loyal free advertisement tool for destinations, countries, regions as well as tourism service providers.

## 2. OVERVIEW OF THE RESEARCH AND RESULTS

Data from tourist survey jointly carried out by the author and Tourism Development Agency of Latvia (LTDA) for the basis of the research. The survey was carried out from July to December 2007. The survey comprised 989 foreign tourists who completed questionnaires independently. The breakdown of tourists according to countries are as follows: 20 % tourists from Germany, 11% from the UK, 6% - Sweden, 5% - Lithuania, 5% -Estonia, 4% - Finland, 4% -Russia and other countries. SPSS programme was used for data processing and analysis.

Based on sustainability dimensions that include respect for local nature and social cultural environment and in order to ascertain the respondents' attitude to sustainability factors the following sustainability characterising criteria were included in the multiple choice variants: authentic cultural heritage, unspoiled nature, unpolluted environment, welcoming attitude of the local people, not too „touristy” as answers to the question: „How important were the following factors when choosing Latvia for your trip?”. Respondents could evaluate the importance of factors on a Likert scale from 1(unimportant) -5 (very important).

The importance of factors were analysed for tourist groups, whose purpose was leisure/weekend breaks (n=600). Tourists' attitude for groups with other motivations (VFR, Business, Shopping, etc.) were not analysed as destination marketing activities have minimum influence on attracting such groups.

Analysing the importance of factors for leisure/weekend breaks in the choice of Latvia as a destination it was discovered that such factors as authentic cultural heritage (average importance grade 3.74), unspoiled nature (average importance grade 3.65), unpolluted environment (average importance grade 3.64), welcoming attitude of the local people (average importance grade 3.76), not too „touristy” (average importance grade 3.82) had higher importance rating than safety (average importance grade 3.56) or total costs of the trip (average importance grade 3.46). The high importance of these sustainability indicators show that sustainability issues play a significant role in the choice of destinations.

Previous research (refer list of literature) divided tourists into sustainable or non sustainable, most often based on their attitude towards one sustainable dimension, e.g., Dolnicar (2004) used importance of efforts in maintaining unspoiled nature.

All 5 abovementioned sustainability dimensions revealing factors were used in the survey of Latvian inbound leisure/weekend tourists for dividing them into segments. Applying the Furthest neighbour or Complete linkage cluster method, depending on importance of all the 5 factors, the respondents were divided into 3 segments:

- Sustainability oriented tourists (n=235), for whom all sustainability factors were equally important in the choice of destination. Average value of importance of certain sustainability factors were from 4.07 to 4.41 (The average importance of each sustainability factor is shown in Table 1).
- Tourists with unpronounced / insignificant sustainability features (n=97), for whom sustainability factors were of average importance. Average value of importance of certain sustainability factors were from 2.95 to 3.91 (Table 1).
- Non-sustainability oriented tourists (n=78) had low rating for sustainability factors. Average value of importance of certain sustainability factors were from 1.65 to 2.69 (Table 1).

	Non-Sustainability oriented (average)	Insignificant sustainability features (average)	Sustainability oriented (average)
Authentic cultural heritage	2.36	3.84	4.07
Unspoiled nature	1.65	3.31	4.40
Unpolluted environment	2.06	2.95	4.41
Welcoming attitude of the local people	2.69	3.58	4.22
Not too „touristy“	2.65	3.91	4.14

Table 1. Average importance of sustainability factors in different segments

The significant variance in importance of sustainability factors among the groups is also confirmed by the results

of the ANOVA. Sig. = 0.000 in all cases.

The segments non-sustainability oriented and sustainability oriented were compared to ascertain whether there exist differences in demographic, tourist behaviour and satisfaction level between them. The statistical difference between the two groups was analysed applying t-test: two sample assuming unequal variances.

### Socio-demographic Characteristics and Travel Behaviour

There is no significant statistical variance between sustainability oriented and non-sustainability oriented tourists in terms of gender representation (T-test p-value = 0.397).

There exists a variance between segments in the age breakdown (Table 2). As the survey shows, sustainability factors are more important for the age group 51-65 years (comprise 25.1 % of all sustainability oriented tourists, which is 11.8 % more than for the same in non-sustainability oriented tourists) (T-test p-value = 0.007). On the other hand it is 15.6 % more important in the non – sustainability oriented segment for the age group 16 - 25 years (comprises 28,1 % of the total segment). The variance is confirmed by the T - test p-value = 0.012. There are no significant statistical variances observed in other age groups.

	Non-Sustainability oriented n=78	Sustainability oriented n=235
Gender		
Female	51,4	53,2
Male	48,6	46,8
Age		
15-25	28,1	12,6
26-40	46,6	47,7
41-50	6,6	11,6
51-65	13,3	25,1
65+	5,4	3,0

Table 2. Socio-demographic characteristics of non-sustainability oriented tourists and sustainability oriented tourist (% of respective segments)

The tourist expenditure per day is an important indicator from the marketing point of view. In the Latvian case no significant variance was observed between the segments in terms of money spent.

One of the essential goals of destination marketing is the extension of the length of stay or more active involvement of segment when tourists stay longer at the destination. Analysing the difference in length of stay between the segments it can be clearly seen sustainability oriented tourists stay longer in Latvia than non - sustainability oriented tourists. 30% of non - sustainability oriented tourists spend till 2 days in Latvia. T-test p-value = 0.001, shows that the variance between segments is significant. The proportion of sustainability oriented tourists, who spend 5 or more days in Latvia is higher (T-test p-value = 0.000) (Table 3.).

The difference in segments depends on who they travel with. Sustainability oriented tourists travel more as couples (T-test p-value = 0.012), but non-sustainability oriented travel with friends (T-test p-value = 0.044) or as organised tourist groups (T-test p-value = 0.011).

	Non-Sustainability oriented n=78	Sustainability oriented n=235
<b>Length of stay</b>		
up to 2 days	29,4	12,8
3-4 days	42,6	39,1
5 days <	28,0	48,1
<b>Travel party</b>		
Single traveller	7,7	8,9
With friends	44,9	34,0
Couple	32,1	46,0
Family with children	15,4	15,7
Organised tourist group	10,3	2,1

Table 3. Tourists by length of stay in Latvia and by travel party (% of respective segments)

One of the tasks of marketing communication is to ascertain whether there exists any variance in the influence of information sources in the choice of Latvia as a destination. In comparison to non -sustainability oriented tourists, guide books (30.2 % of the segment) (T-test p-value = 0.000) and TV/radio feature (T-test

p-value = 0.009) are significant information sources for sustainability oriented tourists. No significant variance was observed between segments regarding the influence of other information channels.

Difference between segments is also observed in the choice of activities that tourist participated in during their stay in Latvia (Fig. 1). Sustainability oriented tourists more actively participated in various activities and choose hiking/walking in nature (T-test p-value = 0.002), enjoying nature (T-test p-value = 0.000), experiencing peace and tranquillity, cycling (T-test p-value = 0.012), which shows the segments' inclination to natural environment factors. This segment is also interested more in getting to know the cultural heritage (T-test p-value = 0.037) and city sightseeing (T-test p-value = 0.015). On the other hand non- sustainability oriented tourists better preferred night life and entertainment (T-test p-value = 0.018).

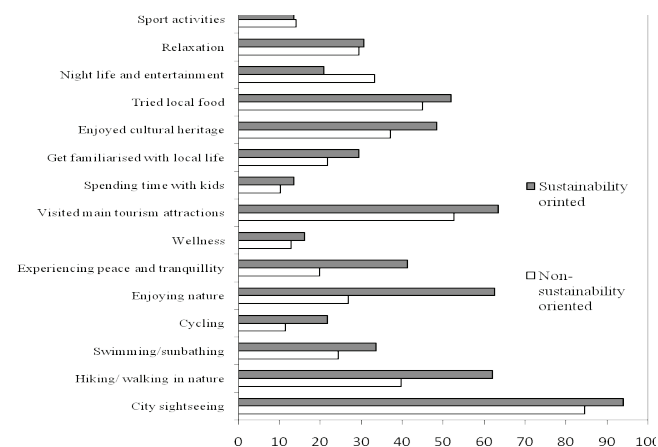


Figure 1. Activities during the trip (% of respective segments)

95% of sustainability oriented tourists indicated that they will recommend Latvia as tourist destination to others, whereas only 83% respondents (T-test p value -0.005) indicated it in the non-sustainability oriented segment. This shows that sustainability oriented tourists are more active word of mouth advertising promoters, however, such would be the case only if they were satisfied with the destination offer.

**Evaluation of Satisfaction**

In order to objectively interpret the results gathered after the determination of satisfaction level and apply

Tourist segment The aspects of the trip	Non-sustainability oriented tourists, n=78		Sustainability oriented tourists, n=235	
	Importance	Satisfaction	Importance	Satisfaction
Accommodation	3.54	3.07	3.98	3.85
Catering	3.19	3.11	3.84	3.98
Public transport	3.09	3.12	3.44	3.73
Weather/ sun	3.14	3.31	3.9	3.94
Beach	2.48	3.14	3.45	4.02
Enjoying nature	2.52	2.88	4.35	4.32
Tranquillity	2.85	2.97	4.03	4.13
Food	3.39	2.94	4.06	4.02
Health benefits	2.8	2.8	2.81	3.73
Beauty treatments	2.47	2.72	2.12	3.57
Holidays with kids	2.03	2.17	2.39	3.76
Active or sport holidays	2.22	2.63	2.89	3.86
Cycling holidays	2.5	2.53	2.87	3.7
Visiting main tourism attractions	3.39	3.47	4.2	4.2
Getting familiarised with local life	3.19	3	3.82	3.67
Learning local traditions and skills	2.65	2.65	3.28	3.35
Getting to know local people	2.74	2.62	3.66	3.48
Culturally educational trip	2.46	2.77	3.59	3.76
Entertainment	3.18	3.24	3.33	3.78
Shopping	3.12	3.07	3.09	3.69
Safety	3.41	3.49	4.11	4.19
Average satisfaction level		3.02		3.64

Table 4. The importance of and satisfaction level with different aspects of the trip to Latvia

the right satisfaction management strategy not only the determination of satisfaction level but also the determination of tourists' scale of values is an essential aspect of tourist satisfaction research since from the customer's perception different elements of the tourism offer can have different significance or value.

The research determines 21 different tour aspect values according to the Likert scale from "totally unimportant" – 1 to "very important" – 5 and "very unsatisfied" – 1 to "very much satisfied" – 5 in accordance to satisfaction level (Table 4).

Customer satisfaction portfolio or matrix is often used for analysing the mutual correlation between the importance of tour aspects and tourists' satisfaction level:

- the relative significance or importance of certain offer/product features in the tourists' value scale,
- the tourists' satisfaction level with regards to the same tour aspects.

Those tour features that in the customer's opinion are less important may also have lower satisfaction level.

On the other hand those that tourists view as important must without doubt meet the tourists' satisfaction. Low satisfaction level with the respective tour aspects should be considered as weaknesses and their prevention should be determined as a strategic priority. The tour aspects of high importance to tourists according to their value scale in combination with a high satisfaction level show the strengths of the tourism product and can serve as competitive advantages of the destination. These advantages or strong points should be supported and emphasised in the strategy while offering the particular destination to the tourists (Schneider, 2000).

This method has also been used in this case, although the results (correspondence or lack of correspondence (gap) for clarity reasons is shown not in the form of a matrix but as a diagram.

The research results gathered show that there exists a significant gap in the tourists' value scale between sustainability oriented tourists and non-sustainability oriented tourists: if the former consider enjoying nature, visiting main tourism attractions, safety, healthy food and

tranquillity to be important tour aspects, then the latter: accommodation, safety, visiting main tourism attractions and healthy food. Sustainability oriented tourists assign greater significance to important tour aspects (values above 4 on a scale of 1 – 5), non-sustainability oriented tourists assign these important aspects values that are 0.5-0.8 points lower.

The analysis of tourists' value scale and satisfaction matrix shows that there are several weaknesses in the Latvian tourism product offers for sustainability oriented tourists – tour aspects that such tourists assign higher value of significance but do not get the relevant level of satisfaction: communication with the local people and possibilities of getting familiarised with the local lifestyle as well as the accommodation offer. The first two show the necessity of making tourism products that provide the opportunity to get to know the local lifestyle and communicate with the local people. On the other hand the evaluation of accommodation shows the necessity of introducing an effective quality management system with the main emphasis on customer satisfaction monitoring in order to fully satisfy the desires and needs of tourists (Figure 2).

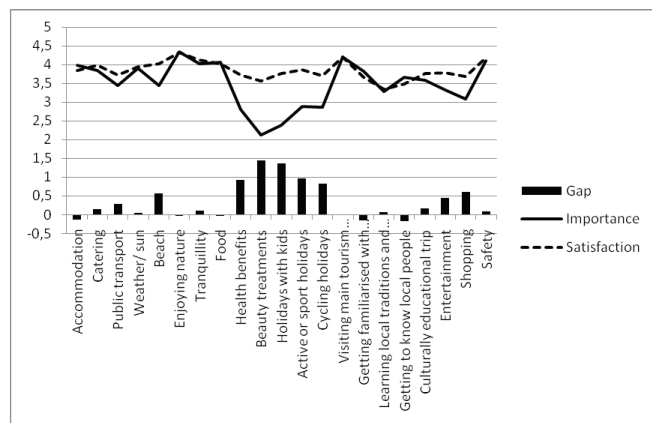


Figure 2 . The importance of and satisfaction level with tour aspects of Latvia as a destination – sustainability oriented tourists

The highest satisfaction level (4.32) corresponds to the tour aspect with highest importance (4.35), which shows that – enjoying nature – is a strong feature of the Latvian tourism product, although the slight negative gap (–0.03) points out the necessity of improving this aspect. The

second highest satisfaction indicator (4.2) also corresponds to the second most important tour aspect (4.2) – visiting main tourism attractions. The average satisfaction level for sustainability oriented tourists is 3.64 (on a scale of 1-5), which can be rated as average (quite satisfactory). Non-Sustainability oriented tourists, in comparison with the afore-reviewed Sustainability oriented tourists, on the whole are less satisfied with the Latvian tourism products (average satisfaction level for this group is only 3.2 points on a scale of 1-5), although their value scale for tour aspects is also lower – in the interval from 2.03 to 3.54. The aspect with the highest importance – accommodation – is evaluated with a comparatively low satisfaction level (3.07), which undoubtedly reflects the weakness of the offer (gap: –0.47) (Figure 3).

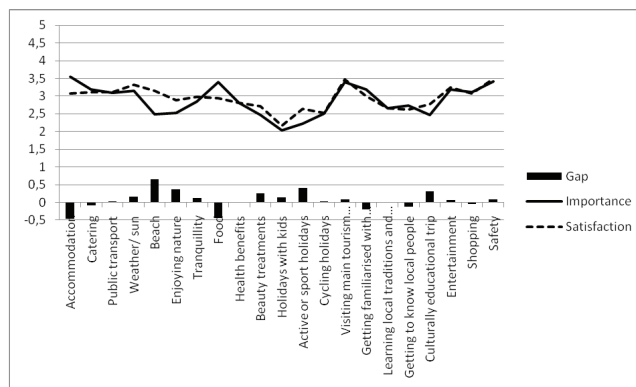


Figure 3 . The importance of and satisfaction level with tour aspects of Latvia as a destination – non - sustainability oriented tourists

The second weakness for non-sustainability oriented tourists is healthy food offer, which is rated as third important (3.39), but has a satisfaction level of only 2.94 (gap: –0.45). Similar to sustainability oriented tourists, non-sustainability oriented tourists also assign great significance (3.39) to the aspect - visiting main tourism attractions. This group is also quite satisfied with the offer (3.47). Both analysed groups – sustainability oriented as well as non-sustainability oriented tourists are not satisfied with the communication with the local people and familiarisation with the local lifestyle (gap –0.18 and –0.15 respectively for sustainability oriented tourists and –0.12 and –0.19 respectively for non-sustainability oriented tourists).



## CONCLUSIONS

Sustainability issues significantly influence the choice of Latvia as a destination. 3 segments were clearly observed according to sustainability factors (authentic cultural heritage, unspoiled nature, unpolluted environment, welcoming attitude of the local people, not too „touristy’): sustainability oriented, tourists with unpronounced/ insignificant sustainability features and non-sustainability oriented tourists. Sustainability orientation was highlighted in the segment name as the author did not use sustainability behaviour factors in the division. The research shows conceptually that there exist significant differences between tourists who consider sustainability factors important and those that do not.

Sustainability oriented tourist segment has a greater proportion of elderly aged tourists. On the other hand non-sustainability oriented tourists are more represented by young tourists. Those more interested in sustainability issues travel more as couples whereas those who do not consider sustainability issues important travel with friends or in organised tourist groups. A bigger proportion of sustainability oriented tourists spend 5 or more days in Latvia, whereas most of them from the non-sustainability segment spend about two days. Sustainability oriented tourists more actively make use of different attractions and activities connected with enjoying nature and getting to know the culture. These tourists guide books and TV/ radio features to gain information about their destination and are more actively involved in word of mouth advertising.

The research results show that there exist a significant difference in the scale of values between sustainability oriented tourists un non-sustainability oriented tourists: the former consider tour aspects such as enjoying nature, visiting main tourism attractions, safety, healthy food and tranquillity more important whereas the latter consider accommodation, safety, visiting main tourism attractions and healthy food more important. The satisfaction level of sustainability oriented tourists is lower for aspects such as communication with the locals and familiarising with the local lifestyle as well as accommodation with regards to their importance value. That indicates the necessity of

developing products at the destination level that would provide the opportunity of familiarising with the local lifestyle and communicating with the local people.

The research confirms the hypothesis that there exists a difference between tourists who consider sustainability factors in the choice of destination as important and those for whom the significance of such factors is low. As shown by Miller (2003), there is a difference between the customer intentions and actual consumer behaviour. Although the present research of tourist segments was based on 5 sustainability factors, in order to more precisely determine not only the sustainability orientation but also sustainable behaviour in future studies an in depth research of sustainable tourist segments should be carried out, which would include not only significance of sustainability factors but also sustainable behaviour components.

## REFERENCES

- Braun, Ottmar. L. (1993) Reiseentscheidung. Hahn H., Kagelmann H. J. (Hg.) Handbuch der Tourismus Psychologie und Soziologie. München.
- Buhalis, Dimitrios. (2000) Marketing the Competitive Destination of the Future. *Tourism Management* 21(1), pp. 97-116.
- Butler, Richard, W. (1999) Sustainable Tourism: A state-of-the art review. *Tourism Geographies* 1(1), pp. 7-25.
- Central Statistical Bureau of Latvia (CSB) (2009). Tourism in Latvia in 2008. A Collection of Statistical Data Riga: CSB.
- Dolnicar, Sara. (2004) Insights into sustainable tourists in Austria: a data-based a priori segmentation approach. *Journal of Sustainable Tourism* 12 (3), pp. 209-218.
- Fornell, Claes. (1992) A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, Vol.56, pp. 6-21.
- Freyer, Walter. (2001) Tourismus-Marketing: Marktorientiertes Management im Mikro und Makrobereich der Tourismuswirtschaft.-München, Wien: Oldenburg.
- Giese, Joan, L., Cote, Joseph, A. (2000) Defining consumer satisfaction. *Academy of Marketing Research Review*, Vol. 01, pp. 1-34.
- Hassan, Salah, S. (2000) Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of Travel Research*, Vol. 38, pp. 239-245.
- Kaiser, Marc, O. (2005) Erfolgsfaktor Kundenzufriedenheit: Dimensionen und Messmöglichkeiten. Berlin: Erich Schmidt Verlag.
- Kastenholz, Elisabeth. (2004) Management of demand as a tool in sustainable tourist destination development. *Journal of Sustainable Tourism*, 12 (5), pp. 388 – 408.
- Kozak, Metin and Rimmington, Mike. (2000) Tourist satisfaction with Mallorca (Spain) as an off-season holiday destination. *Journal of Travel Research*. Vol. 38 ( 3), pp. 260–269.
- Liu, Zhenhua. (2003) Sustainable tourism development: a critique. *Journal of Sustainable Tourism*, Vol.11 (6), pp. 459-475.
- Mansfield, Yoel. (1995) The 'value stretch' model and its implication in detecting tourists' class-differentiated destination choice. *Journal of Travel and Tourism Marketing*, Vol. 4 (3), pp. 71-92.
- McCool, Stephen, F., et al. (2001) What should tourism sustain? The disconnect with industry perceptions of useful indicators. *Journal of Travel Research*, Vol. 40 ( 2), pp. 124-131.
- Miller, Graham, A. (2003) Consumerism in sustainable tourism: A survey of UK consumers. *Journal of Sustainable Tourism*, Vol. 11 (1), pp. 17- 39.
- Oliver, Richard, L. (1997) Satisfaction: A behavioural perspective on the consumer. New York: The McGraw-Hill Companies, Inc.
- Oliver, Richard, L. (1989) Processing of the satisfaction response in consumption: A suggested framework and research propositions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 2, pp. 1-16.
- Oliver, Richard, L., Swan, John, E. (1989) Consumer perceptions of interpersonal equity and satisfaction in transactions: A field survey approach. *Journal of Marketing*, Vol.53, pp. 21-35.
- Palacio, Vincent, McCool, S.F. (1997) Identifying ecotourists in Belize through benefit segmentation: A preliminary analysis. *Journal of Sustainable Tourism*, 5(3), pp. 234-244.
- Schneider, W. (2000) Kundenzufriedenheit: Strategie, Messung, Management. – Landsberg/Lech: Moderne Industrie.
- Swarbrooke, John. (1999) Sustainable Tourism Management. New York: CABI Publishing.
- Tse, David, K., Wilton, Peter, C. (1988) Models of consumer satisfaction formation: an extension. *Journal of Marketing Research*, Vol.25, pp. 204-212.
- TSG & NECSTouR (2007). Action on more sustainable European tourism. Report of the Tourism Sustainability Group. [http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg\\_final\\_report\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf)
- World Commission on Environment and Development (1987). Our Common Future, <http://www.un-documents.net/wced-ocf.htm>
- World Tourism Organisation (UNWTO) (1995). What Tourism Managers Need to Know: A Practical Guide to the Development and Use of Indicators of Sustainable Tourism. Madrid: WTO.
- Wurzinger, Silvia. and Johansson, Maria. (2006) Environmental concern and knowledge of ecotourism among three groups of Swedish tourists. *Journal of Travel Research*, Vol.45, pp. 217-226.