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TOURISM EXPERIENCE, PLACE ATTACHMENT AND SITE-SPECIFIC ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR OF TOURISTS IN CAMPSITES: AN EMPIRICAL STUDY FROM CROATIA

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Abstract

The purpose of this paper is to determine the relationship between camping tourism experience, campsite place attachment (CPA) and site-specific environmentally responsible behaviour (SERB). An analysis of recent literature of TE, place attachment (PA) and SERB was performed. Empirical research was conducted on a convenience sample of 751 tourists in campsites in Croatia. The data analysis of descriptive and multivariate statistics was performed using the software package IBM SPSS Statistic Version 29. Hypotheses were tested using measurement and structural model in PLS-SEM in Smart PLS (version 4). The results of empirical research show a positive and significant relationship between TE and CPA, between CPA and SERB and between TE and SERB. All CPA dimensions have an impact on SERB dimensions, encouraging others to behave responsibly, responsible use of products and sustainable behaviour on a campsite. All TE dimensions have an impact on encouraging others to behave

responsibly, responsible use of products and sustainable behaviour on a campsite. The results can help managers of campsites develop strategies and design tourism products and services that will contribute to TE and to SERB of tourists in campsites as well as prevent further devastation of the environment.

Keywords: *Camping Tourism, Tourism Experience, Place Attachment, Site-Specific Environmentally Responsible Behaviour, Croatia*

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