THE EXPERIENCE, SATISFACTION, LOYALTY, AND RESPONSIBLE BEHAVIOUR OF CAMPING TOURISTS: INSIGHTS FROM CROATIA

TIHANA CEGUR RADOVIĆ, PhD, College Professor,
Karlovac University of Applied Sciences
Trg J. J. Strossmayera 9, Karlovac, Croatia
E-mail: tcradovic@vuka.hr

MÁRCIO RIBEIRO MARTINS, PhD, Associate Professor
Instituto Politécnico de Bragança, Bragança, Portugal, Transdisciplinary Research Center in Education and Development (CITeD)
Campus de Santa Apolónia, 5300-253 Bragança, Portugal
E-mail: marcio.martins@ipb.pt

DRAŽENKA BIRKIĆ, PhD, College Professor
Karlovac University of Applied Sciences
Trg J. J. Strossmayera 9, Karlovac, Croatia
E-mail: drazenka.birkic@vuka.hr

Abstract

Purpose – The purpose of this study is to examine the influence of different dimensions of camping tourism experience (TE) (aesthetics, entertainment, education, and escapism) on tourist satisfaction (TS) and loyalty (LOY), and how these in turn affect site-specific environmentally responsible behaviour (SERB).
Methodology – A review of recent literature related to TE, TS, LOY and SERB was conducted. Empirical research involved a convenience sample of 751 tourists in Croatian campsites. Data analysis utilized multivariate statistics with the IBM SPSS Statistic Version 29 software. Hypotheses were tested using model in Smart PLS (version 4).
Findings – The empirical research revealed a significant relationship between TE dimensions (aesthetics and escapism) and both TS and LOY. There was a significant relationship between LOY and all SERB dimensions except responsible use of products and responsible behaviour on a campsite (RB). Furthermore, there was a significant relationship between TS and only one SERB dimension of responsible use of products.
Contribution – The findings can help campsites managers develop strategies and design tourism products, services and experiences that will contribute to the TS and SERB of tourists in campsites and prevent further devastation of the environment in a tourist destination.
Keywords tourism experience, tourist satisfaction, loyalty, environmentally responsible behaviour, camping tourism, Croatia

Original scientific paper
https://doi.org//10.20867/tosee.08.1

INTRODUCTION

Camping tourism represents a significant segment of nature-based recreational activities and the broader tourism industry (Adamovich et al., 2021). Unlike conventional accommodation, campsites attract tourists with heightened ecological awareness, offering a unique context to examine how TE translate into environmentally responsible behaviour (ERB). However, despite growing interest in sustainable tourism, empirical research investigating the relationships between TE, TS, LOY, and SERB remains limited. With camping tourism expanding globally (Jaković et al., 2024), understanding how experiential dimensions foster SERB is essential to mitigate environmental degradation in natural destinations.

Campsite operators lack evidence-based strategies to design experiences that enhance satisfaction, loyalty, and environmental stewardship (Cegur Radović et al., 2021). This study examines the four TE dimensions (aesthetics, entertainment, education, escapism) proposed by Pine and Gilmore (1998), their influence on TS and LOY, and subsequent impacts on SERB dimensions by Cegur Radović et al. (2022). Specifically, it answers the following research questions:

RQ1: How do the aesthetic, entertainment, education, and escapism dimensions of TE influence TS?
RQ2: To what extent does TS predict SERB, particularly responsible behaviour towards flora and fauna (RBTF), responsible use of products (RUP), sustainable behaviour on a campsite (SB), responsible behaviour on a campsite (RB), and encouraging others to behave responsibly (EOBR)?
RQ3: What is the role of LOY in promoting SERB among camping tourists?
RQ4: How do TE dimensions directly affect destination LOY?

The findings will equip tourism managers with actionable insights to prioritise TE dimensions (e.g., aesthetics, escapism) that maximise TS and LOY, to design interventions that convert LOY into tangible SERB (e.g., waste reduction, flora/fauna protection), and to develop marketing strategies aligning recreational offers with environmental sustainability goals. The paper is organised as follows: introduction, literature reviews on TE, TS, LOY, and SERB and presenting research hypotheses; the methodology; findings; and discussion and conclusions with theoretical and practical implications.

1. LITERATURE REVIEW

1.1. Tourism Experience (TE)

TE is widely recognised as a multidimensional construct that encompasses tourists' emotional and cognitive responses during their interaction with a destination. Pine and Gilmore's (1998) four dimensions — aesthetics, entertainment, education, and escapism — provide a robust framework for analysing these experiences. Aesthetic and entertainment experiences are considered passive, while education and escapism require more active engagement (Pine and Gilmore, 1998; Cegur Radović et al., 2021). Prior research consistently demonstrates that positive TE contributes to higher levels of TS and LOY. For example, Su et al. (2019) and Triantafillidou and Petala (2015) found that tourists whose expectations are met or exceeded during their visit report greater satisfaction. Similarly, Chang et al. (2014) and Lončarić et al. (2019) confirmed that positive experiential dimensions are strong predictors of revisit intention and LOY. Therefore, it is expected that the aesthetic and escapist dimensions of TE will be positively associated with TS and LOY. Based on this theoretical foundation, the following hypothesis is proposed:

H1: Tourism experience dimensions are positively associated with tourist satisfaction.

1.2. Tourist Satisfaction (TS)

TS refers to a psychological evaluation formed after a travel experience, typically resulting from the comparison between pre-visit expectations and the actual experience at a destination (Su et al., 2019). In literature on tourism, TS has been shown to result from various experiential and destination-specific attributes (Marzuki et al., 2017), and it plays a mediating role between TE and post-visit behavioural outcomes (Su et al., 2019). A growing body of research suggests that satisfied tourists are more likely to engage in ERB. For instance, Chiu et al. (2014) found that TS mediates the link between perceived value and ERB, indicating that higher TS can lead to more sustainable actions such as recycling, avoiding harm to flora and fauna, and conserving resources. Similarly, Chow et al. (2019) observed that in protected areas, satisfied visitors were more likely to follow environmental rules, especially those related to the protection of natural habitats. These findings align with broader evidence that TS enhances positive behavioural intentions, including repeat visits (Chen and Chen, 2010) and environmental stewardship (Ramkissoon et al., 2013). Moreover, Cheng et al. (2022) found that TS increased tourists' efforts to EOBR, while Lee et al. (2013) and Cegur Radović (2022, 2025) outlined how specific satisfaction-driven behaviours, such as waste separation and water conservation, align with the dimensions of SERB. Although the relationship between TS and ERB may vary by context, as seen in Croatian campsites where the influence of TS on ERB was more limited (Cegur Radović, 2025), the theoretical assumption remains that higher TS fosters a stronger sense of obligation to protect the environment.

In particular, each of the five SERB dimensions: RBTF, RUP, SB, RB, and EOBR can reasonably be expected to correlate positively with TS. This is consistent with experiential and behavioural theories suggesting that positive emotional evaluations of an experience enhance both personal and prosocial actions.

Therefore, the following hypothesis is proposed:

H2: Tourist satisfaction is positively associated with site-specific environmentally responsible behaviour dimensions.

1.3. Loyalty (LOY)

LOY in tourism contexts is typically expressed through tourists' intentions to revisit a destination and recommend it to others. Prior research suggests that loyal tourists also tend to demonstrate stronger pro-environmental attitudes and behaviours toward the destinations they are attached to. Ramkissoon and Sowamber (2020) argue that loyalty plays a crucial role in promoting sustainable tourism practices that benefit local communities, while Cheng and Wo (2015) note that loyal tourists contribute more meaningfully to local sustainability initiatives. These behaviours often stem from emotional attachment to the environment, which Pan and Liu (2018) found to be positively related to ERB, including intentions to revisit and recommend destinations known for their ecological value. Further, loyalty is not only an outcome of satisfaction and perceived value (Gursoy et al., 2014) but also an antecedent of pro-environmental conduct. Dai et al. (2024) demonstrated that LOY positively influences ERB, and Chen et al. (2020) found that green LOY is positively associated with RUP. This association highlights how tourists' commitment to a destination can translate into tangible sustainable actions, such as purchasing eco-labelled products or conserving natural resources. Additionally, destinations with strong community engagement, natural appeal, and emotional value, such as those highlighted by Chi and Qu (2008), Sangpikul (2017), and Polnyotee and Thadaniti (2014), tend to foster repeat visits and positive word-of-mouth, reinforcing the cycle of sustainable LOY.

Given these findings, it is theoretically expected that LOY will positively influence all five dimensions of SERB: RBTF, RUP, SB, RB, and EOBR. Each of these behavioural outcomes reflects a proactive and value-driven relationship with the destination, which loyal tourists are more likely to exhibit. Accordingly, the following hypothesis is proposed:

H3: Tourist loyalty is positively associated with site-specific environmentally responsible behaviour dimensions.

Loyalty is also shaped by several antecedents, including TS, emotional connection, and overall experience quality. Hosany and Witham (2010) and Gursoy et al. (2014) highlight that TE, particularly memorable and emotionally engaging experiences, plays a fundamental role in shaping tourists' commitment to a destination. According to Malik et al. (2020), TE influences LOY both directly and indirectly by enhancing TS and perceived destination value throughout the travel process. Significantly, research has shown that specific dimensions of TE contribute differently to LOY. For example, Li et al. (2021) found that aesthetic, educational, and entertainment experiences are positively related to LOY in ecotourism settings, while escapism showed weaker or non-significant effects. Despite this, tourists seeking novelty and escape (Li et al., 2021) may still develop LOY when their experiences are emotionally immersive and consistent with personal values. While Dolnicar et al. (2015) argue that even satisfied tourists may not always return, LOY remains a strong indicator of destination attachment and is frequently used as a proxy for behavioural intention (Chen and Chen, 2010; Prayag et al., 2017). As such, it is expected that more intense and meaningful experiences, especially aesthetic and educational ones, will positively influence LOY in the camping tourism context.

Based on this rationale, the following hypothesis is formulated:

H4: Tourism experience dimensions are positively associated with tourist loyalty.

1.4. Site-specific environmentally responsible behaviour (SERB)

SERB describes tourist behaviour in specific places away from home, encompassing three key dimensions: pro-environmental behaviour, sustainable behaviour, and environmentally friendly behaviour (Halpenny, 2010; Lee et al., 2013). SB refers to tourists considering the lifestyles and well-being of local residents as well as environmental conservation, while pro-environmental behaviour involves actions that directly protect the environment (Lee et al., 2013; Kim et al., 2023). Environmentally friendly behaviour focuses on minimising harm to destinations (Lee et al., 2013). In camping contexts, Cegur Radović et al. (2022) developed a SERB scale tailored for camping tourism, which includes five dimensions: RBTF, RUP, SB on a campsite, RB on a campsite, and EOBR. This scale forms the basis of the current study. Previous research indicates that SERB is influenced by TS and LOY, although these drivers are context-dependent. For instance, educational initiatives have a positive effect on pollution reporting, thereby enhancing pro-environmental behaviour (Cheng et al., 2022). However, cultural factors may moderate this effect, potentially weakening or strengthening the relationship in different tourist groups (Cegur Radović, 2025).

2. RESEARCH METHODOLOGY

2.1. Measurement scale

The tourists' attitudes were assessed using the Likert scale, from 1 to 7 (1- completely disagree, 7 – completely agree). The TE was measured using the Hosany and Witham (2010) scale with 4 dimensions (aesthetic, entertainment, education and escape) and 14 variables. TS was evaluated with a three-variable scale by Han et al. (2016). LOY was measured using the Lee et al. (2014) scale with 3 variables. The ERB was measured using the Cegur Radović et al. (2022) scale with 5 dimensions and 22 variables. Appendix 1. shows the construct TE, TS, LOY and SERB with their variables.

2.2. Data collection and sample

An empirical study was conducted on a convenience sample of tourists in campsites (N=751). The data were collected on site from May 2024 till the end of October 2024 in 29 campsites in the Adriatic (23 campsites) and Continental parts (6 campsites) of Croatia. The empirical research is part of scientific project Your Green Vacation so the six members of research team conducted on site research in campsites in Croatia and administrated the questionnaires. The questions consisted of multiple-choice questions translated into six languages: English, Croatian, Portuguese, Slovenian, German and Italian. A total of 75% of valid questionnaires were collected. Table 1. shows the structure of the researched campsites.

Table 1: **Campsite structure**

	CAMPSITES						
	ADRIATIC CAMPSITES	**N**	**%**		**CONTINENTAL CAMPSITES**	**N**	**%**
1.	Amarin - Maistra	42	5.59	24.	Korana	66	8.79
2.	Atea Aminess	43	5.73	25.	Sabljaci	12	1.60
3.	Avelona Aminess	14	1.86	26.	Slapić	47	6.26
4.	Bijela Uvala	24	3.20	27.	Two Rivers	53	7.06
5.	Bor	20	2.66	28.	Zagreb	13	1.73
6.	Jezera Lovišća, Murter	1	0.13	29.	Plitice Holiday Resort	8	1.07
7.	Kalowsek and Williams	9	1.20				
8.	Mali Dubrovnik	15	2.00				
9.	Maravela Aminess	17	2.26				
10.	Maslina, Biograd na Moru	2	0.27				
11.	Maslinik, Krk	16	2.13				
12.	Omišalj	48	6.39				
13.	Oštro	35	4.66				
14.	Pila	18	2.40				
15.	Polari - Maistra	35	4.66				
16.	Porto Sole - Maistra	19	2.53				
17.	Santa Marina	14	1.86				
18.	Sirena Aminess	21	2.80				
19.	Soline, Šibenik	29	3.86				
20.	Šimuni	22	2.93				
21.	Ujča	51	0.07				
22.	Valkanela - Maistra	21	2.80				
23.	Veštar - Maistra	36	4.79				
	TOTAL	**552**			**TOTAL**	**199**	
	TOTAL ALL CAMPSITES					**751**	

Source: Research results

3. FINDINGS

The sample predominantly consisted of middle-aged tourists (44.2% aged between 36 and 55), with a relatively balanced gender distribution (52.7% women and 47.3% men). Most participants originated from key outbound camping markets in Europe, particularly Germany (32.6%), Slovenia (17.7%), Austria (9.3%), and the Netherlands (8.9%). For the vast majority the primary motivation for visiting campsites was rest and relaxation (82%), while other notable reasons included enjoying nature (43.7%), seeking new experiences (24.4%), and pursuing fun (22%). Additional motivations such as sports and recreation (18.6%), gastronomy (12.5%), and health (8.3%) also featured, although less prominently. Travel companionship patterns further illustrate the social dimension of camping: nearly half of the tourists (46.5%) travelled with family, followed by those accompanied by partners (30%) or friends (17.7%). Only a small fraction arrived as part of organised groups (3.1%) or travelled alone (2.7%). In terms of stay duration, more than one-third (36.6%) remained at campsites for over a week, indicating a preference for longer stays. Interestingly, over half of the respondents (58.6%) were first-time visitors, which may have implications for understanding LOY and repeat behaviour. All data were analysed using Smart-PLS software (version 4.0), applying PLS-SEM procedures to test the proposed structural relationships.

3.1. Measurement Model

Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed to assess both the measurement and structural models, as it is widely recognised as a robust methodological approach in social sciences and marketing research (Lončarić et

al., 2021). The evaluation of the measurement model's validity and reliability followed established guidelines outlined by Hair et al. (2014), with particular attention given to convergent and discriminant validity, as well as construct reliability. As shown in Table 2, the analysis initially revealed several items within the SERB construct (SERB1, SERB5, SERB9, and SERB13) with low factor loadings, leading to their removal in order to improve the measurement quality. Following this refinement, all remaining items demonstrated strong factor loadings above the recommended threshold of 0.7, while Average Variance Extracted (AVE) values exceeded 0.5 indicating satisfactory convergent validity (Hair et al., 2017). Furthermore, the internal consistency of the constructs was supported by Cronbach's alpha values ranging from 0.447 to 0.971, and Composite Reliability (CR) values between 0.769 and 0.781. These results confirm that, despite the removal of SERB dimension of responsible behaviour on a campsite because of lower Cronbach's alpha (0.447), the revised measurement model achieves adequate levels of reliability and discriminant validity, ensuring the robustness of subsequent structural analysis.

Table 2: **Factor loadings, CR and AVE (N=751)**

CONSTRUCT	DIMENSIONS	ITEMS	FACTOR LOADING	CRONBACH'S ALPHA	CONSTRUCT RELIABILITY (CR)	AVERAGE VARIANCE EXTRACTED (AVE)
TOURISM EXPERIENCE	AESTHETICS	TE1	0.823	0.825	0.884	0.656
		TE2	0.765			
		TE3	0.826			
	ENTERTAINMENT	TE4	0.825	0.932	0.957	0.881
		TE5	0.942			
		TE6	0.933			
		TE7	0.941			
	EDUCATION	TE8	0.915	0.912	0.945	0.851
		TE9	0.935			
		TE10	0.917			
	ESCAPISM	TE11	0.784	0.813	0.819	0.639
		TE12	0.793			
		TE13	0.763			
		TE14	0.855			
TOURIST SATISFACTION		TS1	0.921	0.881		0.808
		TS2	0.900	0.927		
		TS3	0.875			
LOYALTY		LOY1	0.912	0.881	0.927	0.809
		LOY2	0.842			
		LOY3	0.942			
SITE-SPECIFIC ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR	RBTF	SERB1	0.564	0.775	0.866	0.685
		SERB2	0.875			
		SERB3	0.867			
		SERB4	0.733			
	RUP	SERB5	0.579	0.768	0.867	0.687
		SERB6	0.868			
		SERB7	0.881			
		SERB8	0.728			
	SB ON A CAMPSITE	SERB9	0.675	0.795	0.881	0.714
		SERB10	0.888			
		SERB11	0.896			
		SERB12	0.742			
	RB ON A CAMPSITE	SERB13	0.657	0.447	0.781	0.642
		SERB14	0.848			
		SERB15	0.751			
	EORB	SERB16	0.908	0.971	0.976	0.853
		SERB17	0.935			
		SERB18	0.904			
		SERB19	0.934			
		SERB20	0.927			
		SERB21	0.935			
		SERB22	0.918			

Source: Research results

The squares associations between constructs were lower than the AVE values, confirming discriminant validity (Fornell and Larcer, 1981), with values ranging from 0.057 to 0.912 (Table 2).

Table 3: **Discriminant validity**

	AESTHETICS	ENTERTAINMENT	EDUCATION	ESCAPISM	TS	LOYALTY	RBTF	RUP	SB ON A CAMPSITE	RB ON A CAMPSITE	EOBR
AESTHETICS											
ENTERTAINMENT	0.620										
EDUCATION	0.540	0.664									
ESCAPISM	0.631	0.547	0.802								
TS	0.912	0.553	0.547	0.653							
LOYALTY	0.833	0.502	0.496	0.572	0.888						
RBTF	0.263	0.057	0.127	0.135	0.229	0.245					
RUP	0.341	0.243	0.330	0.301	0.273	0.251	0.436				
SB ON A CAMPSITE	0.304	0.140	0.275	0.251	0.258	0.287	0.452	0.701			
RB ON A CAMPSITE	0.277	0.153	0.175	0.190	0.275	0.426	0.613	0.520	0.665		
EOBR	0.148	0.282	0.277	0.420	0.175	0.212	0.265	0.389	0.404	0.265	

Source: Research results

3.2. Structural model

Table 4 presents the results of the hypothesis testing. The analysis reveals that TE significantly influences TS, particularly through the aesthetic dimension, which exhibits a moderate effect ($\beta = 0.669$, $t = 23.531$, $p < 0.01$). A smaller, yet statistically significant, effect is also observed for the escapism dimension ($\beta = 0.207$, $t = 7.154$, $p < 0.01$), while the entertainment and education dimensions show no significant impact on satisfaction.

Similarly, TE exerts a significant influence on LOY, again primarily through the aesthetic dimension ($\beta = 0.637$, $t = 20.832$, $p < 0.01$), with escapism contributing a weaker, though still significant, effect ($\beta = 0.155$, $t = 4.961$, $p < 0.01$). These findings support the importance of aesthetic and immersive experiences in shaping both TS and LOY among camping tourists.

In terms of SERB, TS demonstrates a weak but significant effect only on the dimension of the responsible use of products (RUP: $\beta = 0.225$, $t = 5.600$, $p < 0.01$), while its influence on other SERB dimensions is non-significant. This suggests that satisfaction alone may not be a strong predictor of broader environmentally responsible behaviours in camping contexts.

By contrast, loyalty emerges as a more consistent predictor of SERB. Significant, albeit weak, positive relationships are found between loyalty and several SERB dimensions, including EOBR ($\beta = 0.193$, $t = 5.316$, $p < 0.01$), RBTF ($\beta = 0.214$, $t = 5.171$, $p < 0.01$), and SB ($\beta = 0.240$, $t = 6.046$, $p < 0.01$).

Taken together, these results provide empirical support for all four proposed hypotheses, highlighting the central role of aesthetic experiences and loyalty in fostering both affective responses and environmentally responsible conduct in camping tourism settings.

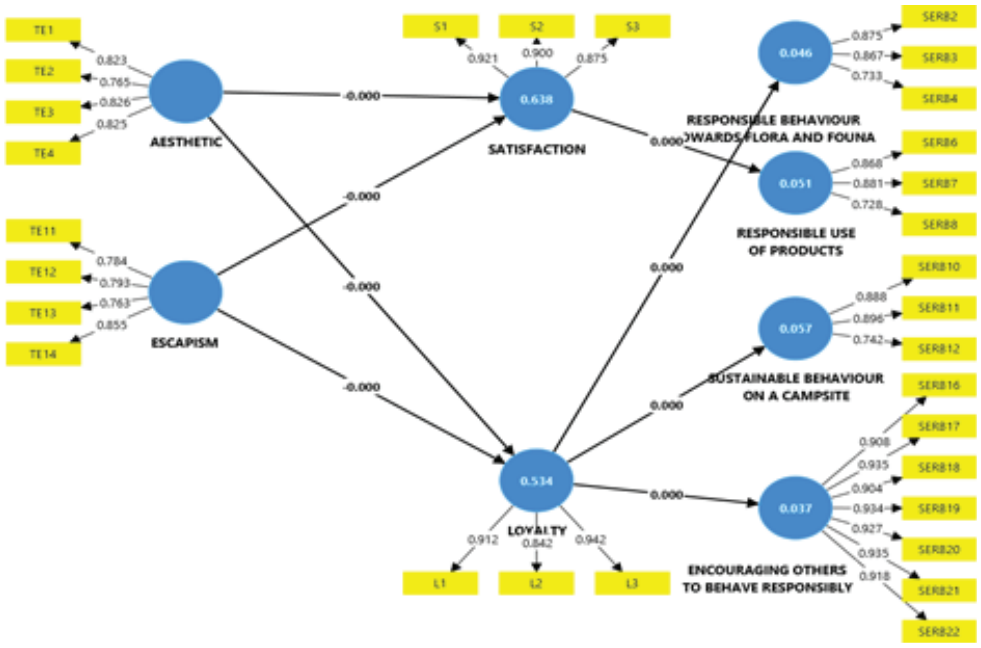
Table 4: **Hypothesis testing**

	Path coefficient	Standard deviation	T statistics	P values
AESTHETICS → LOYALTY	0.637	0.031	20.832	0.000
AESTHETICS → SATISFACTION	0.669	0.028	23.531	0.000
ESCAPISM → LOYALTY	0.155	0.031	4.961	0.000
ESCAPISM → SATISFACTION	0.207	0.029	7.154	0.000
LOYALTY → EOBR	0.193	0.036	5.316	0.000
LOYALTY → RBTF	0.214	0.041	5.171	0.000
LOYALTY → SB ON A CAMPSITE	0.240	0.040	6.046	0.000
SATISFACTION → RUP	0.225	0.040	5.600	0.000

Source: Research result

The model explains a substantial proportion of variance in TS, with an R^2 value of 0.638, which, according to Hair et al. (2011), represents a moderate level of explanatory power. A similarly moderate R^2 value of 0.534 was observed for LOY, suggesting that the included predictors, particularly dimensions of the TE, account for over half of the variance in tourists' likelihood to revisit or recommend the campsite. In contrast, the model's explanatory power for the four dimensions of SERB was considerably weaker. The R^2 values ranged from 0.037 for EORB to 0.073 for RUP, 0.051, with other dimensions including RBTF, 0.046, and SB, 0.057 falling within similarly low ranges. These results indicate that while the model is effective in explaining satisfaction and loyalty, it has limited predictive capacity for behavioural outcomes related to environmental responsibility. This suggests the potential influence of additional factors, such as personal values, cultural norms, or environmental education, not included in the current model.

Scheme 1: **Final Measurement and Structural Model**



Source: Research results

DISCUSSION AND CONCLUSION

This paper examines how different dimensions of camping TE (aesthetics, entertainment, education, and escapism) influence TS and LOY, and how these in turn affect SERB in Croatian campsites. The findings advance both theoretical and practical understanding of how experiential dimensions shape sustainable outcomes in nature-based tourism. Importantly, results refine and extend existing theories by showing that the traditional Experience Economy framework does not equally apply across all tourism contexts. Specifically, while aesthetic experiences and escapism strongly influence satisfaction and loyalty, entertainment and education do not significantly impact these outcomes in passive, nature-based leisure settings such as campsites. This suggests a need to adapt or contextualise the TE model for such environments, possibly by incorporating dimensions like tranquillity and natural immersion. Regarding TE dimensions and TS (RQ1 & H1), the results align with Pine and Gilmore's (1998) Experience Economy theory. Specifically, aesthetic experiences (β=0.669, $p<0.01$) and escapism (β=0.207, $p<0.01$) significantly enhanced TS, supporting H1. This corroborates prior research linking passive engagement

with natural surroundings to TS (Tan, 2017; Vesci et al., 2020). However, entertainment and education showed no significant effects, contrasting with Kastenholz et al.'s (2017) findings in more active tourism contexts. This discrepancy may reflect the predominance of relaxation motives (82% of respondents), suggesting that camping tourists prioritise passive rejuvenation over active educational or entertainment experiences.

In relation to TS and SERB (RQ2 & H2), while TS positively influenced responsible use of product (RUP: $\beta=0.225$, $p<0.01$), it failed to predict other SERB dimensions. The weak explanatory power of satisfaction on SERB ($R^2 < 0.1$) suggests that TS alone explains only a small portion of the variance in sustainable behaviours. This challenges the assumption present in some pro-environmental behaviour models that satisfaction is a sufficient driver of comprehensive environmental stewardship and underscores the need to consider additional motivators. The rejection of multiple SERB-related hypotheses implies that other psychological or contextual factors—such as intrinsic environmental values, social norms, or behavioural constraints—may be critical drivers of environmentally responsible behaviour in campsite contexts. Incorporating these factors could improve the theoretical robustness and explanatory power of future models.

Regarding loyalty's role in SERB (RQ3 & H3), loyalty emerged as a stronger predictor than satisfaction, significantly affecting RBTF ($\beta=0.214$), SB ($\beta=0.240$) and EOBR ($\beta=0.193$) (all $p < 0.01$; H3 supported). This supports Dai et al.'s (2024) assertion that loyalty is a key antecedent of ERB and aligns with Ramkissoon and Sowamber's (2020) findings on emotional attachment's pro-environmental effects. However, the non-significant relationship between loyalty and RUP ($\beta=0.080$, $p < 0.201$) suggests that product-related behaviours may be influenced more by practical concerns such as convenience or pricing rather than by attitudinal factors like loyalty. This distinction highlights the heterogeneous nature of SERB drivers and suggests that behavioural economic factors should be considered in future research.

In exploring TE's direct impact on loyalty (RQ4 & H4), aesthetic experiences strongly predicted loyalty ($\beta=0.637$, $p<0.01$), reinforcing Chen's (2010) findings on destination image. Escapism had a modest positive effect ($\beta=0.155$, $p<0.01$), whereas entertainment and education were again non-significant, consistent with ecotourism studies (Li et al., 2021). These findings further underscore aesthetics' central role in fostering repeat visits to campsites, while active experiential dimensions may require more prolonged or immersive engagement to build loyalty.

Overall, the rejection of multiple hypotheses relating to entertainment, education, and several SERB dimensions suggests that the traditional TE model may not fully capture the experiential and behavioural drivers relevant to passive, nature-based leisure settings such as campsites. This underscores the importance of adapting experiential frameworks to the specific characteristics of different tourism contexts and integrating additional motivational constructs. Moreover, our findings challenge existing pro-environmental behaviour models by demonstrating that satisfaction alone is an insufficient driver of comprehensive ERB, highlighting the critical role of loyalty and other psychological or contextual variables.

The findings provide valuable insights into how experiential dimensions influence tourist behaviour and environmental responsibility, with practical implications for campsite managers and policymakers. Theoretical contributions include validating SERB as a multi-dimensional construct within camping contexts (Cegur Radović et al., 2022), highlighting loyalty as a critical yet underexplored driver, and revealing the nuanced role of experiential factors in shaping post-visit behaviour. Practically, campsite design should prioritise aesthetic appeal (e.g., scenic views) and escapist opportunities (e.g., nature immersion), alongside loyalty-building initiatives (e.g., repeat-visit incentives), to enhance TS and loyalty, thereby promoting SERB. To enhance aesthetic appeal, campsite operators could prioritise the preservation and enhancement of natural scenic views by protecting key viewpoints, maintaining natural vegetation, and minimising visual pollution such as litter or intrusive infrastructure. Additionally, designing walking trails, lookout platforms, and quiet zones can help visitors engage deeply with the surrounding landscape. To foster escapism, campsites could offer immersive nature experiences such as guided night walks, mindfulness sessions in nature, or technology-free zones that encourage visitors to disconnect from daily stresses. Creating themed camping areas that emphasise solitude, natural sounds, and wildlife observation can further promote restorative experiences aligned with escapism. Moreover, loyalty-building initiatives for repeat visitors, such as personalised communication, or membership programmes can strengthen emotional attachment and encourage responsible behaviours. Providing educational signage and subtle prompts related to environmental stewardship, integrated naturally into the aesthetic environment, may also reinforce sustainable practices without detracting from relaxation.

Implementing these specific strategies can enhance tourist satisfaction and loyalty, thereby supporting more sustainable visitor behaviour and contributing to the long-term preservation of campsite environments.

Limitations include convenience sampling and focusing on Croatian campsite, which may restrict generalisability. Future research could benefit from cross-cultural comparisons to examine how differing social norms, cultural values, and environmental attitudes influence the relationships between experiential dimensions, tourist satisfaction, loyalty, and environmentally responsible behaviour. Longitudinal studies are also recommended to track behavioural changes over time and assess the durability of loyalty and sustainable practices following campsite visits. Moreover, future investigations should consider integrating additional psychological constructs such as place attachment, environmental identity, and social influence, which may improve the explanatory power of models predicting pro-environmental behaviour. Finally, further research applying and testing adapted versions of the Experience Economy framework in various nature-based tourism settings would help clarify its contextual applicability and potential modifications required for passive leisure environments like camping.

Acknowledgements:
This paper is financed by "Your Green Vacation" project from the funds of the National Recovery and Resilience Plan 2021-2026 within the framework of the Programme Agreement with the Ministry of Science, Education and Youth.

REFERENCES

Adamovich, V., Nadda, V., Kot, M. and Haque, A.U. (2021), "Camping Vs. Glamping Tourism: Providers' Perspective", *Journal of Environmental Management and Tourism*, Vol. 6, No. 54, pp. 1431–1441. https://doi.org/10.14505/jemt.v12.6(54).01

Agapito, D., Pinto, P., Passos, A.M. and Tuominen, P. (2021), "Designing compelling accommodation escapes: Testing a framework in a rural context", *Tourism and Hospitality Research*, Vol. 21, No. 3, pp. 259–274. https://doi.org/10.1177/1467358420972753

Ali, F., Hussain, K. and Omar, R. (2016), "Diagnosing customers experience, emotions and satisfaction in Malaysian resort hotels", *European Journal of Tourism Research*, Vol. 12, pp. 25–40. https://doi.org/10.54055/ejtr.v12i.211

Cegur Radović, T. (2025), "Camping tourism experience and environmentally responsible behaviour in Croatia", *Tourism: An International Interdisciplinary Journal*, Vol. 73, No. 1, pp. 8–23. https://doi.org/10.37741/t.73.1.1

Cegur Radović, T., Lončarić, D. and Cvelić Bonifačić, J. (2021), "Camping tourism experience, satisfaction and loyalty: an empirical study from Croatia", in Alkier, R., Marković, S. and Perić, M. (Eds.), *6th International Scientific Conference Tourism in Southern and Eastern Europe*, pp. 817–834, Faculty of Tourism and Hospitality Management, Opatija. https://doi.org/10.20867/tosee.06.54

Cegur Radović, T., Lončarić, D. and Dlačić, J. (2022), "Environmentally responsible behavior of camping tourists – scale validation", in Ružić, V., Šutić, B. and Učkar, D. (Eds.), *Book of Proceedings of 84th International Scientific Conference on Economic and Social Development*, Plitvice, pp. 159–168, Varaždin Development and Entrepreneurship Agency and University North.

Chang, L.-L., Backman, K. and Chih Huang, Y. (2014), "Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intentions", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 8, No. 4, pp. 401–419. https://doi.org/10.1108/IJCTHR-04-2014-0032

Chen, C.F. and Chen, F.S. (2010), "Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists", *Tourism Management*, Vol. 31, No. 1, pp. 29–35. https://doi.org/10.1016/j.tourman.2009.02.008

Chen, Y.S., Huang, A.F., Wang, T.Y. and Chen, Y.R. (2020), "Greenwash and green purchase behavior: The mediation of green brand image and green brand loyalty", *Total Quality Management & Business Excellence*, Vol. 31, No. 1–2, pp. 194–209. https://doi.org/10.1080/14783363.2018.1426450

Chen, C. F. and Chen, F. S. (2010), „Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists", *Tourism Management*, Vol. 31, No. 1, pp. 29–35. https://doi.org/10.1016/j.tourman.2009.02.008

Cheng, T. M. and Wu, H. C. (2015), „How do environmental knowledge, environmental sensitivity, and place attachment affect environmentally responsible behavior? An integrated approach for sustainable island tourism" *Journal of Sustainable Tourism*, Vol. 23, No. 4, pp. 557–576. https://doi.org/10.1080/09669582.2014.965177

Cheng, Y., Hu, F., Wang, G., Innes, J.L., Xie, Y. and Wang, G. (2022), "Visitor satisfaction and behavioral intentions in nature-based tourism during the COVID-19 pandemic: A case study from Zhangjiajie National Forest Park, China", *International Journal of Geoheritage and Parks*, Vol. 10, No. 1, pp. 143–159. https://doi.org/10.1016/j.ijgeop.2022.03.001

Chi, C.G.Q. and Qu, H. (2008), "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach", *Tourism Management*, Vol. 29, No. 4, pp. 624–636. https://doi.org/10.1016/j.tourman.2007.06.007

Chi, N.T.K. (2021), "Understanding the effects of eco-label, eco-brand, and social media on green consumption intention in ecotourism destinations", *Journal of Cleaner Production*, 321, 128995.

Chiu, Y.H., Lee, W. and Chen, T. (2014), "Environmentally responsible behavior in ecotourism: Antecedents and implications", *Tourism Management*, Vol. 40, pp. 321–329. https://doi.org/10.1016/j.tourman.2013.06.013

Chow, A.S.Y., Ma, A.T.H., Wong, G.K.L., Lam, T.W.I. and Cheung, L.T.O. (2019), "The impacts of place attachment on environmentally responsible behavior intention and satisfaction of Chinese nature-based tourists", *Sustainability*, Vol. 11, No. 20, pp. 1–13. https://doi.org/10.3390/su11205585

Dai, Y.-D., Yeh, S.-S., Nguyen, M.-C., Hung, C.-W. and Huan, T.-C. (2024), "Unveiling the dynamic of co-created camping experiences: Influence of co-production and family cohesion and resilience via place identity", *Journal of Outdoor Recreation and Tourism*, Vol. 47, 100773. https://doi.org/10.1016/j.jort.2024.100773

Dolnicar, S., Coltman, T. and Sharma, R. (2015), "Do Satisfied Tourists Really Intend to Come Back? Three Concerns with Empirical Studies of the Link between Satisfaction and Behavioral Intention", *Journal of Travel Research*, Vol. 54, No. 2. https://doi.org/10.1177/0047287513513167

Fornell, C., & Larcker, D. F. (1981), „Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research,* Vol. 18 No. 1, pp. 39–50. https://doi.org/10.1177/002224378101800104

Gursoy, D., Chen, J.S. and Chi, C.G. (2014), "Theoretical examination of destination loyalty formation", *International Journal of Contemporary Hospitality Management*, Vol. 26, No. 5, pp. 809–827. https://doi.org/10.1108/IJCHM-12-2013-0539

Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2014), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage Publications, Los Angeles, CA.

Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011), "PLS-SEM: Indeed a silver bullet", *Journal of Marketing Theory and Practice*, Vol. 19, No. 2, pp. 139–152. https://doi.org/10.2753/MTP1069-6679190202

Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Los Angeles.

Halpenny, E.A. (2010), "Pro-environmental behaviours and park visitors: The effect of place attachment", *Journal of Environmental Psychology*, Vol. 30, pp. 409–421. https://doi.org/10.1016/j.jenvp.2010.04.006

Han, J., Lee, M. and Hwan, Y. (2016), "Tourists' environmentally responsible behavior in response to climate change and tourist experiences in nature-based tourism", *Sustainability*, Vol. 8, No. 7, pp. 1–14.

Hardy, T., Ogunmokun, G. and Winter, C. (2005), "An exploratory study of factors influencing campers' level of loyalty to camping sites in the tourism industry", *ANZAM*, Vol. 28, No. 2, pp. 107–136.

He, X., Hu, D., Swanson, S.R., Su, L. and Chen, X. (2018), "Destination perceptions, relationship quality and tourist environmentally responsible behaviour", *Tourism Management Perspectives*, Vol. 28, pp. 93–104. https://doi.org/10.1016/j.tmp.2018.08.001

Hosany, S. and Witham, M. (2010), "Dimensions of Cruisers' Experiences, Satisfaction and Intention to Recommend", *Journal of Travel Research*, Vol. 49, No. 3, pp. 351–364. https://doi.org/10.1177/0047287509346859

Jaković, B., Golub, B. and Kovačević, M. (2024), "Caravanning as a sustainable segment of camping tourism? Theory and practice review", *Oeconomica Jadertina*, Vol. 1, pp. 126–143.

Kastenholz, E., Carneiro, M.J., Marques, C.P. and Loureiro, S.M.C. (2017), "The dimensions of rural tourism experience: impacts on arousal, memory and satisfaction", *Journal of Travel and Tourism Marketing*. https://doi.org/10.1081/10548408.2017.1350617

Kim, K., Wang, Y., Shi, J., Guo, W., Zhou, Z. and Liu, Z. (2023), "Structural Relationship between Ecotourism Motivation, Satisfaction, Place Attachment, and Environmentally Responsible Behavior Intention in Nature-Based Camping", *Sustainability*, Vol. 15, 8668. https://doi.org/10.3390/su15118668

Kim, M. and Thapa, B. (2017), "Perceived value and flow experience: Application in a nature-based tourism context", *Journal of Destination Marketing & Management*, Vol. 8, pp. 373–384. https://doi.org/10.1016/j.jdmm.2017.08.002

Kim, M. and Thapa, B. (2018), "The influence of self-congruity and satisfaction on destination loyalty: a case of the Korean DMZ", *Journal of Heritage Tourism*, Vol. 13, No. 3, pp. 224–236. https://doi.org/10.1080/1743873X.2017.1295973

Lai, I.K.W., Lu, D. and Liu, Y. (2020), "Experience economy in ethnic cuisine: a case of Chengdu cuisine", *British Food Journal*, Vol. 122, No. 6, pp. 1801–1817.

Lee, Y.-K., Lee, C.-K., Choi, J., Yoon, S.-M. and Hart, R.J. (2014), "Tourism's role in urban regeneration: examining the impact of environmental cues on emotion, satisfaction, loyalty, and support for Seoul's revitalized Cheonggyecheon steam district", *Journal of Sustainable Tourism*, Vol. 22, No. 5, pp. 726–749. https://doi.org/10.1080/09669582.2013.871018

Lee, T.H., Jan, F.H. and Yang, C.C. (2013), "Conceptualizing and measuring environmentally responsible behaviors from the perspective of community-based tourists", *Tourism Management*, Vol. 36, pp. 454–468. https://doi.org/10.1016/j.tourman.2012.09.012

Lee, T.H., Jan, F.H. and Huang, G.W. (2015), "The influence of recreation experiences on environmentally responsible behavior: the case of Liuqiu Island, Taiwan", *Journal of Sustainable Tourism*, Vol. 23, No. 6, pp. 947–967. https://doi.org/10.1080/09669582.2015.1024257

Li, T., Liu, F. and Soutar, G.N. (2021), "Experience, post-trip destination image, satisfaction and loyalty: A study in ecotourism context", *Journal of Destination Marketing & Management*, Vol. 19, 100547, pp. 1–10. https://doi.org/10.1016/j.jdmm.2020.100547

Li, S., Liu, M. and Wei, M. (2021), "Host sincerity and tourist environmentally responsible behavior: The mediating role of tourists' emotional solidarity with hosts", *Journal of Destination Marketing & Management*, Vol. 19, 100548. https://doi.org/10.1016/j.jdmm.2020.100548

Li, Q. and Wu, M. (2020), "Tourist's pro-environmental behaviour in travel destinations: benchmarking the power of social interaction and individual attitude", *Journal of Sustainable Tourism*, pp. 1–19. https://doi.org/10.1080/09669582.2020.1737091

Lin, Y.H. and Lee, T.H. (2019), "How do recreation experiences affect visitors' environmentally responsible behaviour? Evidence from recreationists visiting ancient trails in Taiwan", *Journal of Sustainable Tourism*, Vol. 28, No. 5, pp. 705–726. https://doi.org/10.1080/09669582.2019.1701679

Lončarić, D., Dlačić, J. and Bagarić, L. (2019), "Exploring the relationship between satisfaction with tourism services, revisit intention and life satisfaction", *41st International Scientific Conference of Economic and Social Development*, pp. 122–132, Belgrade.

Lončarić, D., Dlačić, J. and Perišić Prodan, M. (2018), "What makes summer vacation experience memorable? An empirical study from Croatia", *Zbornik Veleučilišta u Rijeci*, Vol. 6, No. 1, pp. 67–80. https://doi.org/10.31784/zvr.6.1.2

Lončarić, D., Perišić Prodan, M. and Dlačić, J. (2021), "Memorable Tourism Experiences Inspired by the Beauty of Nature", *Tourism and Hospitality Management*, Vol. 27, No. 2, pp. 315–337. https://doi.org/10.20867/thm.27.2.5

Loureiro, S.M.C. (2014), "The role of the rural tourism experience economy in place attachment and behavioral intentions", *International Journal of Hospitality Management*, Vol. 40, pp. 1–9. https://doi.org/10.1016/j.ijhm.2014.02.010

Malik, S.A., Akhtar, F., Raziq, M.M. and Ahmad, M. (2020), "Measuring service quality perceptions for customers in the hotel industry of Pakistan", *Total Quality Management & Business Excellence*, Vol. 31, No. 3–4, pp. 263–278. https://doi.org/10.1080/14783363.2018.1426451

Marzuki, A. et al. (2017), "Linking nature-based tourism attributes to tourists' satisfaction", *Anatolia*, Vol. 28, No. 1, pp. 96–99. https://doi.org/10.1080/13032917.2016.1277432

Pan, Y. and Liu, J.G. (2018), "Antecedents for college students' environmentally responsible behaviour: Implications for collective impact and sustainable tourism", *Sustainability*, Vol. 10, No. 6, 2024. https://doi.org/10.3390/su10062024

Perera, P., Mallikage, S.T., Newsome, D. and Vlosky, R. (2022), "Profiling of Shelter Campers, Their Attitudes, and Perceptions towards Environmental Impacts of campsites Use and Management: Evidence from National Parks of Sri Lanka", *Sustainability*, Vol. 14, 13311.

Pine, B.J. and Gilmore, J.H. (1998), "Welcome to the experience economy", *Harvard Business Review*, Vol. 76, pp. 97–105.

Polnyotee, M. and Thadaniti, S. (2014), "The survey of factors influencing sustainable tourism at Patong beach, Phuket island, Thailand", *Mediterranean Journal of Social Sciences*, Vol. 5, No. 9, pp. 650–655. https://doi.org/10.5901/mjss.2014.v5n9p650

Prayag, G. et al. (2017), "Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend", *Journal of Travel Research*, Vol. 56, No. 1, pp. 41–54. https://doi.org/10.1177/0047287515620567

Ramkissoon, H., Smith, L.D.G. and Weiler, B. (2013), "Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviors: A structural equation modeling approach", *Tourism Management*, Vol. 36, pp. 552–566. https://doi.org/10.1016/j.tourman.2012.09.003

Ramkissoon, H. and Sowamber, V. (2020), "Local support in tourism in Mauritius", in Novelli, M., Adu-Among, M.A. and Ribeiro, A. (Eds.), *Routledge Handbook of Tourism in Africa*, Routledge, pp. 417–428.

Sangpikul, A. (2017), "The effect of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination", *International Journal of Culture, Tourism and Hospitality Research*, pp. 1–18. https://doi.org/10.1108/IJCTHR-06-2017-0067

Su, L., Hsu, M.K. and Boostrom, R.E. (2019), "From recreation to responsibility: Increasing environmentally responsible behavior in tourism", *Journal of Business Research*, Vol. 109, pp. 557–573. https://doi.org/10.1016/j.jbusres.2018.12.055

Tan, W.K. (2017), "The relationship between smartphone usage, tourist experience and trip satisfaction in the context of a nature-based destination", *Telematics and Informatics*, Vol. 34, No. 2, pp. 614–627. https://doi.org/10.1016/j.tele.2016.10.004

Triantafillidou, A. and Petala, Z. (2015), "The Role of Sea-Based Adventure Experiences in Tourists' Satisfaction and Behavioral Intentions", *Journal of Travel and Tourism Marketing*, Vol. 33, pp. 1–21. https://doi.org/10.1080/10548408.2015.1008667

Vesci, M., Conti, E., Rossato, C. and Castellani, P. (2020), "The mediating role of visitor satisfaction in the relationship between museum experience and word of mouth: evidence from Italy", *The TQM Journal*, Vol. 33, No. 1, pp. 141–162. https://doi.org/10.1108/TQM-02-2020-0022

APPENDIX 1. CONSTRUCTS AND VARIABLES

Construct	Item number	Item	Source
TOURISM EXPERIENCE	TE1	The setting of the campsite was attractive.	Hosany and Witham (2010)
	TE2	The setting of the campsite pays close attention to design details.	
	TE3	I felt comfortable staying in the campsite.	
	TE4	I felt a real sense of harmony.	
	TE5	The campsite activities were interesting.	
	TE6	The campsite activities were amazing.	
	TE7	The campsite activities were entertaining.	
	TE8	The experience in the campsite made me more knowledgeable.	
	TE9	It was a real learning experience.	
	TE10	It stimulated my curiosity to learn new things.	
	TE11	I felt I played a different character here.	
	TE12	The experience let me imagine being somewhere else.	
	TE13	I completely escaped from my daily routine.	
	TE14	I felt I was in a different time or place.	
SATISFACTION	S1	I am delighted with this campsite.	Han et al., (2016)
	S2	My overall satisfaction with this campsite is total satisfaction	
	S3	My satisfaction with this campsite exceeds my expectations.	
LOYALTY	L1	I will positively evaluate this campsite to my friends and relatives as well as other people.	Lee et al., (2014)
	L2	I will revisit this campsite in the future.	
	L3	I will recommend this campsite to my friends and relatives as well as other people.	

SITE-SPECIFIC ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR	SERB1	When I do outdoor activities (e.g., hiking, jogging, horseback riding, skiing, cycling), I stay within the allowed area.	Cegur Radović et al. (2022)
	SERB2	I do not disturb animals and vegetation in the campsite.	
	SERB3	I do not harm plants and animals in the campsite.	
	SERB4	I do not collect flora and fauna specimens without permission.	
	SERB5	I do not turn rocks and dry wood.	
	SERB6	During my stay in the campsite, I use environmentally friendly products to maintain hygiene.	
	SERB7	During my stay in the campsite, I use products with ecological labels.	
	SERB8	During my stay in the campsite, I buy products or services from locals.	
	SERB9	During my stay in the campsite, I am careful not to make noise and disturb other guests.	
	SERB10	During my stay at the campsite, I conserve water.	
	SERB11	During my stay in the campsite, I conserve energy.	
	SERB12	During my stay in the campsite, I separate waste.	
	SERB13	After leaving the campsite, I leave the place as clean as it was.	
	SERB14	During my stay in the campsite, I use the car as least as possible a means of transport.	
	SERB15	During my stay in the campsite, I throw cigarette butts and chewing gum in a designated place.	
	SERB16	I encourage other to save water in the campsite.	
	SERB17	I encourage others to save energy in the campsite.	
	SERB18	I encourage others not to disturb animals and damage the plants in the campsite.	
	SERB19	I encourage others to separate the waste in the campsite.	
	SERB20	I encourage others to pick up litter left by other people while in the campsite.	
	SERB21	I encourage others to leave the campsite as clean as it was originally.	
	SERB22	I encourage others to throw cigarette butts and chewing gum in a designated place.	

Source: Research results