

## MULTIDIMENSIONALITY AND DETERMINANTS OF CONSUMER LOYALTY IN TOURIST SERVICES

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### Abstract

**Purpose.** The purpose of this article is to present the essence and polymorphism of the loyalty concept, as well as to identify the determinants of consumer loyalty in the tourism market.

**Method.** The method used was a review of literature for utilitarian purposes and cognitive purposes of a heuristic nature and based on the analysis and evaluation of previous research projects and existing publications covering the subject matter.

**Findings.** The subject literature review confirms that while consumer loyalty to a destination and the broadly understood accommodation services constitute the frequent objective of research, the consumer loyalty of travel agents is rarely analyzed. The above conclusions indicate the need for conducting research and undertaking attempts to explain consumer loyalty in the tourism market in this particular area.

**Research and conclusions limitations.** In accordance with the research methodology, the research methods used in the article represent preliminary research of an exploratory nature and constitute a starting point for other studies of the subject matter subject matter.

**Practical implications.** As a result of a detailed analysis and observations of loyalty determinants followed by customers of tourist services as indicated in the article, it is possible to get a better understanding of the decision-making processes of customers.

**Originality.** The paper presents definitions of research constructs in the tourism market, indicating both behavioral and affective determinants of client loyalty to tourist services and also proposes the conceptualization of consumer loyalty research in the tourism market, including antecedents and consequences of loyalty shown by consumers of tourist services.

**Type of paper.** A review presenting theoretical concepts.

**Key words:** tourist behaviors, consumer loyalty of tourist enterprises, determinants of consumer loyalty to tourist services.

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## **Introduction – Behaviors of Consumers of Tourist Services**

The main purpose of this article is to present the essence and polymorphism of the loyalty concept, as well as to identify the determinants of consumer loyalty in the tourism market. The review of literature for both utilitarian purposes and cognitive purposes of a heuristic, auxiliary nature allows for the present organization of knowledge and supports the conceptualization the underlying terms. The paper also aims to implement the existing theoretical concepts on the grounds of the economy of tourism. Following the subject research review, which was conducted in an international environment, the paper aims to conceptualize research regarding the loyalty of consumers of tourist services (pointing to antecedents and effects) by suggesting both directions and areas of future research.

The discussion focused on the loyalty of consumers of tourist services and its determinants should start by characterizing the specificity of consumer behavior in the tourism market. By means of presenting the loyalty phenomenon duality, its motives, objectives, and basic determinants, the paper intends to suggest definitions of the above-mentioned research constructs in the tourism market.

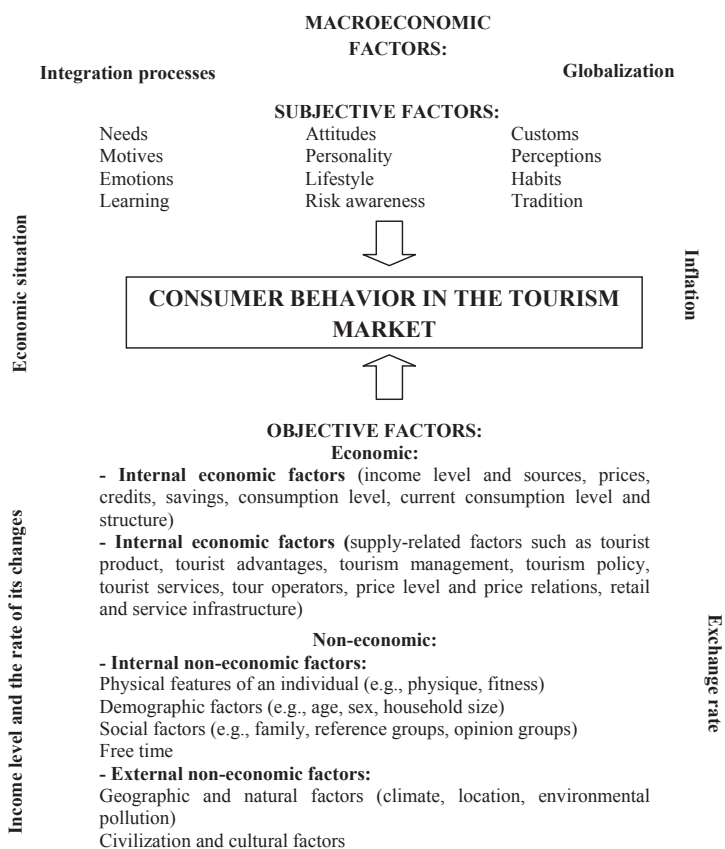
Consumer behavior can be defined as the “decision making process in terms of choosing an offer in accordance with an individual scale of preference and the realistically available purchasing power, as well as making the purchase based on the collected experiences resulting from the previously made consumption” [Panasiuk 2013, p. 61]. Consumer behaviors on the market of tourism, referred to as tourist behaviors, represent the distinguished class of consumer behaviors which are separated by the specific nature of tourists’ needs [Żabińska 1994, p. 29]. In the opinion of A. Niemczyk, “tourist behaviors refer to all actions and activities performed by consumers who present particular psychophysical predispositions related to making choices within the process of meeting tourist needs in defined economic, social, demographic, political, geographic, etc. conditions” [Niemczyk 2010, p. 14].

“Two-stage nature of the decision making remains an important quality of the discussed process involving the consumers of tourist offers. The first stage usually consists in selecting the destination, whereas the second one in choosing a particular set of goods and services which make up a particular tourist product” [cf. Kachniewska, Nawrocka, Niezgoda, Pawlicz 2012, pp. 42–43].

The subject literature offers many classifications of determinants responsible for consumer behaviors. Therefore, it seems plausible to suggest a classification of determinants underlying the behaviors of consumers of tourist services. This classification is the synthesis of different classifications suggested by Polish authors and simultaneously follows the principle present in western literature regarding the domination of subjective factors related to individual mentality and non-economic factors coming

from a consumer’s environment. “It is a man—a human being characterized by a particular mentality—who represents the subject of travelling” [Przeclawski 2005, p. 57].

The classification presented below (Fig. 1) refers to macroeconomic factors, understood as all possible determinants underlying the decision-making process of consumers of tourist services, residing in a given country, at the background of integration and globalization processes.



**Figure 1.** Determinants influencing behaviors of consumers of tourist services  
**Source:** Author’s compilation based on Niemczyk 2010, p. 17 and Kiezel (ed.) 1999, p. 107.

Along with market changes, increasing competition, globalization, and the advancing integration-oriented processes, the number of factors likely to have an impact on customers’ behaviors is continuously increasing. All of the remaining determinants were divided into objective and subjective ones, depending on whether a given factor is independent of the occurring percep-

tions, or whether it is perceived and interpreted depending on the person making an assessment.

“Subjective factors explain the nature of tourist needs by emphasizing their anthropocentric interpretation, which combines the bio-centric (the need of recreation and leisure combined with spa treatment), psycho-centric (the need for intellectual emotions, meditations, sentimental tourism), and socio-centric (the need to meet new people and cultures) approaches with an eco-centric approach (needs resulting from market influence, offers availability and promotion) and also attributes such as limitlessness, renewability, complementarity, different intensity, and low substitutability” [Jedlińska 2006, p. 177].

Objective factors determining tourist behaviors were divided in the suggested classification into economic (internal–referring to an individual, and external–referring to environmental factors) and non-economic ones (internal and external).

### **Loyalty of Consumers of Tourist Services – the Essence and Duality of the Phenomenon**

The authors of *Marketing Lexicon* indicate that loyalty means “the propensity of consumers to continue purchasing products representing a particular brand” [Alkorn, Kramer 1998, p. 135] or “customer’s willingness to repeat the purchase with the same provider” [Kienzler 2008, p. 116].

The majority of approaches presented in the subject literature attempt to define the term “loyalty” within two categories, i.e., attitudes and customer behaviors.<sup>1</sup> Loyalty in terms of an attitude means subjective feelings experienced by clients and resulting in their individual attachment to particular categories of market offers. This is crystallized by means of emotional experiences and the state of awareness. However, loyalty understood as behavior is manifested by the repetitive purchase of particular goods and services, by increasing orders or making recommendations to potential clients.

Having noticed the basic problem of the behavioral approach, disregarding the reasons of a mainly psychological nature which make a client repeat a particular purchase, Jacoby and Chestnut [1978] suggested defining customer loyalty as covering both dimensions, i.e., attitude and behavior. In their opinion, loyalty represents customer’s predisposition towards a particular brand which is made up of preferences and involvement based on an attitude [Jacoby, Chestnut 1978].

J. Griffin, quoting D. L. Stum and A. Thiry, also describes a loyal consumer as an “individual who makes regular, repetitive purchases, uses company offers, disseminates positive information about a company and, moreover, is resistant to the activities performed by competitive entities” [Griffin

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<sup>1</sup> In accordance with the presented definitions, loyalty can have either an emotional dimension (affective, referring to an attitude) or be related to behavior (behavioral).

1997, p. 31; Stum, Thirty 1991, pp. 34–36]. Similarly, in their definition of loyalty, K. Storbacka and J. R. Lehtinen emphasize aspects related to both behavior and emotions which influence consumers in their purchasing process. In the opinion of these authors, loyalty means “the share of an enterprise in a consumer’s wallet, mind, and heart” [Storbacka, Lehtinen 2001, pp. 34–53].

In spite of the publication of the important above-mentioned studies discussing the essence of loyalty, researchers are still seeking the universal definition of loyalty [Dick, Basu 1999, pp. 99–113; Jacoby, Chestnut 1978; Oliver 1993, pp. 418–30]. According to M. D. Uncles, G. D. Dowling, and K. Hammond [Uncles et al. 2003, pp. 294–317] there are three popular approaches to loyalty: loyalty as an attitude only, loyalty as a behavior only, and loyalty as an attitude and behavior simultaneously.

Similarly, the concept of consumer loyalty referring to tourist enterprises should be defined in a broader perspective. The combination of affective and behavioral presentations, and therefore loyalty, perceived both as an attitude and behavior, is understood as a consumer’s attachment to the type of purchased tourist offers and places of their selling/booking, whereas a particular behavior, manifested in making repetitive purchases and propagating opinions about a particular company or tourist brand, results from a consumer’s attitude and intention to purchase tourist services (Table 1).

Paraphrasing R. L. Oliver’s definition [cf. Oliver 1999, pp. 34–35] referring to both an attitude and behavior, the loyalty of consumers of tourist enterprises can be characterized as the deeply rooted belief presented by a consumer to make the repetitive purchase of tourist offers or an ongoing condescending approach to the preferred categories of tourist offers, which results in repurchasing a particular brand or item offered by a tourist enterprise, executed despite the marketing efforts and situational impacts of the competition, which could theoretically result in changing the behavior of a consumer of tourist services [Michalska-Dudek 2013, p. 200].

“While attempting to create the universal definition of loyalty—regardless of various market contexts’ specificity—the researchers came up with numerous different concepts, which made them unadjusted to the specific nature of services” [cf. Siemieniako 2012, pp. 8–14].

It must be observed that the characteristics of the service market<sup>2</sup> distinguish it from typical material goods, and that the specific characteristics of tourist services<sup>3</sup> imply particular activities, also in terms of approaching

<sup>2</sup> These components of services are namely intangibility, inconsistency, indivisibility, and impermanence [more in Pluta-Olearnik 1994, p. 23; Mudie, Cottam 1998, p. 21].

<sup>3</sup> The following are listed among the characteristics of tourist services: they are rendered for both individual and collective consumption; they meet different needs of tourists compared to the ones provided in their permanent places of residence; they can take the form of single provisions referring to objects or people (e.g., renting a hotel room or car) or cover a whole set of services (a package, e.g., accommodation and meals, or an entire tourist event); they are mutually dependent and remain in a complementary relationship with tourist advantages; the demand for them is diverse in terms of time, space, and type; they play important social func-

**Table 1.** Three presentations of loyalty in tourist services

Loyalty	As an attitude (affective presentation)	<ul style="list-style-type: none"> <li>– Loyalty is the function of an attitude manifested by behavior;</li> <li>– it is loyalty expressed by the type of relations between a tourist enterprise and a consumer;</li> <li>– it is an attitude of a client towards a tourist enterprise presenting specific offers;</li> <li>– loyalty intensity is the crucial component of an attitude's characteristics;</li> <li>– loyalty is established through emotions and feelings which relate a consumer to a given brand, product, or tourist enterprise;</li> <li>– these emotions influence a consumer's way of thinking and his/her attitude, thus having an impact on his/her behaviors.</li> </ul>
	As a behavior (behavioral presentation)	<ul style="list-style-type: none"> <li>– Loyalty means making purchases of the same brand offers, in the same sales place/consumer service unit or the same tourist services provider, without considering any other brands;</li> <li>– loyalty is analyzed in the context of behaviors presented by the consumers of tourist services;</li> <li>– loyalty is translated into sales size and value (loyal consumers of tourist services buy more often and spend more money on their purchases) and, therefore, it is translated into the market share of a tourist enterprise;</li> <li>– loyalty is passing on positive opinions about an enterprise;</li> <li>– it involves low susceptibility to competitive activities in the tourism market;</li> <li>– it includes acceptance of small problems occurring on the part of a service provider and the tendency to forgive problems and service imperfections;</li> <li>– it leads to offering advice and hints to a tourist enterprise (clients as the progress factor).</li> </ul>
	As the result of attitude and behavior (conative loyalty)	<ul style="list-style-type: none"> <li>– Loyalty is understood as a consumer's attachment to the type of tourist offers purchased and their selling/booking places;</li> <li>– it is a particular behavior manifested by making repetitive purchases and propagating opinions about a given tourist company or brand resulting from an attitude and an intention to make a purchase;</li> <li>– it is represented by a consumer's predisposition to choose a brand, while predispositions are composed of preferences and involvement based on an attitude towards a tourist enterprise.</li> </ul>

**Source:** Author's compilation based on Kwiatek 2007, pp. 26–27 and Urban, Siemieniako 2008, p. 12.

tions since they ensure leisure and represent a form of managing one's free time; their consumption is always a single act, even if an identical package is used in the same place and time; their form is always different, and for this reason it is not known whether it can be replicated in the future; a tourist product purchase is often based on an image or idea, not exactly on the product itself, but on a place of temporary residence and the seasonality of tourist services; the significant differentiation of their provision volume within a year results on the one hand from the periodical nature of free time spent on taking advantage of tourist services, and on the other from the specific "seasonality" of many basic tourist attractions; a tourist product is impermanent; its consumption has to be performed in a particular place and time; a client has to move to the place of a tourist product; it cannot be stored, even though its provision can be booked; tourist services are frequently characterized by high fixed costs and relatively low variable costs; a tourist product's characteristics (assessment) are established based on the direct contact between its provider and a client [Panasiuk 2005, p. 78].

the consumer loyalty phenomenon, and thus predispose tourism enterprises to introduce the concept of relationship marketing.<sup>4</sup> This concept emphasizes the role of existing ties and mutual achievement of objectives, as well as the role played by the realization of promises made. Therefore, in the case of service enterprises, the emphasis is placed on personal relations between a client and the service provider's staff, within the framework of which an in-depth loyalty-oriented bond is established. The role of service personnel does increase in such circumstances.

Having considered the above remarks, an approach towards defining loyalty in the case of service enterprises also requires relational understanding. One of the first approaches towards loyalty in the relational context is the proposal made by S. Fournier which defines loyalty as a long-term partnership based on involvement and emotions manifested in mutual relations between a client and a service provider, since these interactions primarily have an impact on mutual loyalty [Fournier 1998, p. 346].

For a strong relationship to exist, both parties must experience benefits. The research of K. P. Gwinner, D. D. Gremler, and M. J. Bitner focused both on the benefits of a long-term customer relationship from the perspective of the firm and a long-term service relationship for the customer.<sup>5</sup> "Only by examining the benefits from both sides of the relationship can firms build effective relational strategies" [Gwinner, Gremler, Bitner 1998, pp. 106–107].

The specific nature of mutual relations established between a client and a service provider also requires loyalty from a service enterprise towards its client, whereas in a relational understanding of loyalty, it is the client's perspective<sup>6</sup> which remains crucial as it expects reciprocal loyalty from a service enterprise [Fournier 1998, p. 346].

S. Rundle-Thiele also emphasizes the need for approaching loyalty in a two-way manner. In her opinion, loyalty is "a feeling or an approach of full involvement and affection." Such a feeling is associated with the tendency for a given person to feel obligated to persist in his or her personal relations in both good and bad times [Rundle-Thiele 2006, pp. 416–417].

D. Siemieniako has observed that combining the relations between a client and an enterprise with the loyalty concept results in a higher lev-

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<sup>4</sup> According to Grönroos, relations marketing represents establishing, maintaining, and enhancing relations with customers and other partners in a way which enables both parties to achieve their objectives, following a reciprocal exchange and keeping promises [Grönroos 1990].

<sup>5</sup> K.P. Gwinner, D.D. Gremler, and M.J. Bitner suggest customers derive different types of relational benefits from long-term relationships with service firms: social benefits (fraternization, friendship, personal recognition), psychical benefits (a reduction of anxiety, greater trust/confidence), and economic benefits (discounts/price breaks, additional services or considerations, history development) [Gwinner, Gremler, Bitner 1998, pp. 106–107].

<sup>6</sup> Having analyzed loyalty characteristics from the client's perspective, Siemieniako, Rundle-Thiele, and Urban, based on research conducted in five countries (Poland, Portugal, Byelorussia, Canada, and Australia), indicate that loyalty is complex, relational, dynamic, requires mutual confidence, remains permanent, and is based on the free will of both parties involved [Siemieniako, Rundle-Thiele, Urban 2010, pp. 288–294].

el of understanding of the analyzed phenomenon, since customer loyalty represents an ongoing phenomenon rather than an episodic one [more in Siemieniako 2010, pp. 15–21].

## Loyalty Determinants of Consumers of Tourist Enterprises

W. Urban and D. Siemieniako distinguished six objects of customer loyalty which could be successfully applied in analyzing the loyalty of tourist services consumers: “loyalty to brand, loyalty to product category, loyalty to staff, loyalty to the place of purchase, loyalty to the community, and loyalty to an organization” (Fig. 2) [Urban, Siemieniako 2008, p. 9]. While discussing the loyalty of consumers of tourist enterprises, a similar diversification of loyalty objects occurs. This is mainly a result of the complexity of psychological processes the purchasing individuals undergo while making decisions about purchasing offers in the tourism market [more in Michalska-Dudek 2013, pp. 205–207].<sup>7</sup>



**Figure 2.** Loyalty objects of clients of a tourist enterprise

**Source:** Cf. Michalska-Dudek [2013, p. 199] based on Urban, Siemieniako [2008, p. 9].

The most favorable situation for tourist enterprises is definitely the one in which a consumer is loyal to all the above-mentioned loyalty objects, i.e., brand, product, staff, place of purchase, community, and organization, as this substantially minimizes the risk of his or her loss.

Loyalty to each of the above objects is related to different elements of a consumer’s attitude, which can be influenced by the purchase experience

<sup>7</sup> W. Urban and D. Siemieniako [2008] claim that it is definitely easiest to gain loyalty in terms of a place and staff. However, these loyalty types are not decisive about establishing durable, long-lasting loyalty; therefore, after winning these loyalty types, it is worth initiating quick efforts to establish loyalty towards its remaining objects.



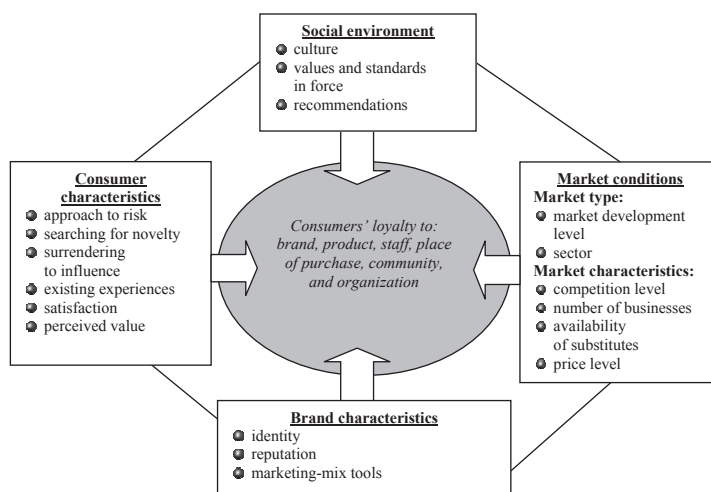
and can have an impact on his or her emotions (affective dimension) and thus have an impact on his or her future behavior (behavioral dimension).

For many years, an attempt to identify the determinants of customer loyalty has been considered an important objective of the conducted research. The studies on loyalty multidimensionality concentrate on two major research trends: problems associated with the establishment of loyalty, and the results related to loyalty. The first group refers to the research focused on the identification of loyalty antecedents, whereas the second group concentrates on its consequences.

On the basis of consecutive research covering the problems of the establishment of loyalty and conditions, its subsequent determinants were indicated. In general, two groups of factors influencing loyalty can be distinguished [Kwiatk 2007, p. 38 cited in Smyczek 2001, p. 39]:

- endogenous factors (internal, consumer-related), which refer directly to consumers and are related to their subjective perception of reality (e.g., risk, expected benefits, and involvement level in a particular purchasing process),
- exogenous factors (external, environment-related), which function outside of consumers (e.g., brand characteristics, enterprise range extensiveness, offer quality, market or sector conditions, and market saturation level).

One can assume that the loyalty of clients is influenced by the mutual interaction of four main factor groups: consumer characteristics, brand, social environment qualities, and market conditions (Fig. 3) [cf. Kwiatek 2007, p. 39; Urban, Siemieniako 2008, p. 9].



**Figure 3.** Factors influencing the loyalty of clients of enterprises

**Source:** Author's compilation based on Kwiatek 2007, p. 39 and Urban, Siemieniako 2008, p. 9.

Feedback of a complex nature occurs between the presented factors, since they not only determine loyalty but, in many cases, can also represent its effects.<sup>8</sup>

Consumer inertia factors should also be added to the above-mentioned loyalty antecedents, which are derived from one of the well-known methods attempting to explain loyalty sources: the *Loyalty Drivers* methodology, developed by researchers from the Marketing Science Centre [Siekierski 2003, p. 43]. The so-called inertia factors, overall factors which hinder either re-branding or changing a provider, are manifested in irrational behaviors, such as remaining a client despite belief in the existence of better offers or declining an offer for a change. These are as follows:<sup>9</sup>

- Psychological characteristics differentiating consumers, such as a habit and inclination towards making a routine purchase, consumer conservatism, passion for novelty, tendency to seek variety, importance attached to making a correct choice, laziness, or reluctance to verify an assessment;
- Attitudes towards the category influenced by knowledge and understanding of the available offers, perception of differences and their significance between brands, offers, or providers. Inertia is directly related to a consumer's understanding and knowledge of the studied category. If offers are complicated for a client, he or she finds it more difficult to make the decision to change, since it is difficult to compare products directly and decide whether one offers a higher value than the other one.
- Transition barriers (overall objective factors hindering rebranding, as well as their subjective perception by a consumer), e.g., limited access to competitive offers, existing agreements, benefits resulting from loyalty programs, formalities and problems associated with changing a provider, etc.

With the above discussion in mind, it is possible to conclude that customer loyalty to tourist enterprises depends on many factors which cover the determinants of tourist behaviors (macroeconomic factors, subjective factors, objective economic factors, and also objective non-economic factors), as well as endogenous and exogenous determinants of consumer loyalty (Fig. 4).

Before making a decision about purchasing an offer in the tourism market, we face both the factors which influence tourist behaviors and the ones which determine customer loyalty towards tourist service providers (Fig. 2).

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<sup>8</sup> It is worth listing the models that attempt to explain the phenomenon of loyalty, e.g., the Katon model, the van Raaija model, the O'Shaughnessy model, the Fishbein model, the Andreasen model, the EKB model (Engel, Kollat, Blackwell), the Howard-Sheth model, and the FHL model (Farley, Howard, Lehmann).

<sup>9</sup> These are the kinds of factors which, to some extent, increase loyalty regardless of belief in the value of an offer. Inertia frequently means forced loyalty, not remaining in line with the real assessment of the value of an offer.



**Figure 4.** Consumer loyalty determinants in the tourism market.

Source: Author's compilation.

However, consumer loyalty in the tourism market is influenced by the characteristics of a consumer him/herself and also by the those that are typical for the tourism sector, as well as the specific market conditions in which the tourism

## **The Review of Selected Research on Loyalty and Its Antecedents in the Tourism Industry**

The review of the subject literature for both cognitive purposes (of a heuristic, auxiliary nature) and utilitarian purposes confirms that while many authors present loyalty as the result of some models proposed for the determination of loyalty to a destination, accommodation, or other tourism product of interest, others put loyalty among behavioral intentions.

As Table 2 shows, the following studies refer to the loyalty construct as one-dimensional, two-dimensional (distinguishing between attitudinal and behavioral loyalty), and three-dimensional (distinguishing between cognitive, affective, and attitudinal, conative, and behavioral loyalty).

Analyses were also conducted by approaching loyalty as an indirect effect of the reviewed models. Most of the studies deal with the final result as a single construct. This construct may represent [cf. Campon, Alves, Hernandez 2013, p. 28]:

- the intention to return [Murphy et al. 2000; Choi, Chu 2001; Petrick et al. 2001; Petrick, Backman 2002; Alegre, Cladera 2006, 2009; Umet al. 2006; Cladera 2007],

**Table 2.** Studies of loyalty in the tourism industry

<b>One-dimensional loyalty constructs</b>		
<b>Research area</b>	<b>Authors</b>	<b>Research subject</b>
Accommodation	J. Gould-Wiliams 1999	Guest loyalty
	J. Kandampully, D. Suhartanto 2000, 2002	Customer loyalty
	K. Buracom 2002	Loyalty
	S.H. Tsaur et al. 2002	Guest loyalty
	I. Skogland, J. A. Siguaw 2004	Loyalty
	C. H. Lin 2005	Loyalty
	C. Voces 2005	Loyalty
	S. M. Loureiro, F. J. Miranda 2006, 2008	Loyalty
	B. Chitty et al. 2007	Loyalty
	A. B. Shammout 2007	Loyalty
Destination	J. T. Bowen, S. L. Chen 2001	Destination loyalty
	S. L. Chen, D. Gursoy 2001	Loyalty
	S. G. Q. Chi 2005	Destination loyalty
	H. San Martin 2005	Loyalty
	Y. Yoon, M. Uysal 2005	Destination loyalty
	M. G. Gallarza, I. Gil 2006	Destination loyalty
	H. H. Huang, C. K. Chiu 2006	Destination loyalty
	B. Kao 2007	Destination loyalty
	A. Yüksel, F. Yüksel 2007	Expressed loyalty intentions
	S. G. Q. Chi, H. Qu 2008	Destination loyalty
	K. Kim 2008	Destination loyalty
	G. Prayag 2008	Destination loyalty
	I. Rodriguez del Bosque, H. San Martin 2008	Destination loyalty
	F. Martinez et al. 2009	Loyalty
	P. Mechinda et al. 2010	Attitudinal loyalty
V. Vale et al. 2010	Loyalty	
Other	J. E. Bigne, L. Andreu 2004, 2005	Loyalty
	K. Alexandris et al. 2006	Loyalty
Other	K. Matzler et al. 2007	Loyalty
	R. Faullant et al. 2008	Loyalty
	J. Anuwichanont, P. Mechinda 2009	Loyalty
	T. C. Kan et al. 2009	Loyalty
	T. F. Yen et al. 2009	Loyalty

<b>Two-dimensional loyalty constructs</b>		
Research area	Authors	Research subject
Destination	G. Lee 2001	Attitudinal loyalty Behavioral loyalty
	C. Martin 2005	Attitudinal loyalty Behavioral loyalty
	K. Hernandez et al. 2006	Attitudinal loyalty Behavioral loyalty
	X. Li et al. 2007	Attitudinal loyalty Behavioral loyalty
Other	X. Li, J. F. Petrick 2008	Attitudinal loyalty Behavioral loyalty
	P. Mechinda et al. 2009	Attitudinal loyalty Behavioral loyalty
<b>Three-dimensional loyalty constructs</b>		
Research area	Authors	Research subject
Destination	J. Lee et al. 2007	Attitudinal loyalty Conative loyalty Behavioral loyalty
	A. Yüksel et al. 2010	Attitudinal loyalty Conative loyalty Behavioral loyalty

**Source:** Author's compilation based on Campon, Alves, Hernandez 2013; Matias et al. (eds.) 2013, pp. 13–40.

- intentions regarding future behavior [Tian-Cole et al. 2002; Baloglu et al. 2003; Lee et al. 2004; Alen, Fraiz 2006; Alen et al. 2007; Chen, Tsai 2007; Sophonsiri 2008; Hu et al. 2009; Lee 2009],
- the probability of a recommendation or a repeat visit [Hui et al. 2007],
- future destination selection [Tian-Cole, Crompton 2003],
- word of mouth recommendation [Kim, Cha 2002].

Other authors decided to use two constructs [Bigne et al. 2001, 2005; Kozak 2001; Petrick 2004; Barroso et al. 2007; Sanz 2008], which usually took the form of:

- the intention to return,
- the intention to recommend [Campon, Alves, Hernandez 2013, p. 28].

There was one study whose result differentiated between the three constructs, namely the intention to pay a return visit in the short, medium, or long-term period [Jang, Feng 2007].

An attempt to identify the basic determinants of consumer loyalty in the tourism market has for years constituted an important objective of numerous studies. Table 3 presents the review of research results analyzing factors which determine consumer loyalty in the tourism market.

**Table 3.** The review of selected research on loyalty antecedents in the tourism industry

<b>Author</b>	<b>Analyzed variables</b>	<b>Research subject</b>	<b>Research results</b>
L.P. Pritchard, D. Howard 1997	Loyalty Satisfaction Consumer's involvement Perception of service quality	Tourist services	Emphatic service provider, consumer's involvement and satisfaction represent three key factors determining real loyalty in tourist services.
J. F. Petrick 1999	Satisfaction Perceived service value Loyalty Repurchase declaration	Golf course	Loyalty depends on satisfaction and satisfaction with a customer's perceived service value. Internal variables have limited influence on consumer satisfaction, perceived value, loyalty, and consumer repurchase declarations. Satisfaction, perceived value, and loyalty jointly explain particular behaviors related to repurchases of recreational services.
J. T. Bowen, S. Chen 2001	Satisfaction Loyalty	Hospitality industry	The relation between satisfaction and loyalty is not a linear one.
L. Lee, M. F. Cunningham 2001	Loyalty Service quality	Travel agencies	Perceived service quality, offer costs, and costs of leaving exert a significant impact on consumer loyalty in the market of travel agencies.
J. F. Petrick, S. J. Backman 2001	Repurchase declaration Satisfaction Perceived value of an offer Loyalty	Recreational services	Satisfaction, perceived value of an offer, and loyalty jointly influence consumer declarations regarding an offer repurchase. Among the analyzed factors, satisfaction constitutes the best repurchase prediction. Loyalty depends on satisfaction and the consumer's perception of the value of an offer.
Y. Yoon, M. Uysak 2005	Motivation Satisfaction Loyalty	Destination	Destination loyalty is correlated with tourists' satisfaction as a result of their experiences. Satisfaction represents the factor negatively correlated with a "pull" type motivation (referring to destination choice). However, it does not depend on a "push" type motivation (referring to tourist activity), which, in turn, is positively correlated with loyalty to a given destination.

L. Hernández-Lobato, M. M. Solis-Radilla, M. A. Moliner-Tena, Sánchez-García 2006	Destination Image (natural resources, service quality, entertainment, and affective images) Satisfaction Loyalty	Destination	The paper analyzes the causal relationships among three key variables in tourism marketing: image, satisfaction, and loyalty. Destination images influence tourist loyalty and behavioral intention in the tourist industry.
W. Kim, H. Han 2008	Perceived quality Perceived value Relationship quality (customer satisfaction, trust) Loyalty intentions	Restaurant	This study examines the relationships among perceived quality, perceived value, relationship quality (customer satisfaction and trust), and loyalty intentions in the full service restaurant industry. The results support the hypothesized relationships among the study's constructs. In addition, relationship quality was found to be a partial mediator in the relationship between perceived value and loyalty intentions.
P. Mechinda, S. Serirat, N. Gulid 2009	Destination loyalty (attitudinal and behavioral) Attachment Perceived value Satisfaction Motivation (pull, push) Familiarity	Destination	Multiple regression analysis indicated that attitudinal loyalty is mainly driven by attachment, familiarity, and perceived value, whereas behavioral loyalty is driven by familiarity. Only one dimension of a pull motivation (history, heritage, and knowledge) influenced attitudinal loyalty, whereas a pull motivation had no effect on behavioral loyalty. Regarding push motivation, tourists' desire for novelty negatively influenced behavioral loyalty. Finally, male tourists tended to be more attitudinally and behaviorally loyal, while tourists who had children living with them showed less attitudinal loyalty.
S. Lee, S. Jeon, D. Kim 2011	Perceived quality of tourist offers Consumer expectations Satisfaction Motivation	Travel agencies	'Tourists' expectations have a negative impact on their perceptions of the quality of an offer, whereas consumers' motivations have a positive influence on them. However, the perceived quality of an offer has a positive impact on consumer satisfaction. An inverse relationship occurs between satisfaction and tourists' complaints as well as the direct relation between customer satisfaction and loyalty (the more complaints, the lower the loyalty level).

Table 3 cont.

Author	Analyzed variables	Research subject	Research results
S. M. Correia Loureiro, E. Kastenholz 2011	Delight Satisfaction Image Perceived quality	Lodging services	The image of a lodging facility is a more important factor in determining consumer loyalty than their satisfaction or even their experienced delight.
R. Seweryn 2012	Satisfaction of tourist services (transport, accommodation, gastronomic, guide, and information services) Destination loyalty (attitudinal and behavioral) Origin of tourists (domestic, foreign)	Destination	A small but statistically significant dependence of the loyalty of domestic tourists to a destination and the level of satisfaction from the value of tourist services in its area is apparent. The strongest noticeable correlation refers to the loyalty of domestic tourists and their satisfaction from the consumption of accommodation services. Tour guides and accommodation services have the strongest impact on the frequency of visits, while the influence of gastronomic services is the smallest. Recommendations, on the other hand, determine mainly accommodation services and the most insignificant role is played by tour guide services, whereas the influence of transportation and information services on the intention to recommend a destination is minor. In case of foreign tourists, the correlations are stronger. The coefficient reaches the highest value regarding the loyalty (both emotional and behavioral) of foreigners in terms of a destination and satisfaction from accommodation services. The influence of opinions of information and transportation services on behavioral loyalty is also relatively strong, as is the impact of gastronomic services on emotional loyalty. However, the evaluation of gastronomic and entertainment services presents the weakest correlation with the frequency of visits by foreign tourists to a destination.
G. Prayag, C. Ryan 2012	Destination image Habits Involvement Satisfaction Loyalty	Destination	Destination image, a consumer's involvement, and his or her habits constitute indirect loyalty determinants manifested by the level of consumer satisfaction.



W. H. Lai, N. Q. Vinh 2013	Online promotion Awareness Satisfaction Loyalty	Destination	The results show that the relationship among online promotions, destination awareness, destination satisfaction, and destination loyalty appear to be significant. The result indicates that online promotion can improve the destination loyalty. Online promotion has a direct influence on destination awareness and also on satisfaction and destination loyalty. Satisfaction as the direct factor has an effect on destination loyalty.
W. Suwunniponth 2013	Loyalty (word of mouth, repetition) Service Quality (website quality, service ability, trust ability, customer empathy, responsiveness to customers) Expectations Satisfaction	Online tourism enterprises	The results indicate that the level of satisfaction from responsiveness to customers had the highest influence on the loyalty of tourists who used online travel enterprises. The level of satisfaction from customer empathy had the highest influence on the tourists to recommend online travel services to others. Also, the level of satisfaction from service ability had the highest influence on tourists to take an actual trip.
A. Haque, A. H. Khan 2013	Destination Image Perceived Value Service quality Loyalty	Destination	The image of a tourist destination, its perceived value, and its service quality are all closely associated with destination loyalty and have a positive relationship with tourist loyalty to a destination.
R. Eid 2013	Customer's Perceived Value Satisfaction Loyalty Retention	Tourist industry	The strength of the relationship between the constructs (perceived value, satisfaction, loyalty, retention) indicates that features of the suggested model are crucial to achieving Muslim customer retention in the tourism industry.
A. Movafegh, A. Movafegh 2013	Service quality (reliability, tangibles, empathy, assurance, responsiveness) Loyalty Demographic characteristics	Tourism industry	All 5 dimensions of service quality have a positive correlation with loyalty. There is: – a very strong relationship between tangibles and loyalty, – a strong positive relationship between assurance and loyalty, – a weak positive relationship between empathy and loyalty, reliability and loyalty, and responsiveness and loyalty.
			There is no significant relationship between genders in terms of their loyalty; there is a significant relationship among age and educational levels in terms of their tourist loyalty.

Table 3 cont.

Author	Analyzed variables	Research subject	Research results
D. Jani, H. Han 2013 <sup>a</sup>	Personality Satisfaction Image Ambience Loyalty	Hotel industry	This research presents a theoretical model that relates personality, satisfaction, loyalty, ambience, and image in a hotel setting. The results of the structural equation modeling indicated that extraversion, agreeableness, and neuroticism are among the personality factors that significantly affect satisfaction. Satisfaction has a significant impact on hotel image and guests' loyalty. Compared to satisfaction, hotel image has a lesser impact on loyalty and is a mediator for the impact of satisfaction on loyalty.
Zong, X. Fu, L. A. Cai, L. H. Lu 2014	Destination image (affective, cognitive) Tourist loyalty (composite, attitudinal, and behavioral loyalty)	Destination	The findings reveal that the impact of destination image on tourist loyalty is significant to varying degrees. Specifically, the overall image has the greatest impact on tourist loyalty, followed by affective image and cognitive image. The cognitive-affective joint image fails to demonstrate a stable impact on tourist loyalty. Of the three levels of tourist loyalty, destination image has the greatest impact on composite loyalty, and then on attitudinal loyalty and behavioral loyalty.

Source: Author's compilation.

The analysis and critical approach to literature<sup>10</sup> allows for an organization and aggregation of knowledge and also supports the conceptualization of the underlying terms.

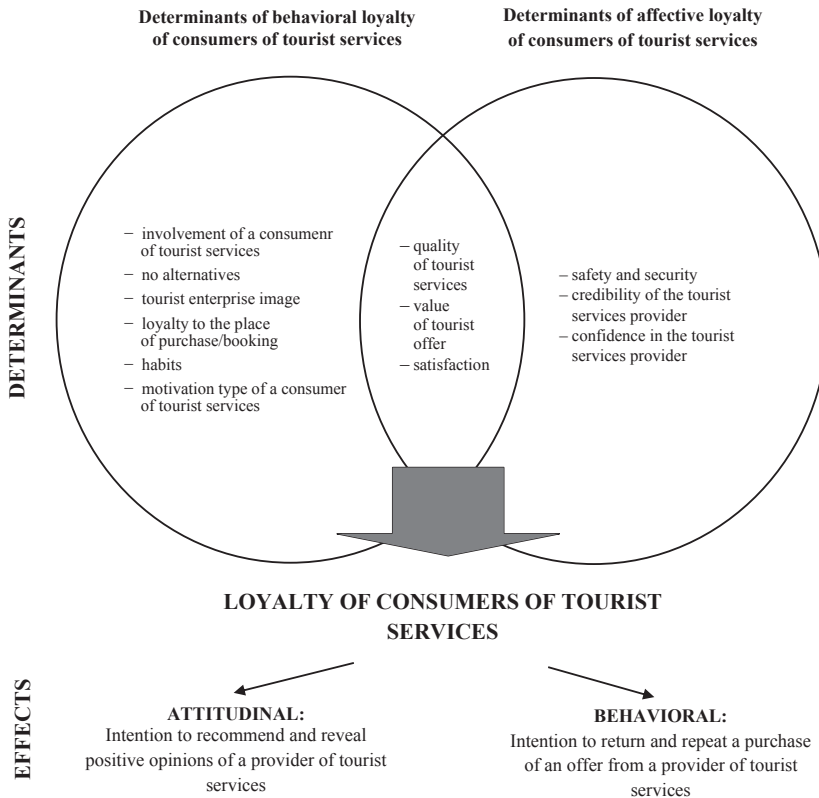
## Summary

In conclusion, based on the literature review covering studies which address causal factors that determine loyalty in tourism, and after implementing the existing theoretical concepts on the grounds of tourism economy, the most frequently indicated loyalty determinants of consumers of tourist services from the results of previous research projects are presented in the figure below.

Each of the above factors has an impact on the loyalty of consumers of tourist services and can be assigned, in accordance with the previously

<sup>10</sup> With regard to the limitations of this study, it should be mentioned that there is significant difficulty involved in an in-depth revision of the literature on a global scale, even though every effort has been made to identify the largest possible number of studies and to carry out the work required for this study in the most methodical manner possible.

discussed polymorphic approach to loyalty, to the antecedents of behavioral or affective loyalty. This can result in determining their area of overlap and therefore the determinants of loyalty, constituting the result of consumers' attitudes and behaviors (Fig. 5).



**Figure 5.** The conceptualization of consumer loyalty research in the tourism market—antecedents and consequences of the loyalty of consumers of tourist services

**Source:** Author's compilation.

When concluding the discussion on the determinants of consumer loyalty related to tourist services, one can state that the loyalty of the consumers of tourist enterprises depends on many factors which are responsible for the determinants of tourist behaviors (macroeconomic factors, subjective factors, objective economic factors [both internal and external], non-economic internal and external factors, and endogenous and exogenous determinants of consumer loyalty). Tourist behavior is also influenced by the characteristics of a consumer him/herself, in addition to the qualities of the tourism sector and the specific market conditions in which tourism entities function.

From the perspective of expanding opportunities for an effective implementation of activities aimed to establish relations between tourism companies and their consumers, as well as strengthening the loyalty of tourist enterprises' clients, it is crucial to identify the concept of loyalty itself and also to conduct in-depth studies on the nature and determinants of loyalty manifested by the consumers of tourist products.

Following the subject literature review and the worldwide research output, the article indicates the determinants of loyalty characteristics typical for consumers of tourist services, owing to which it is possible to have a better understanding of the complex relations between the client and the tourism industry, as well as to explain the decision-making processes of consumers.

The literature review confirms that while consumer loyalty to a destination and accommodation services constitutes a frequent objective of research, consumer loyalty to travel agents (entities dealing with the organization and intermediary services in the tourism industry) is rarely analyzed. The above conclusions indicate the need for conducting further research and undertaking attempts to explain consumer loyalty in the tourism industry in Poland in this particular area.

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## WIELOWYMIAROWOŚĆ I DETERMINANTY LOJALNOŚCI NABYWCÓW USŁUG TURYSTYCZNYCH

### Abstrakt

**Cel.** Celem artykułu jest przedstawienie polimorfizmu pojęcia lojalności, a także wskazanie uwarunkowań lojalności klientów na rynku turystycznym.

**Metoda.** Przegląd piśmiennictwa służący zarówno celom poznawczym (charakter heurystyczny, pomocniczy) jak i utylitarnym (poprzez analizę i ocenę wcześniejszych przedsięwzięć naukowych oraz istniejącego zasobu publikacji na badany temat umożliwia przedstawienie aktualnego stanu wiedzy, zintegrowanie wyników dotychczas prowadzonych prac badawczych oraz zaproponowanie syntezy wiedzy).

**Wyniki.** Analiza i krytyka piśmiennictwa umożliwiła uporządkowanie zagregowanej wiedzy, a także pomogła w konceptualizacji pojęć. Na podstawie przeglądu literatury przedmiotu z zakresu zachowań konsumenckich oraz szeroko rozumianej problematyki lojalności sformułowane w artykule zostały porównania do zachowań nabywców na rynku turystycznym oraz specyfiki rynku turystycznego. Autorka podjęła próbę implementacji istniejących koncepcji teoretycznych na grunt gospodarki turystycznej.

**Ograniczenie badań i wnioskowania.** Zgodnie z metodyką badań naukowych wykorzystane w artykule metody badawcze mają charakter badań wstępnych - poszukiwawczych i eksploracyjnych – stanowiących punkt wyjścia dla właściwych badań własnych nad niniejszą tematyką.

**Implikacje praktyczne.** Dzięki szczegółowej analizie i obserwacji wskazanych w artykule uwarunkowań lojalności nabywców usług turystycznych możliwe staje się lepsze zrozumienie złożonych relacji: klient – rynek oraz wyjaśnienie procesów decyzyjnych będących udziałem klienta.

**Oryginalność.** W oparciu o istniejącą literaturę Autorka formułuje definicje konstruktów badawczych na rynku turystycznym: proponuje definicję lojalności klientów przedsiębiorstw turystycznych, identyfikuje podstawowe jej obiekty, a także – na podstawie przeglądu prowadzonych przez międzynarodowe środowisko naukowe badań – wskazuje uwarunkowania występowania behawioralnej oraz afektywnej lojalności nabywców usług turystycznych.

**Rodzaj pracy.** Artykuł o charakterze przeglądowym, prezentujący koncepcje teoretyczne.

**Słowa kluczowe:** zachowania turystyczne, lojalność nabywców przedsiębiorstw turystycznych, obiekty oraz determinanty lojalności nabywców usług turystycznych.

