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Camping Tourism Experience and Environmentally Responsible Behavior in Croatia

Abstract

The purpose of this paper is to determine the impact of different camping tourism experience (TE) dimensions on tourist satisfaction (TS) and the effects of TS on site-specific environmentally responsible behavior (SERB) dimensions. Empirical research was conducted on a convenience sample of 932 tourists in campsites in Croatia. Descriptive and multivariate statistics were used in the data analysis with the software package IBM SPSS Statistic Version 29. Hypotheses were tested using measurement and structural model PLS-SEM in Smart PLS (version 4). The results show that only aesthetics and escapism had a statistically significant influence on TS. Also, TS had a statistically significant influence on SERB dimensions: sustainable behavior on a campsite (SB), responsible behavior towards flora and fauna (RBTF) and responsible use of the products on a campsite (RUP). This research represents a starting point for further research on environmentally responsible behavior (ERB). The results can help managers in campsites to develop strategies to create TE, and through TS, managers can influence the SERB of tourists in campsites.

Keywords: camping tourism, environmentally responsible behavior, tourism experience, tourist satisfaction, Croatia

1. Introduction

Camping tourism is a part of a recreational activity in natural settings (Adamovich et al., 2021). The ecological awareness of camping tourists is on the rise. It can be assumed that tourists with higher TE in the destination will be more satisfied with that destination, and their behavior during their stay in the campsite will be more environmentally responsible. The focus of this research is on the TE dimensions, which are entertainment, aesthetics, education and escapism by Pine and Gilmore (1998) and their influence on TS and the influence of TS on SERB dimensions, which are SB, RBTF, RUP, RB on a campsite and encouraging others to behave responsible (EOBR) by Cegur Radović et al. (2022).

The research questions are:

1. Which TE dimensions contribute the most to TS in campsites?
2. Is TS impacting SERB dimensions?

The paper consists of six chapters. The introductory part follows a theoretical framework, the research methodology, and the results of the empirical research. Discussion, findings and conclusions of the research are given at the end.

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2. Theoretical framework

2.1. Camping tourism

Camping tourism is a form of nature tourism (Mikulić et al., 2017). It has been recognized as the fastest-growing tourism sector and has significantly changed over the last decade (Rogerson & Rogerson, 2020). According to Eurostat data, in 2022, there were over 24,296 accommodation capacities with 398 million overnight stays in total for EU camping tourism (Jaković et al., 2024). The campsites in Croatia participate with 23% of accommodation capacities and 22% of overnight stays in total Croatian tourism (Rudančić & Kulić, 2021). Tourists in campsites in Croatia are mostly Generation Y (43%) and Generation X (42%), have a university degree and mostly travel with family members (Marušić et al., 2023). The main motives for travelling are the seaside and the beauty of nature. Camping tourism in Croatia contributes to sustainable development since campsites have minimal environmental impact compared to other forms of accommodation (Rudančić & Kulić, 2021). Croatian campsites use recycled, sustainable building materials and environmentally friendly products (Jaković et al., 2024).

Scientific papers on camping tourism have researched various topics, such as TS with camping (Hardy et al., 2005; O'Neill et al., 2010; Hassell, 2015), tourist behavior (Walsh & Lipinski, 2008; Hassell et al., 2015) and TE in campsites (Van Heerden et al., 2010; Triantafillidou & Siomkos, 2013; Mikulić et al., 2017). Camping tourism was studied in South Africa (Rogerson & Rogerson, 2020), Taiwan (Lee, 2020), Sri Lanka (Perera et al., 2022) and Croatia (Gračan & Birin, 2013; Cvelić Bonifačić et al., 2017, Vrtodušić Hrgović et al., 2018, Milohnić et al., 2019). Tourists in campsites are environmentally aware and take care of preserving the environment when they stay there. However, there is still not enough research on SERB dimensions of tourists in campsites and the motivation of tourists to behave responsibly towards the environment during their stay in a campsite.

2.2. Tourism experience (TE)

TE has been intensively researched over the last thirty years. Boorstin (1964) defined TE as a travel, superficial, frivolous pursuit of contrived experience, while MacCannell (1973) believed that TE is an earnest quest for authenticity and pilgrimage of a modern man (Xu et al., 2018). In the 1990s, the research on TE was focused on tourists' feelings and attitudes (Coelho et al., 2018). With the book by Pine and Gilmore (1998), "Experience Economy", TE becomes the subject of academic research. Pine and Gilmore (1998) defined TE as a set of emotional, spiritual, psychological and intellectual states of an individual's consciousness in interaction with a specific place or event. Over the past twenty years, research related to TE has focused on defining TE and TE dimensions (Pine & Gilmore, 1998; Schmitt, 1999; Oh et al., 2007; Sotoriadis, 2017; Wu et al., 2022). TE in camping tourism was investigated by several authors (Hassell et al. 2015, Mikulić et al., 2017; Cegur Radović, 2021; Cegur Radović et al., 2021; Grande et al. 2024; Guo et al., 2024; Huang et al. 2024). This paper analyzes four TE dimensions by Pine and Gilmore (1998) in camping tourism.

2.3. Tourist satisfaction (TS)

Chen and Chen (2010) defined TS as a function of pre-travel expectation and post-travel experience. TS is determined by the experience a tourist gained during the visit to a destination (Huang et al., 2016). Kim and Thapa (2017) proved that there is a significant relationship between TE, TS, ERB and loyalty. Cheng et al. (2021) have demonstrated that TS directly influences place attachment (PA) and ERB. Su et al. (2019) have found a positive relationship between satisfaction, memories and ERB. TS can potentially drive ERB (Cheng et al., 2021; Sahabuddin et al., 2021). Kim et al. (2023) have proven that satisfaction does not significantly mediate the relationship between ecotourism motivation and ERB in nature-based camping. Guo et al. (2024) have proven that TE in campsites is a significant antecedent to TS.

2.4. Environmentally responsible behavior (ERB)

ERB refers to actions that reflect concerns for the natural environment by individuals or groups and ways to present environmental problems (Cheng et al., 2013). ERB describes tourists' behaviors during or after travel, which is crucial for environmental protection and the well-being of tourist destinations (Li et al., 2021). Lee et al. (2013) define ERB as behavior that reduces the impact of environmental pollution, contributes to environmental protection, and does not disturb or destroy the ecosystem and biosphere of the destination during tourist activities. It is divided into general environmentally responsible behavior (GERB) and site-specific environmentally responsible behavior (SERB) (Lee et al., 2013; Ramkissoon et al., 2013; Lee et al., 2015).

Tourists in campsites in Croatia conserve water and energy, separate the waste, do not harm plants and animals and encourage others to separate waste and recycle (Cegur Radović, 2021). The tourists' interest in spending more time in nature has increased, as has the demand for accommodation in campsites in Croatia (Petruša & Vlahov, 2019). Empirical studies of natural settings indicate that constructs like environmental attitudes (Lee & Jan 2015; Lin & Lee, 2019, Cegur Radović, 2021), place attachment (Cheng et al., 2013; Ramkissoon et al., 2013; Lin & Lee 2019; Chow, Ma et al., 2019; Chang et al., 2021) and satisfaction (Chow, Liu et al., 2019) positively impact ERB.

It can be concluded that there is insufficient scientific research on TE dimensions, TS and SERB dimensions in campsites. In previous research, there was a relationship between the constructs mentioned above in different fields: natural tourism, ecotourism, natural parks, wetlands, islands and protected areas. This paper analyzes five dimensions of the SERB scale by Cegur Radović et al. (2022).

2.5. Research hypotheses

TE is a very complex and personal construct with a high emotional impact. Previous research has proven that different TE dimensions influence satisfaction (Chang, 2018; Hwang & Han, 2018; Lin & Lee, 2019; Suhartanto et al., 2020; Cegur Radović et al., 2021). The following research hypothesis can be proposed: H1: There is a positive relationship between TE dimensions and TS.

An aesthetic experience is achieved when tourists enjoy and passively observe a destination (Oh et al., 2007; Tan, 2017). Visiting a museum is an aesthetic experience with passive involvement and greater immersion (Lai et al., 2020). In ethnic cuisine, research by Lai et al. (2020) showed an aesthetic experience had the highest direct influence on satisfaction. The aesthetic with education correlates the highest with TS in rural tourism (Kastenholz et al., 2017). Therefore, the following hypothesis can be proposed: H1a: There is a positive relationship between aesthetics and TS.

Entertainment experience occurs when tourists passively observe the activities. For example, watching a movie is an entertainment experience with passive participation and absorptive connection (Pine & Gilmore, 1998; Lai et al., 2020). Ali et al. (2016), in their research on Malaysian hotels, indicate that entertainment influences TS. Therefore, the following hypothesis can be proposed: H1b: There is a positive relationship between entertainment and TS.

Educational experience appears when tourists have, for example, educational workshops during their stay in the destination (Tan, 2017). It is an active tourist's participation in the destination (Oh et al., 2007). Yoga is an educational experience with active involvement (Lai et al., 2020). Kastenholz et al. (2017) research has proven that education experience in rural tourism highly influences TS. The following hypothesis can be proposed: H1c: There is a positive relationship between education and TS.

Escapism experience focuses on tourists who briefly want to escape from their daily life (Agapito et al., 2020; Rehman et al., 2023). Sightseeing is an escapism experience activity with active involvement but greater immersion (Lai et al., 2020). Foreign tourists feel a more profound sense of escapism and higher satisfaction

with TS than domestic tourists (Ponsignon et al., 2020). Previous literature on tourism has proven a positive relationship between escapism and TS (Chiang et al., 2015). Therefore, the following hypothesis can be proposed: H1d: There is a positive relationship between escapism and TS.

TS positively affects ERB (Kim & Thapa, 2018). Previous research has proven that TS with the destination is essential in encouraging tourists to participate in ERB (Ramkissoon & Mavando, 2015; Lucrezi et al., 2018; Otsuka et al., 2023). Chang et al. (2018) have proven that satisfaction directly affects PA and ERB, and Su et al. (2019) have proven that satisfaction positively affects memories and ERB. Tourists more satisfied with the location are more likely to care about the environment and adopt ERB (Ballantayne et al., 2011a, Cheng et al., 2021). Chiu et al. (2014) have proven a link between satisfaction and the tourists' ERB in ecotourism, while Kim et al. (2023) have demonstrated that satisfaction does not significantly mediate the relationship between ecotourism motivation and ERB in nature-based camping. Lee et al. (2013) conceptualized and measured the SERB of community-based tourists in three dimensions: SB, pro-environmental behavior, and environmentally friendly behavior. Furthermore, Cegur Radović et al. (2022) have validated the ERB scale of tourist campsites with five dimensions: EOBR, SB of tourists in campsites, RBTF, RUP and RB in a campsite. Based on the above, a study hypothesis can be proposed: H2: There is a positive relationship between a camping tourist's TS and SERB dimensions.

EOBR is the SERB dimension which encourages others to separate the waste, not to disturb the animals or damage the plants, save water and energy and pick up litter left by other people (Lee et al., 2013; Cegur Radović et al., 2022). In Cheng et al. (2022) research, tourists' intention to engage in ERB showed significant improvement after they visited the Zhangjiajie National Forest Park. Based on the above, the following research hypothesis can be proposed: H2a: There is a positive relationship between TS and EOBR on a campsite.

SB of tourists for specific destinations should include conserving the natural environment, reducing interference with the local environment and respecting the local culture (Lee et al., 2013). Tourists with a higher degree of SB showed higher satisfaction (Kastenholz et al., 2018). In Pereta et al. (2022) research, tourists in campsites prefer SB while staying in campsites. Therefore, the following hypothesis can be proposed: H2b: There is a positive relationship between TS and SB on a campsite.

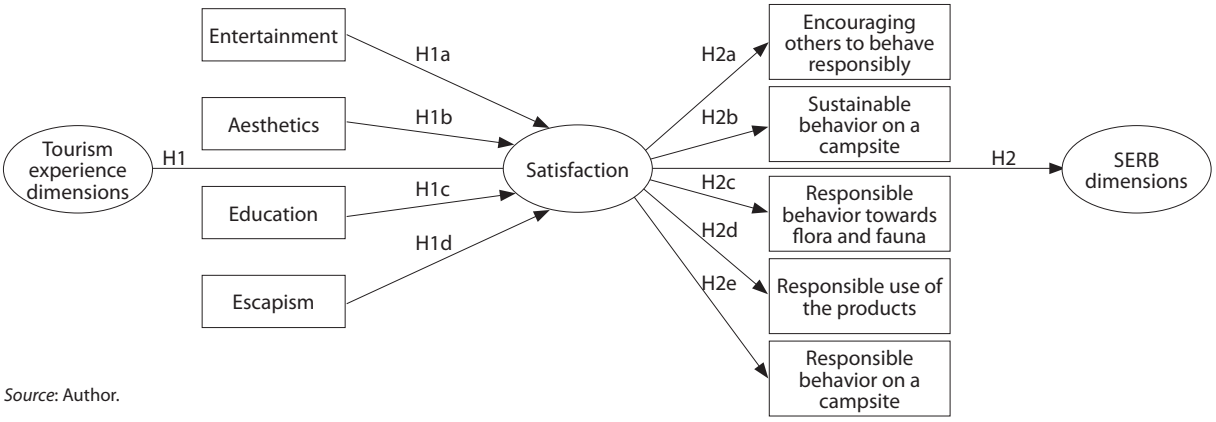
Chiu et al. (2014) have proven that when satisfaction with the environment is positive, it can influence proactive environmental behavior. Research results in protected areas in China suggested that visitors were most willing to obey laws and regulations, not dig up and collect rocks or parts of trees and pack their garbage (Chow, Ma et al., 2019). Tourists who care for the natural environment stick to social norms and destination standards that reinforce satisfaction (Kim & Thapa, 2018). However, in the Cheng et al. (2022) research in Natural Park, many tourists had positive attitudes towards the human-wildlife interaction. Still, some tourists wanted the parks to manage the animals better to reduce human-wildlife contact. Considering the above, the following hypothesis can be proposed: H2c: There is a positive relationship between TS and RBTF.

Satisfaction evaluates how well a product addresses the needs (He et al., 2018). Tourists rely on their emotional appeal to make environmentally responsible buying decisions in eco-travel activities (Kim & Thapa, 2018). Chi's (2021) findings indicate the significant association of eco-brand end eco-label with green consumption and TS in ecotourism. Some campsites in Croatia use environmentally friendly products, and tourists in campsites recycle and reuse products (Jaković et al., 2024). The above-stated argument represents the proposal of hypothesis H2d: There is a positive relationship between TS and RUP on a campsite.

RB of tourists should include conserving the natural environment, being environmentally responsible for the destination, appreciating the culture of residents and improving their welfare (Lee et al., 2013). Individuals who are more satisfied with the destination are, in some cases, more willing to engage in pro-environmental behavior (Ramkissoon et al., 2013). They empathize with the destination and protect the environment to avoid damage (Lee et al., 2013). Chang et al. (2022) researched the improvement of ERB in tourists' ERB behavior

after their visit. They wanted to participate more in environmental educational programs and would report ecological pollution or destruction to administrations. Therefore, the following hypothesis can be proposed: H2e: There is a positive relationship between TS and RB on a campsite. Further to the above hypotheses, a conceptual model was proposed in Figure 1.

Figure 1
The conceptual model



Source: Author.

3. Research methodology

3.1. Measurement scales

The attitudes of tourists in campsites were measured using a Likert scale, ranging from 1 to 7 (1 – completely disagree, 7 – completely agree). The TE dimensions were measured using the scale created by Hosany and Witham (2010), which included four dimensions and 14 variables. The TS was calculated using the TS scale by Han et al. (2016), which consists of 3 variables. SERB dimensions were measured using five dimensions and 22 variables taken from the SERB scale by Cegur Radović et al. (2022). The construct and variables are shown in Table 1.

Table 1
Constructs and variables

Construct	Item number	Item	Source
Tourism experience	TE1	The setting of the campsite was attractive.	Hosany & Witham (2010)
	TE2	The setting of the campsite pays close attention to design details.	
	TE3	I felt comfortable staying at 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 at 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	Overall, I am satisfied with this campsite.	
	S3	My satisfaction with this campsite exceeds my expectations.	

Table 1 ***(continued)***

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 don't collect flora and fauna specimens without permission.	
	SERB5	I don't overturn rocks and dry wood.	
	SERB6	During my stay at the campsite, I use environmentally friendly products to maintain hygiene.	
	SERB7	During my stay at the campsite, I use products with ecological labels.	
	SERB8	During my stay at the campsite, I buy products or services from locals.	
	SERB9	During my stay at 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 at the campsite, I conserve energy.	
	SERB12	During my stay at the campsite, I separate waste.	
	SERB13	After leaving the campsite, I left it as clean as it was.	
	SERB14	During my stay at the campsite, I use the car as little as possible as a means of transport.	
	SERB15	During my stay at the campsite, I throw cigarette butts and chewing gum in a designated place.	
	SERB16	I encourage others to save water in the campsite.	
	SERB17	I encourage others to save energy at 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 on the campsite.	
	SERB21	I encourage others to leave the campsite as clean as it was initially.	
	SERB22	I encourage others to throw cigarette butts and chewing gum in a designated place.	

Source: Author.

3.2. Data collection

An empirical study was conducted on a convenience sample of tourists in campsites (N=932) out of 2,000 questionnaires (46.5 %). The data were collected onsite from May 2019 until August 2021. The research was not conducted during the COVID-19 pandemic lockdown. The questionnaires were translated into English, Croatian, Slovenian, German and Italian.

4. Findings

4.1. Sample structure

An analysis of the sample structure shows that more women (52.6%) than men (47.4%) participated in the research. The respondents were mainly younger people, between 36 and 45 years of age (26%), between 18 and 25 years of age (18.4%) and middle-aged people between 46 and 55 years of age (18.1%). The respondents were mainly from Croatia (29.1%), Germany (20.6%), Slovenia (13.4%), the Netherlands (10.1%) and Italy (8.9%). The main motive for coming to the campsites was relaxation (81.8%), followed by the beauty of nature and landscape (53.2%) and new experiences (31.7%). The respondents came to the campsite mostly with family members (74.8%), partners (64.5%) and friends (33.0%) (Appendix A). Further data analysis included the measurement and structural model results in Smart PLS (version 4).

4.2. Measurement model

The study used a variance-based Partial Least Squares Structural Equation Model (PLS-SEM) to evaluate the measurement and structural models. Smart PLS (version 4) software was used as an evaluation tool. PLS-path modelling is a crucial research tool in social sciences, especially for satisfaction studies (Lončarić et al., 2021). Considering the objectives of this study, the PLS-SEM technique is appropriate. Firstly, the validity and reliability of the measurement model are evaluated. The model assessment was performed following the recommendations defined by Hair et al. (2014). The construct reliability of the measurement model is tested

through Cronbach's alpha and Composite Reliability (CR) (Table 2) to reflect convergent and discriminant validity, factor loadings and Average Variance Extracted (AVE) are also shown in Table 2. All factor loadings exceeded 0.7, and AVE-s exceeded 0.6, meaning all items have high reliability (Hair et al., 2017). Cronbach's alpha was between 0.768 and 0.963, and the CR was between 0.859 and 0.964, which supports the internal consistency of all subscales, constructs and discriminant validity.

Only the SERB dimension responsible behavior in campsites, with variables SERB1, SERB5, SERB13, SERB14 and SERB15, excluded from further analysis because the factor loadings of the variables SERB5, SERB14, and SERB15 were below 0.7 and AVE values of the dimension were 0.401. Cronbach's alpha was 0.627. Hypothesis H2e was not supported and was excluded from further analysis.

Table 2
Factor loadings, CR and AVE (N=932)

Construct	Dimensions	Items	Factor loading	Cronbach's alpha	Construct reliability (CR)	Average variance extracted (AVE)
Tourism experience	Aestetics	TE1	0.852	0.858	0.904	0.702
		TE2	0.794			
		TE3	0.850			
		TE4	0.853			
	Entertainment	TE5	0.945	0.944	0.964	0.899
		TE6	0.951			
		TE7	0.948			
	Education	TE8	0.903	0.905	0.940	0.840
		TE9	0.932			
		TE10	0.914			
	Escapism	TE11	0.734	0.788	0.859	0.606
		TE12	0.753			
		TE13	0.740			
		TE14	0.878			
Satisfaction		S1	0.914	0.879	0.926	0.806
		S2	0.916			
		S3	0.863			
Specific environmentally responsible behavior	Responsible behavior towards flora and fauna	SERB2	0.878	0.768	0.866	0.685
		SERB3	0.853			
		SERB4	0.745			
	Responsible use of products	SERB6	0.832	0.769	0.866	0.684
		SERB7	0.866			
		SERB8	0.781			
	Sustainable behavior on campsite	SERB9	0.723	0.821	0.882	0.653
		SERB10	0.872			
		SERB11	0.864			
		SERB12	0.763			
	Responsible behavior on campsite	SERB1	0.701	0.627	0.766	0.401
		SERB5	0.453			
		SERB13	0.723			
		SERB14	0.637			
		SERB15	0.615			
	Encouraging others to behave responsibly	SERB16	0.935	0.963	0.964	0.794
		SERB17	0.956			
		SERB18	0.869			
		SERB19	0.939			
		SERB20	0.858			
		SERB21	0.845			
		SERB22	0.828			

Source: Research results.

The squares of the associations between the constructs were all smaller than the AVE values, indicating that the discriminant validity was present (Fornell & Larcer, 1981). The values were between 0.06 and 0.90 (Appendix B).

4.3. Structural model

The overall results of the hypotheses are shown in Table 3. In testing the correlations between the TE, TS, and SERB dimensions, the values are expressed in path coefficients. Aesthetic influences TS (β = 0.699, t= 28.969, p<0.01) with a moderate correlation and escapism influences TS (β= 0.175, t=6.529, p<0.01) with a weak correlation. There is a positive relationship between TE dimension and TS, so hypotheses H1, H1b and H1d are supported, but hypotheses H1a and H1c are not. Regarding the relationship between TS and the SERB dimensions, hypotheses H2, H2a, H2b, and H2c are supported, while hypothesis H2a is not supported. Also, hypothesis H2e was not supported because the AVE value of the SERB dimension responsible behavior on a campsite was below 0.6 and excluded from further analysis.

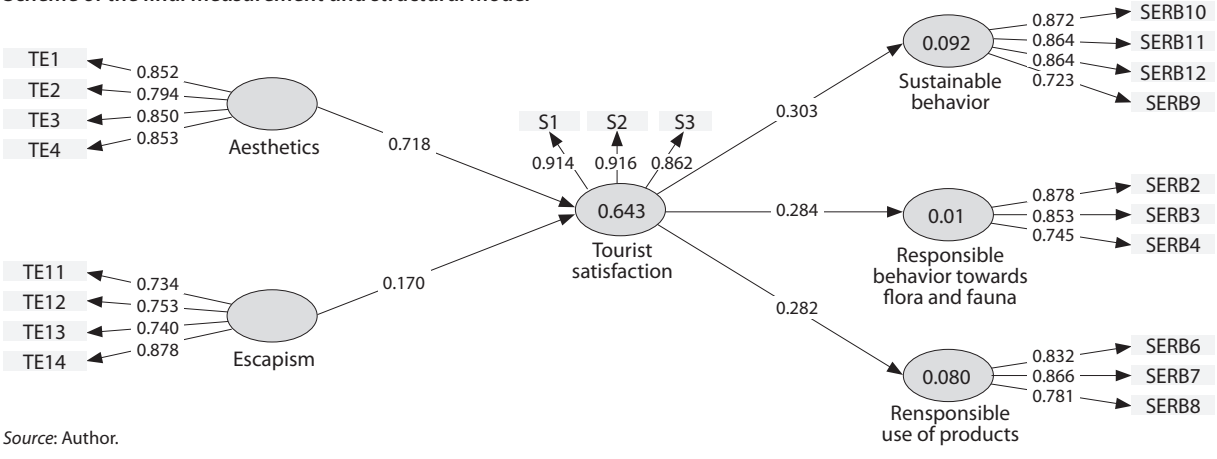
Table 3
Hypothesis testing

	Path coefficients	Standard deviation	t-values	p-values	Hypothesis
TE[1]→ TS	0.737	0.015	47.705	0.000	H1: supported
Entertainment → TS	0.050	0.031	1.623	0.105	H1a: not supported
Aesthetics → TS	0.699	0.024	28.969	0.000	H1b: supported
Education → TS	-0.030	0.028	1.085	0.278	H1c: not supported
Escapism → TS	0.176	0.027	6.523	0.000	H1d: supported
TS → SERB	0.376	0.032	11.741	0.000	H2: supported
TS → EOBR	0.052	0.052	1.007	0.314	H2a: not supported
TS → SB	0.303	0.035	8.617	0.000	H2b: supported
TS → RBTF	0.284	0.037	7.686	0.000	H2c: supported
TS → RUP	0.282	0.035	8.047	0.000	H2d: supported

Source: Research result.

The R^2 value obtained for the TS was 0.699, indicating that the model explains moderate variance (69.9%). The R^2 value was weak for SB (0.092), RBTF (0.080) and RUP (0.080), according to the standards of Hair et al. (2011). The TS had a Q2 value of 0.639, SB had 0.088, RBTF had 0.083, and RUP 0.080. It can be concluded that all values were above zero, which indicated that the exogenous constructs had predictive relevance for the endogenous constructs under consideration (Hair et al., 2011). Figure 2 shows the scheme of the final Measurement and structural model.

Figure 2
Scheme of the final measurement and structural model



Source: Author.

5. Discussion and findings

The SERB represents the behavior of tourists while they are in a particular tourist destination. The question is whether TE dimensions and TS can affect the camping tourists to behave environmentally responsible. Previous research has proven that PA can create positive emotions and feelings towards a specific destination and encourage tourists to act environmentally accountable (Cheng et al., 2013; Ramkissoon et al., 2013; Ramkissoon & Mavando, 2015; Chow, Ma et al., 2019; Lin & Lee, 2019; Qiu et al., 2022; Sthapit et al., 2022; Wu et al., 2022). However, there is a lack of research to prove the connection between TE dimensions, TS and SERB, especially in the context of camping tourism, which is the subject of this research. The TE scale has four dimensions (Pine & Gilmore, 1998), but only aesthetics and escapism showed a positive relationship with TS. This is confirmed by the work of Chiang et al. (2015), Kastenholz et al. (2017), Lei et al. (2020) and Sayitouglu (2020).

The research results also found a positive relationship between TS and SERB dimensions: SB on a campsite, RBTF, and RUP. Similarly, the research on SB and its positive relationship with TS was done by Kastenholz et al. (2018) and Perera et al. (2022). Also, Chiu et al. (2014), Kim and Thapa (2018), Chow, Ma et al. (2019), and Cheng et al. (2022) have proven a positive relationship between TS and RBTF. Similarly, Kim and Thapa (2018) and Chi (2021) conducted research on the positive relationship between TS and RUP. The critical driver of change in campsites in the EU is that camping tourism has become a lifestyle choice for tourists who have become more environmentally responsible and willing to stay in campsites out of conviction and perceived needs (Rogerson & Rogerson, 2020). Taiwan's camping tourism urges more investments, and they are trying to integrate more natural attractions, including forests, rivers, lakes, beaches, and mountains, into the camping surroundings with eco-friendly materials and products to create a unique Taiwanese style of the camping experience (Lee, 2020). Sustainable campsite management and certification of campsites are becoming trends in camping tourism. Tourists in campsites in Croatia conserve water and energy. They separate waste and do not disturb other tourists or animals in campsites or harm plants. Also, they responsibly use environmentally friendly products or products with eco-labels, which they usually buy from the locals. Stimulating tourists' SERB is essential for achieving the goal of sustainable tourism (Liu et al., 2019; Li et al., 2021). There was no significant relationship between TS, EOBR and RB on the campsite, which needs further research.

6. Conclusion

The study's findings provide valuable insights into the relationships between TE, TS and SERB dimensions. The study contributes to the theory of TE and ERB. It distinguishes the influence of different TE dimensions on TS, indicating the importance of focusing on aesthetics and escapism in campsites. Furthermore, it points out the impact of TS on different SERB dimensions. TS influences on SB of tourists on campsites, RBTF and RUP. Campsites in Croatia coexist with the natural environment; they can dispose of waste, recycle, and reuse products (Jaković et al., 2024). They use energy-efficient equipment and infrastructure to manage the environment by maintaining external and internal spacing. They educate employees and tourists in campsites about environmental protection by reducing the use of paper and water and energy conservation.

Croatia stands out among the EU countries with its camping tourism quality offer. Differentiation of camping tourism products, services and TE with ERB of employees and tourists and good market positioning can raise the level of campsites and attract new tourists to campsites who are environmentally responsible. The research results can help managers in campsites create TE with aesthetics and escapism and have more satisfied tourists. Managers could also focus on TS and how to influence SERB. Through TS, managers can influence the SB of tourists in campsites and RBTF in campsites. They can convince tourists to RUP while staying in campsites if they use environmentally friendly products. There was no correlation between

TS EORB and RB in campsites. These dimensions need further research and analysis to determine which constructs influence them.

The study had some limitations. It was focused on younger and middle-aged tourists. The data could compare camping tourism in two or more different countries. Also, the research can be done in various areas like protected areas, ecotourism, mountain tourism, islands and hotels. Some other constructs can also be analyzed, like PA, loyalty, and service quality, as mediation effects between TE and SERB.

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Appendix A

Sample structure (N=932)

Characteristics	Total	
	N	%
	932	100%
Gender		
Female	490	52.58
Male	442	47.42
Age		
18 – 25	171	18.35
26 – 35	165	17.70
36 – 45	242	25.97
46 – 55	169	18.13
56 – 65	114	12.23
66 and more	71	7.62
Country		
Croatia	204	21.89
Germany	192	20.60
Slovenia	125	13.41
Netherlands	94	10.09
Italy	83	8.91
Austria	53	5.69
France	34	3.65
Great Britain	25	2.68
Poland	24	2.58
Belgium	17	1.82
Spain	12	1.29
Czech Republic	11	1.18
Denmark	10	1.07
Other countries	48	5.15
Total	932	100.00

Characteristics	Total	
	N	%
	932	100%
The main motive for arrival		
Rest and relaxation	762	81.76
The beauty of nature and landscape	496	53.22
New experiences	295	31.65
Fun	293	31.44
Sports and recreation	160	17.17
Gastronomic offering	116	12.45
Health	72	7.73
Something else	47	5.04
Travel partners		
Family (with children)	428	74.83
Partner	369	64.51
Friends/colleagues	189	33.04
Go alone	46	8.04
Organised group of people	25	4.37
Length of stay		
More than 7 days	320	34.33
2-3 days	290	31.12
4-7 days	258	27.68
1 day	64	6.87
Number of previous visits		
This is my first time	501	53.76
Only once before	130	13.95
Two or more visits before	140	15.02
I have been visiting for a long time	162	17.38

Source: Author.

Appendix B

Discriminant validity

	Aesthetic	Entertainment	Education	Escapism	Satisfaction	Responsible behavior towards flora and fauna	Responsible use of products	Sustainable behavior	Encouraging others to behave responsibly
Aesthetic									
Entertainment	0.627								
Education	0.435	0.637							
Escapism	0.469	0.478	0.750						
Satisfaction	0.900	0.545	0.418	0.534					
Responsible behavior towards flora and fauna	0.379	0.147	0.044	0.144	0.339				
Responsible use of products	0.349	0.315	0.345	0.257	0.341	0.405			
Sustainable behavior	0.368	0.229	0.218	0.183	0.353	0.601	0.688		
Encouraging others to behave responsibly	0.078	0.272	0.444	0.362	0.066	0.066	0.422	0.327	

Source: Author.