ECOLOGICAL CONSIDERATIONS OF TOURIST PURCHASING BEHAVIOUR

Summary

Tourist purchasing behaviour is influenced by a variety of factors, reflecting a complex nature of the tourism product. The article discusses determinants related to ecological awareness and resultant pro-ecology behaviour. The authors propose the following classification of ecology-related factors affecting purchasing behaviour:

1. Personal considerations – arising from concerns for personal health and safety and demand for quality holiday experiences
2. Social (conformist) considerations – related to compliance with processes and phenomena taking place in contemporary societies, such as eco-friendly fashions and government or industry policies and regulations
3. Ideological considerations – resulting from the appreciation of environmental issues and genuine belief that degradation of the environment should be pre-vented and the world saved for future generations.

Translated by Agnieszka Niezgoda