SATISFACTION AND LOYALTY OF LITHUANIAN RURAL TOURISTS: SEGMENTATION AND MANAGERIAL IMPLICATIONS

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ABSTRACT

Tourism is becoming a very important and fast growing industry, where rural tourism is a very important part. Tourist loyalty is a very important factor determining tourist's wish to revisit the destination; and main loyalty's antecedent is tourist satisfaction. Accordingly, the research was provided endeavouring to determine how to turn satisfied Lithuanian rural tourists into loyal ones. The aim of the research was to reveal core factors affecting Lithuanian rural tourist loyalty. The obtained results reveal that variables that have to be considered to turn already satisfied tourists into loyal are: 'natural features', 'destination marketing' and 'environmental preservation'. Considering that the variable 'natural features' remains at the constant level due to the requirement of large investments, 'environmental preservation' and 'destination marketing' are variables necessitating specific level of compatibility.
KEY WORDS: *Lithuanian tourism, Rural tourism, Tourist satisfaction, Tourist loyalty.*

Introduction

In Lithuania as well as in many other fast developing countries, tourism is becoming a very important and fast growing industry. However, for Lithuanian tourists two core possibilities exist: 1) going abroad to other countries, and 2) visiting Lithuanian countryside as rural tourists. Considering rural tourism, it has many advantages. Rural tourism can be named as a valuable tool for the sustainable development of rural areas (Peña et al., 2012; Phillips et al., 2013), it can encourage an increase in cultural exchange between urban and rural areas (Randelli et al., 2014), and serves as a basis for sustainable and renewable energy promotion (Baležentis et al., 2012); it makes a significant contribution to the rural economy and to the wider tourism industry (Haven-Tang, Jones, 2012). Furthermore, growing tourism industry is seen as a potential solution to issue such as low employment rates (Rid et al., 2014). Hence, scientific research in the field of rural tourism development is extremely important and necessary.

According to D. Jurdana and D. Frleta (2012), there is increased competition for tourists; therefore, in order to be successful, a thorough analysis of tourist motivation, as well as of tourist satisfaction and

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loyalty is very important. So far, there is strong empirical evidence to suggest that customer satisfaction is an antecedent of customer loyalty, and that there is a positive link between these two constructs. It is well established in tourism literature that both: tourist's satisfaction and tourist's loyalty are partially determined by the assessment of the destination's different attributes (Alegre, Garau, 2010). Therefore, the p r o b l e m solved in the article is: what are the factors affecting Lithuanian rural tourist loyalty? and how to transform satisfied tourists into loyal ones?

The o b j e c t of the research is: factors affecting Lithuanian rural tourist loyalty.

The a i m of the research is to reveal core factors affecting Lithuanian rural tourist loyalty.

To meet the aim of the article following t a s k s were set:

- To establish a prototype of Lithuanian rural tourist.
- To identify essential variables for converting satisfied Lithuanian rural tourist into the loyal one.
- To design the algorithm for turning satisfied Lithuanian rural tourist into loyal.

R e s e a r c h m e t h o d s . Achieving to reach the aim of the article, theoretical analysis and synthesis are provided. Tourists' attitudes and evaluations towards rural tourism destinations in Lithuania are determined providing the questionnaire research. Structural equation modelling (SEM) using partial least squares (PLS) path modelling methodology, PLS regression and Classification Tree are applied for statistical analysis. Cluster analysis is provided to establish a prototype of Lithuanian rural tourist and a structure of Lithuanian rural tourism market. Scientific visualization is provided for multivariate data analysis.

1. Scientific substantiation

Rural tourism is seen as a valuable and growing sector of the overall tourism market, representing a significant source of income to rural economies (Lo et al., 2011; Marcu et al., 2013; Ghanian et al., 2014). Hence, developing rural tourism becomes very important managerial, as well as scientific issue. According to I. Pop and M. Ghereş (2013), satisfaction among tourists has always been one of the goals for those involved in the tourism industry. Moreover, tourists who experience greater satisfaction are likely exhibit greater loyalty to the destination (Sun et al., 2013). According to M. Lo et al. (2011), a major challenge for rural destination is to understand the perceptions of their customers and what do they expect from the tourism industry.

Tourists in rural areas have the main characteristics of any other tourists; moreover, the consumer of rural tourism must be regarded just like any other consumer, but this concept also derives researcher's attention to some new dimensions that have to be taken into consideration (Pop, Ghereş, 2013). Considering this, our previous researches enabled the elaboration of theoretical Lithuanian Tourist Satisfaction Index model (Pilelienė, Grigaliūnaitė, 2014) and the verification of Lithuanian Rural Tourist Satisfaction Index (LRTSI) model (see Grigaliūnaitė, Pilelienė, 2014). As the determinants of Lithuanian rural tourist satisfaction following factors were identified: 'accommodation and catering', 'destination aesthetics', 'environmental preservation', 'destination marketing' and 'perceived value'; moreover, perceived value is determined by 'natural features', 'destination aesthetics' and 'destination marketing'; 'destination marketing' is determined by 'accommodation and catering', 'activities in destination' and 'environmental preservation'.

F. I. Khalil et al. (2012) highlight that relationship between environmental preservation and rural tourism has a special significance. A. B. Radaca et al. (2012) and B. A. Radac et al. (2013) claim that communication and promotion, achieved through destination marketing, are the key of a successful rural tourism business and attracting new clients. I. Pop and M. Ghereş (2013) and A. Peña et al. (2013) argue that a satisfied tourist is likely to return to that particular place and, even more, to recommend it to others – tourist loyalty will be achieved. Satisfaction is a crucial factor to generate destination loyalty; however, a few studies assert that

satisfied tourists may not return to the same destination (Shirazi, Mat Som, 2013). This indicates that the relations between determinants of satisfaction, satisfaction, and loyalty in tourist industry need to be studied more.

2. Research methodology

The research is based on the previously elaborated theoretical Lithuanian Tourist Satisfaction Index (LTSI) model (see Pilelienė, Grigaliūnaitė, 2014) and Lithuanian Rural Tourist Satisfaction Index (LRTSI) model (see Grigaliūnaitė, Pilelienė, 2014). Accordingly, the model used for this research could be represented with structural equations (1–4):

(1)   *Destination marketing = β60 + β61 Accommodation and catering + β62 Activities in destination + β65 Environmental preservation + ζ6;*

(2)   *Perceived value = β70 + β73 Natural features + β74 Destination aesthetics + β76 Destination marketing + ζ7;*

(3)   *Satisfaction = β80 + β81 Accommodation and catering + β84 Destination aesthetics + β85 Environmental preservation + β86 Destination marketing + β87 Perceived value + ζ8;*

(4)   *Loyalty = β90 + β97 Perceived value + β98 Satisfaction + ζ9.*

The results for the analysis are correspondingly obtained from the same respondents' evaluations of the questionnaire for the elaboration of the LRTSI model. The survey was conducted in January and February, 2014; 10-point evaluation scale was applied for the questionnaire; sample size was 200 respondents.

Structural equation modelling (SEM) using partial least squares (PLS) path modelling methodology was applied for determination of core variables and their impact on rural tourist satisfaction, as well as on loyalty. Cluster analysis was provided to establish a prototype of Lithuanian rural tourist and a structure of rural tourism market in Lithuanian. PLS regression was provided to specify the relation among dependent variable and set of predictor variables and Classification Tree was provided to predict membership of cases in clusters, as well as to identify measures for converting satisfied Lithuanian rural tourist into the loyal one. Scientific visualization was provided for multivariate data analysis.

3. Analysis of the research results

Based on the hierarchical cluster analysis regarding dendrogram and scree plot, the indicated number of segments was three. K-means Clustering analysis revealed that the first cluster contains 26 cases, the second cluster holds 93 cases, and the third cluster covers 81 cases. The Euclidean distances between the final clusters centres are great (see Table 1), corresponding to great dissimilarities between clusters.

Table 1. Distances between Final Cluster Centres

Cluster	1	2	3
1		7.733	13.348
2	7.733		5.824
3	13.348	5.824	

Variables, which contribute the most to the specified cluster solution, are 'satisfaction', 'loyalty', 'environmental preservation', and 'destination marketing' (see Table 2). On the other hand, variables 'destination aesthetics' and 'accommodation and catering' are least valuable in forming and differentiating clusters based on the lowest F-ratio and highest Mean Square error.

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Table 2. ANOVA results

Variables	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Accommodation Catering	163.232	2	2.657	197	61.433	.000
Activities in destination	174.165	2	2.882	197	60.430	.000
Natural Features	202.290	2	1.831	197	110.480	.000
Environmental Preservation	202.818	2	1.254	197	161.697	.000
Destination Marketing	202.841	2	1.427	197	142.151	.000
Satisfaction	267.979	2	1.005	197	266.535	.000
Loyalty	332.604	2	1.360	197	244.593	.000
Perceived Value	239.423	2	1.759	197	136.118	.000
Destination Aesthetics	152.919	2	4.090	197	37.384	.000

Regarding the final cluster centres, the first cluster is assessed as 'frustrated' due to the low evaluations of manifest variables corresponding to the specific latent variables, while the second cluster is assessed as 'satisfied', and the third cluster is assessed as 'loyal' to the particular rural destination due to the average, high and very high evaluations. According to the determined tourist valuations towards the rural destination the core clusters of tourists' behaviour are formed. Consequently, index values of latent variables by the specified clusters (see Table 3) substantiate the designation of the clusters.

Table 3. Index values of latent variables by clusters

Variables	Frustrated	Satisfied	Loyal
Accommodation and Catering	42	70	85
Activities in destination	43	64	83
Destination Aesthetics	32	62	72
Destination marketing	51	73	93
Environmental preservation	52	71	94
Loyalty	37	73	94
Natural features	54	71	95
Perceived Value	41	71	89
Satisfaction	42	70	92

The R square values of variables 'satisfaction' and 'loyalty' are respectively 80 percent and 79 percent (see Figure 1), thus these values are substantial, and the regression lines approximate the real data points well enough.
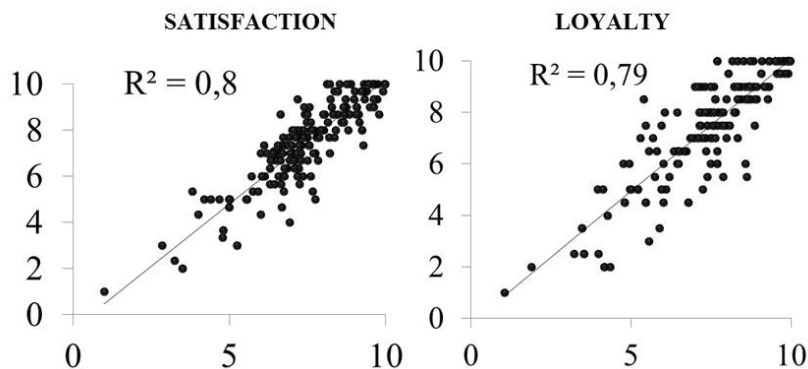
Figure 1. R^2 values of variables 'satisfaction' and 'loyalty'

The values of Variables Importance on partial least squares Projections (VIP) show that not all of the predictors' contributions to fit the model are sufficient (see Figure 2). Variable's 'satisfaction' explanatory variables that contribute the most to fit the model are 'perceived value', 'destination marketing', and 'environmental preservation', while variable's 'destination aesthetics' contribution to fit the model is too small. Consequently, variable 'destination aesthetics' is eliminated from the further analysis. On the other hand, both variable's 'loyalty' explanatory variables have the value of VIP above 0.95, thus are considered as important.
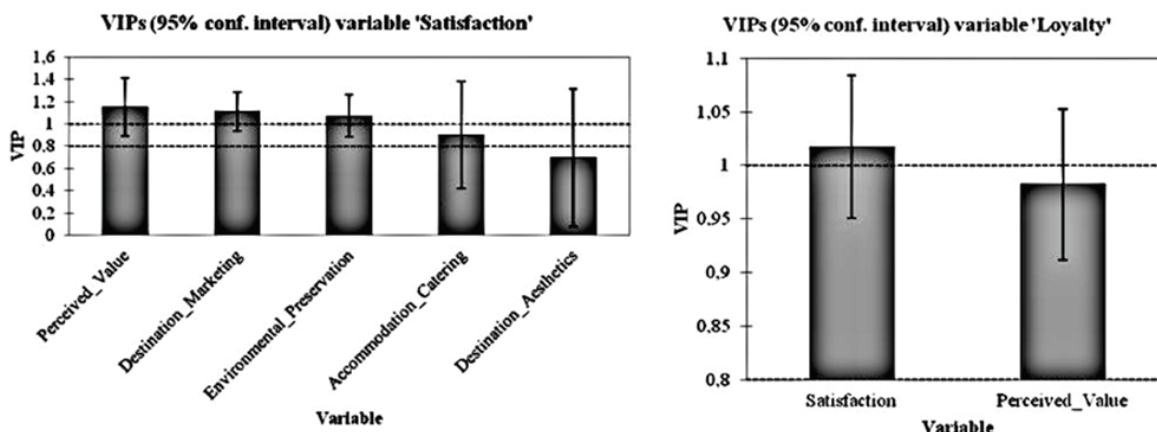

Figure 2. Variables Importance on Partial Least Squares projections

As it can be seen from the dissemination of the clusters (see Figure 3), the 'loyal' cluster is included in the cluster of satisfied tourists; and hence, only satisfied tourist could become loyal. Contrarily, low level of satisfaction indicates that tourist is frustrated with the destination; thus, return on the investments of turning such tourist into the loyal one would be highly questionable.
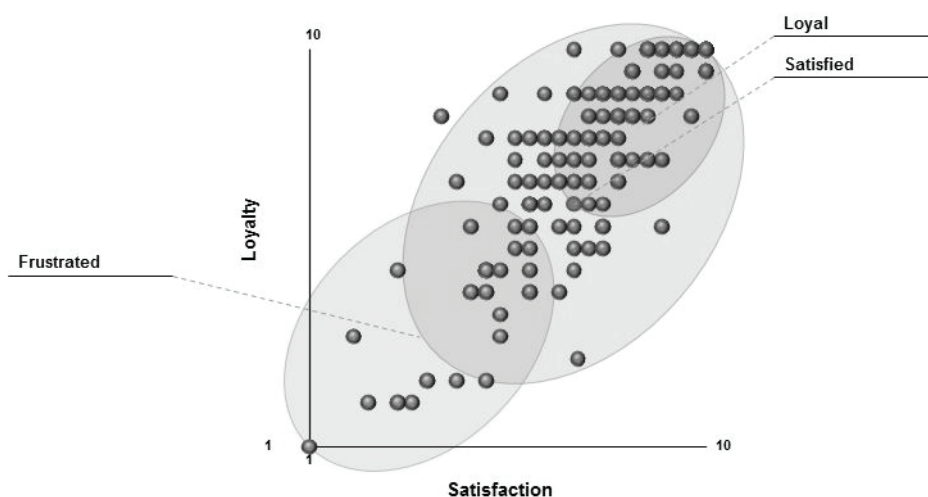

Figure 3. Dissemination of clusters

Perceived Value, Satisfaction, and Loyalty evaluations' model is provided in Figure 4. As tourist satisfaction is the most important determinant of tourist loyalty; it is required that satisfaction must exceed at least average level in order to turn satisfied tourist into the loyal one. On the other hand, analysis of the research results revealed that there is an interaction effect between variables 'satisfaction' and 'perceived value'. Consequently, this effect needs further investigation out of the topic of current research. Accordingly, recommendations regarding the variable 'perceived value' could not be provided and latter variable is eliminated from the further analysis.
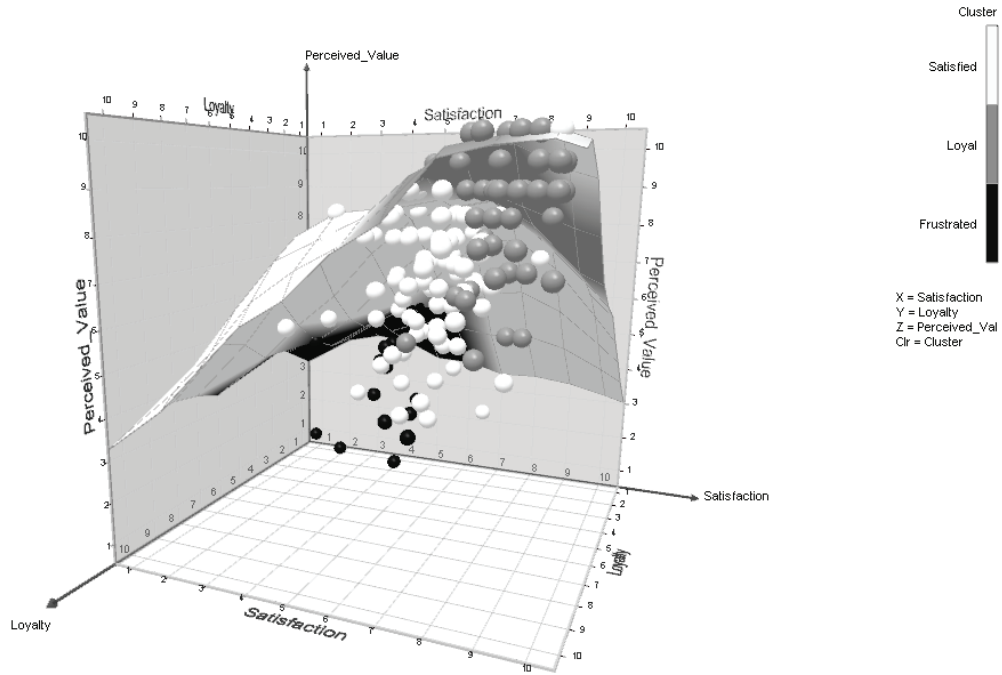
Figure 4. Perceived Value, Satisfaction, and Loyalty evaluations' model

Accommodation and Catering, Satisfaction, and Loyalty as well as Activities in Destination, Satisfaction and Loyalty evaluations' models are provided in Figure 5. VIP values revealed that variable 'accommodation and catering' had the second least contribution to fit the model, furthermore Accommodation and Catering, Satisfaction, and Loyalty evaluations' model supports the assumption that tourist might be loyal to the rural destination despite the low level of accommodation and catering. Moreover, with the highest evaluations of accommodation and catering, there are both satisfied as well as loyal tourists. Consequently, it could be stated that variable 'accommodation and catering' is not the essential variable which could help distinguishing satisfied tourist from the loyal ones.

Variable 'activities in destination' does not directly influence satisfaction as well as loyalty. The only one variable which is directly affected by variable 'activities in destination' is variable 'destination marketing'. Additionally, Activities in Destination, Satisfaction, and Loyalty evaluations' model reveals that with the low level of activities in destination or with the very high level of activities in destination, there are many loyal as well as satisfied tourists. Consequently, latter variable does not distinguish satisfied tourist from the loyal ones and this creates no need to invest in this variable when seeking to turn satisfied Lithuanian rural tourist into the loyal.
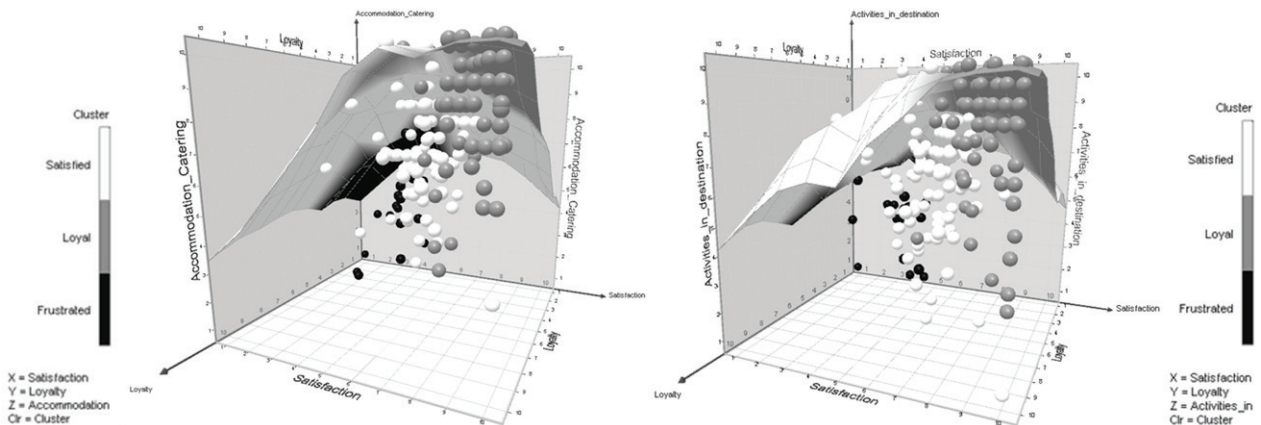

Figure 5. Accommodation and Catering, Satisfaction, and Loyalty and Activities in Destination, Satisfaction, and Loyalty evaluations' models

Environmental Preservation, Satisfaction, and Loyalty evaluations' model together with Destination Marketing, Satisfaction, and Loyalty evaluations' model are provided in Figure 6. With the highest evaluations of variable 'environmental preservation' as well as with variable 'destination marketing' there are only loyal clusters dispersed. Moreover, there are no loyal tourists when the evaluations of environmental preservation or destination marketing are below average level. Consequently, loyal tourists evaluate variables 'environmental preservation' and 'destination marketing' better than satisfied tourists do. Despite this, there are satisfied tourists even when the level of natural features is evaluated as high. This leads to the assumption that latter variables help distinguishing satisfied tourists from the loyal ones, but the specific combination of these variables must be found which could enable to turn satisfied Lithuanian rural tourist into the loyal one with the lowest costs.
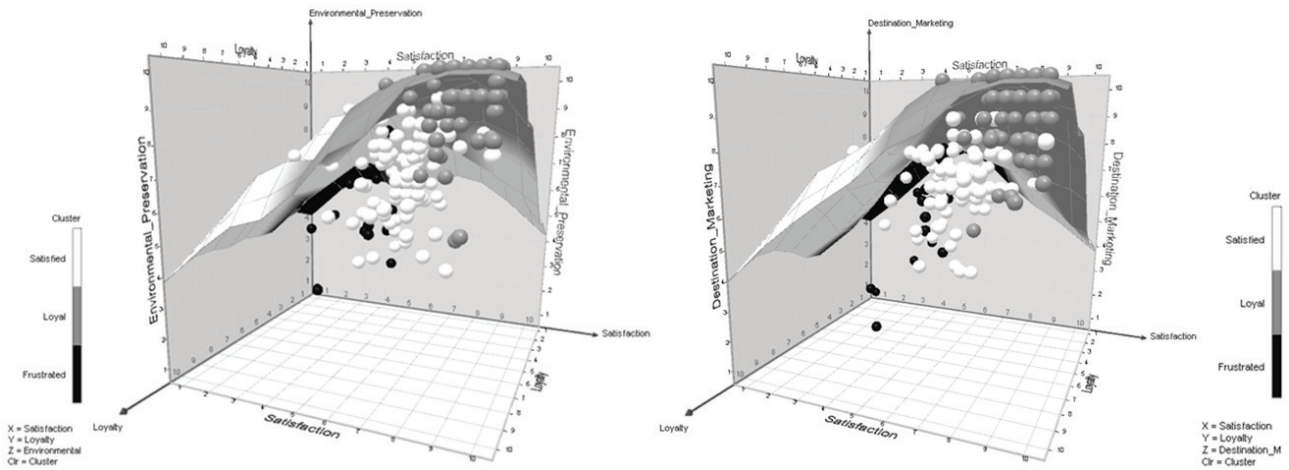

Figure 6. Environmental Preservation, Satisfaction, and Loyalty and Destination Marketing, Satisfaction, and Loyalty evaluations' models
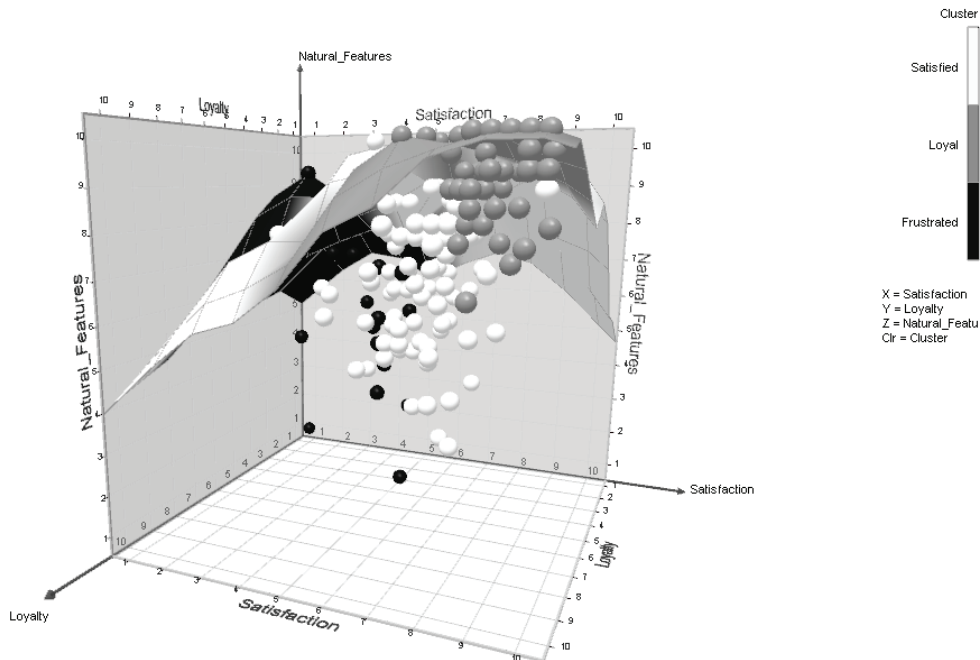

Figure 7. Natural Features, Satisfaction, and Loyalty evaluations' model

Natural Features, Satisfaction, and Loyalty evaluations' model is provided in Figure 7. It reveals that at least high level of natural features is required for the tourist to be loyal. On the other hand, there are satisfied as well as loyal tourists when the evaluation of natural features is high or very high. Consequently,

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this signifies about the specific combination among variables 'natural features', 'destination marketing', and 'environmental preservation', which distinguishes satisfied Lithuanian rural tourists from loyal. Despite this, level of natural features usually is a constant due to the requirement of very large investments from the government or businesses in order to change latter level. Consequently, because of the large costs variable 'natural features' is considered as a constant for the further analysis. Additionally, when the level of natural features remains as a constant, then such a balance of the variable 'environmental preservation' and variable 'destination marketing' should be found, that it would create a loyal tourist at the lowest costs.

In the framework of this situation, CHAID algorithm-based classification rules (which fulfilled three requirements: 1) contained together variables 'natural features', 'destination marketing', and 'environmental preservation'; 2) had hundred percent purity; 3) involved satisfied or loyal clusters) were distinguished (see Table 4). As a result, it is revealed that if level of natural features is low or average, then the tourist could only remain satisfied. On the other hand, if level of natural features is at the high level, then the factor, which distinguishes satisfied tourists from the loyal ones, is the level of environmental preservation. This substantiates the fact that when level of natural features is at the high level, the level of environmental preservation also must be improved to the high level in order to turn satisfied Lithuanian rural tourist into the loyal one. Moreover, if level of natural features reaches the very high level, then level of destination marketing must be enhanced to the very high level. If not, then tourists will remain satisfied instead of turning into loyal.

Table 4. The distinguished CHi-squared Automatic Interaction Detector algorithm-based Classification Rules

Purity	Rules
100 %	If Destination Marketing in [6; 6.5] and Natural Features in [9; 10] and Environmental Preservation in [5.5; 6.833] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [7; 8] and Natural Features in [3.333; 5.167] and Environmental Preservation in [5.5; 6.833] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [4.5; 5.5] and Natural Features in [6.5; 7.667] and Environmental Preservation in [5.5; 6.833] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [7.25; 9.5] and Natural Features in [6.5; 7.667] and Environmental Preservation in [5.5; 6.833] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [5.5; 8] and Natural Features in [7.667; 8.5] and Environmental Preservation in [5.5; 6.833] then Cluster = **Satisfied** in 100 % of cases
100 %	If Natural Features in [4.667; 5.167] and Destination Marketing in [3.75; 6.25] and Environmental Preservation in [6.833; 7.5] then Cluster = **Satisfied** in 100 % of cases
100 %	If Natural Features in [6.167; 8] and Destination Marketing in [3.75; 6.25] and Environmental Preservation in [6.833; 7.5] then Cluster = **Satisfied** in 100 % of cases
100 %	If Natural Features in [5.667; 6.167] and Destination Marketing in [6.25; 7.25] and Environmental Preservation in [6.833; 7.5] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [7; 7.5] and Natural Features in [9; 10] and Environmental Preservation in [8.167; 8.5] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [5.5; 6.25] and Natural Features in [8.5; 9] and Environmental Preservation in [8.167; 8.5] then Cluster = **Satisfied** in 100 % of cases
100 %	If Destination Marketing in [8; 8.5] and Natural Features in [6.167; 8.5] and Environmental Preservation in [8.5; 8.833] then Cluster = **Satisfied** in 100 % of cases
100 %	If Natural Features in [8; 9] and Destination Marketing in [3.75; 6.25] and Environmental Preservation in [6.833; 7.5] then Cluster = **Loyal** in 100 % of cases
100 %	If Destination Marketing in [7.5; 9.5] and Natural Features in [9; 10] and Environmental Preservation in [8.167; 8.5] then Cluster = **Loyal** in 100 % of cases

Regarding the extracted variables that distinguish satisfied Lithuanian rural tourists from the loyal ones, the algorithm for turning satisfied Lithuanian rural tourist into loyal was elaborated (see Figure 8). Following the algorithm, the first step is to evaluate the level of tourist's satisfaction regarding specific rural destination by applying the LRTSI model (see Grigaliūnaitė, Pilelienė, 2014). If the level is low, then tourists are frustrated and attempting to turn them into loyal would not be beneficial. On the other hand, if the level of

satisfaction is average or high, then tourists are satisfied with the specific rural destination. In this case, the level of the constant variable in the model (natural features) must be assessed.
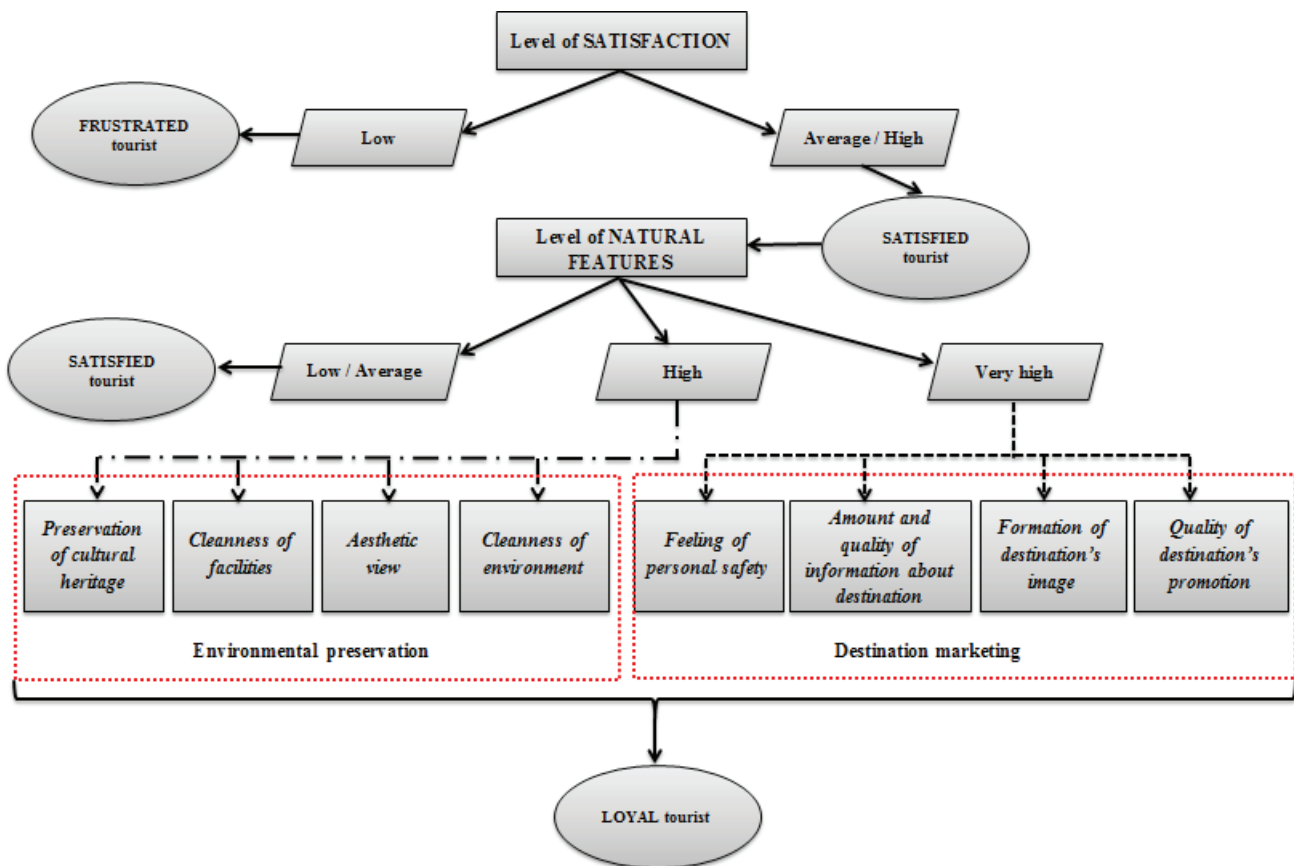

Figure 8. Algorithm for turning satisfied Lithuanian rural tourist into loyal

When level of natural features is assessed as low or average, then tourists will remain satisfied and attempting to turn them into loyal would again be non-beneficial. In contrast, if level of natural features is assessed as high, then level of environmental preservation must also reach the high level. This could be completed by the allocation of investments into the cleanness of environment, aesthetic view, cleanness of facilities, and preservation of cultural heritage.

When level of natural features is evaluated as very high, then the most important variable in order to turn satisfied tourist into the loyal becomes destination marketing, which must reach the very high level. Consequently, it could be accomplished by improving quality of destination's promotion as well as formation of destination's image. Furthermore, the amount and quality of information about destination must be enhanced and the feeling of personal safety must be guaranteed for the tourists.

All of these factors for the two latent variables were distinguished based on the outer loadings of the constructs regarding particular latent variables.

Consequently, it could be stated, that if the specific rural destination has the marvellous natural features, then strong marketing efforts become the essential factor, which attracts tourists and turns them into loyal ones. On the other hand, if specific rural destination in Lithuania does not have marvellous natural features, then there is no need for the very strong marketing efforts when seeking to turn them into loyal (average or high level is sufficient), but in this case high level of environmental preservation becomes the crucial factor that turns satisfied Lithuanian tourists into loyal.

This separation of the essential factors allows turning satisfied Lithuanian rural tourist into loyal at the lowest costs, without the investments in the whole range of factors directly affecting satisfaction and / or loyalty.

Conclusions

Rural tourism is a valuable tool for the sustainable development of rural areas and serves as a basis for sustainable and renewable energy promotion; it makes a significant contribution to the rural economy and to the wider tourism industry. Thus, rural tourism development is an important issue for many countries, including Lithuania.

With the increasing competition among rural tourism destinations, tourist satisfaction and loyalty became very important factors for the specific rural destinations in order to profitably operate in the market. The research results revealed that at least average level of rural tourist satisfaction is essential for the possibility to turn him / her into loyal tourist. As a result, satisfied tourist might be loyal or turned from satisfied into loyal with the managerial efforts. Consequently, this substantiates the assumption that positive relationship between Lithuanian rural tourists' satisfaction and loyalty exist.

The research revealed the existence of three core segments in Lithuanian rural tourism market: satisfied, loyal, and frustrated. The frustrated cluster has no probability of becoming loyal, while satisfied cluster has a high probability of turning into the loyal cluster.

The results of the research revealed that variable 'accommodation and catering' needs to be taken under consideration when trying to make tourists satisfied, but this variable would have no effect on tourist loyalty. Furthermore, variable 'activities in destination' might be taken under consideration when creating destination marketing, but activities in destination also would not make tourists loyal. Moreover, variable 'destination aesthetics' has insufficient effect on satisfaction as well as loyalty that it could influence the process of turning satisfied Lithuanian rural tourist into the loyal one.

Subsequently, variables that have to be considered to turn already satisfied tourists into loyal are: 'natural features', 'destination marketing' and 'environmental preservation'. Considering that the variable 'natural features' remains at the constant level due to the requirement of large investments, 'environmental preservation' and 'destination marketing' are variables necessitating specific level of compatibility.

Consequently, the specific rural destination, which has the spectacular natural features, needs strong marketing efforts to turn satisfied Lithuanian rural tourists into loyal ones. On the other hand, for the specific rural destination in Lithuania, which does not have spectacular natural features, high level of environmental preservation becomes the crucial factor that helps turning satisfied Lithuanian tourists into loyal.

This separation of the essential factors allows turning satisfied Lithuanian tourist into loyal at the lowest costs, without the investments in the whole range of factors directly affecting satisfaction and / or loyalty.

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LIETUVOS KAIMO TURISTŲ PASITENKINIMAS IR LOJALUMAS: SEGMENTAVIMAS IR VADYBINIAI SPRENDIMAI

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Santrauka

Lietuvoje, kaip ir daugelyje kitų greitai besivystančių šalių, turizmas tampa labai svarbia ir greitai augančia industrija. Kaimo turizmas – tai kaimiškųjų vietovių darnios plėtros priemonė (Peña ir kt., 2012), leidžianti skatinti darnų atsinaujinančios energijos vartojimą (Baležentis ir kt., 2012). Kita vertus, kaimo turizmas daro didelę įtaką kaimo ekonomikai ir bendrajai turizmo plėtrai (Haven-Tang, Jones, 2012). Straipsnyje sprendžiama problema keliama klausimu, kokie veiksniai lemia Lietuvos kaimo turistų lojalumą ir kaip padaryti, kad patenkinti turistai taptų lojaliais turistais? Straipsnio objektas – Lietuvos kaimo turistų lojalumą lemiantys veiksniai. Straipsnio tikslas – nustatyti pagrindinius veiksnius, kurie lemia Lietuvos kaimo turistų lojalumą. Tyrimo metodai: siekiant straipsnio tikslo, atlikta mokslinės literatūros analizė ir sintezė. Turistų nuostatos ir vertinimai dėl Lietuvos kaimo turistinių vietovių nustatyti anketinės apklausos metodu. Atliekant statistinę duomenų analizę, taikyti struktūrinio lygčių modeliavimo, pasitelkiant mažiausius dalinius kvadratus, regresijos ir klasifikavimo medžio metodai. Sudarant Lietuvos kaimo turisto prototipą ir nustatant Lietuvos kaimo turizmo rinkos struktūrą, taikyta klasterinė analizė.

Empirinio tyrimo rezultatai atskleidė, kad siekiant turisto lojalumo, būtinas bent vidutinis pasitenkinimo turistine kaimo vietove lygis. Esant minėtam pasitenkinimo lygiui, taikant tinkamas vadybines priemones, galima paskatinti turisto lojalumą. Tyrimo rezultatai pagrindė prielaidą, kad egzistuoja teigiamas ryšys tarp Lietuvos kaimo turistų pasitenkinimo ir lojalumo. Tyrimo rezultatai atskleidė, kad kintamasis „apgyvendinimas ir maitinimas" yra svarbūs, siekiant, kad turistas liktų patenkintas, tačiau turisto lojalumui šis kintamasis įtakos neturi. Tyrimu nustatyta, kad Lietuvos turistinei kaimo vietovei, kurioje įspūdinga gamtinė aplinka

(t. y. kintamasis „gamtinė aplinka" vertinamas labai gerai), būtina taikyti rinkodaros priemones, siekiant, kad šia vietove patenkinti turistai taptų lojalūs. Kita vertus, jei Lietuvos turistinėje kaimo vietovėje gamtinė aplinka vertinama tik gerai, būtina palaikyti labai aukštą „vietovės autentiškumo" lygį ir šis veiksnys tampa lemiamu, siekiant patenkintą turistą paversti lojaliu. Tyrimu nustatyta, kad nesant aukšto arba labai aukšto gamtinės aplinkos vertinimo jokie vadybiniai sprendimai negali paskatinti turistų lojalumo, net jei jie bus patenkinti.

PAGRINDINIAI ŽODŽIAI: *kaimo turizmas, Lietuvos turizmas, turistų lojalumas, turistų pasitenkinimas.*

JEL KLASIFIKACIJA: M310, M390.