

## **Sustainability Aspects – Domestic Tourists’ Perspective**

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### **Abstract**

**Introduction:** Crises, such as the recent Covid 19, have demonstrated the importance of domestic tourism in the face of significant loss of international demand. In order to promote domestic tourism, it is necessary to find out what elements are important to domestic tourists when choosing their holiday destination. Moreover, to ensure sustainability, it is necessary to find out how domestic tourists perceive sustainable aspects while travelling.

**Aim:** This paper attempts to determine what attitudes domestic tourists have towards environmental and socioeconomic aspects in their travels and what factors determine them.

**Method:** For the purpose of data collection, onsite and online surveys were conducted from October 2021 to the end of January 2022. The survey population included Croatian residents who had vacationed in Croatia at least once in the past 5 years. The analysis included 711 questionnaires. Two regression analyses were conducted to determine the determinants of attitudes toward environmental and socioeconomic aspects.

**Findings:** The results show that respondents with a higher level of education and those who do not have income from tourism, as well as those with more positive attitudes toward socioeconomic aspects, have more positive attitudes toward environmental aspects of tourism while travelling. In addition, respondents with more positive attitudes toward socioeconomic aspects also have more positive attitudes toward environmental aspects of tourism.

**Originality and value:** This is the first study to examine domestic tourists and their attitudes towards sustainable aspects of travel, especially when it comes to Croatia. The added value of the study lies in the fact that it provides information on the determinants of domestic tourists’ attitudes towards socio-economic and environmental aspects.

**Key Words:** tourism; sustainable aspects; domestic tourists; attitudes

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