

# **PARTICULAR ASPECTS OF THE TOURIST PRODUCTS CONSUMERS' LOYALTY**

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## **Abstract**

The tourist consumption represents the expression of a very varied set of needs and motivations: rest, relaxation, escape from the every-day setting, recreation or the satisfaction of certain cultural, aesthetic, emotional aspirations, based on the principle of pleasure, of the integration of individuals in their social environment, and the relation with their own personality and family or personal experiences. Classifying the tourist products according to the motivation of travelling, we can emphasize particular aspects of the relationship between the tourist products consumers's satisfaction and loyalty. The objective of the article is to present a study which emphasizes the fact that the consumer's satisfaction does not generally induce loyalty to the tourist destinations/tourist services. The typology of tourist products and motivation of choosing the destination plays a very crucial role. The study analyses comparatively three types of tourist products and the manner in which satisfaction determines conative attitudes, inducing loyalty/disloyalty towards the tourist destination/tourist services.

**Key words:** Consumers' satisfaction, quality, loyalty, tourism products