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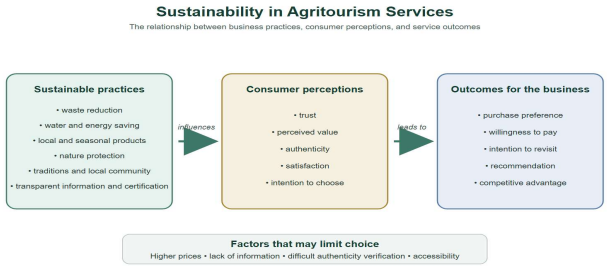
CONSUMER ATTITUDE TOWARDS SUSTAINABILITY IN AGROTURISTIC SERVICES

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Abstract *This research aims to analyze consumers' attitudes towards sustainability in agritourism services, highlighting the importance of responsible practices in the process of choosing agritourism units and their perceived influence on satisfaction, intention to return and recommendation. A predominantly favorable attitude towards sustainability is highlighted, considering this criterion important or very important in choosing an agritourism unit. At the same time, the use of local food products and collaboration with local producers are appreciated, as is the promotion of local traditions, gastronomy and crafts. Sustainability is also a potential differentiating factor in the tourism offer. Integrating sustainability in agritourism services can contribute to increasing the attractiveness of the offer, consumer satisfaction and strengthening intentions to return and recommend. The importance of harmonizing environmental protection with the valorization of local products and traditions, transparency of information and the adoption of affordable pricing policies is emphasized.*

Introduction

In the context of increasing concerns about environmental protection, responsible use of resources and supporting local economies, sustainability has become an important direction for the development of tourism services. In agritourism, this involves not only reducing the impact on the environment, but also valorizing local products, preserving traditions and involving rural communities in economic activity. Thus, sustainable agritourism services can simultaneously respond to the need of tourists for authentic experiences and the objectives of sustainable development of rural areas.



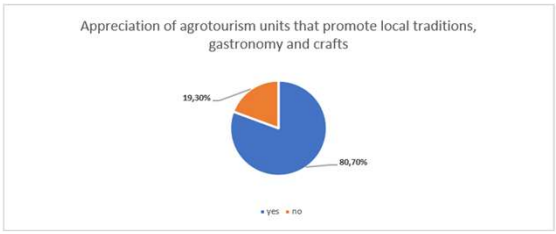
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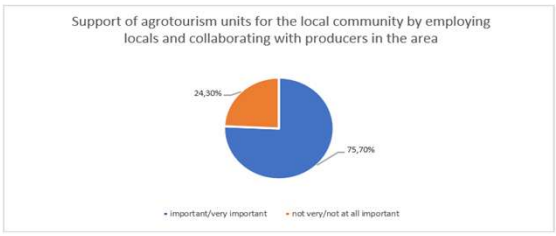
Sustainability in agritourism services

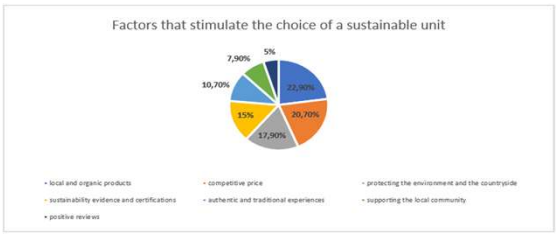
Material and method

The research is quantitative, descriptive and exploratory in nature, being carried out by applying a questionnaire regarding consumers' attitudes towards sustainability in agritourism services. The choice of the questionnaire method is justified by the need to obtain direct information about consumers' opinions, preferences and behavioral intentions. In the specialized literature, the analysis of tourists' perceptions is considered relevant for understanding how sustainable practices influence the choice of tourism services, satisfaction and willingness to pay for responsible experiences. The questionnaire was structured into three main categories of questions. The first category targeted respondents' experience with agritourism services and their frequency of use. The second category tracked attitudes towards sustainability, by analyzing perceptions regarding environmental protection, waste reduction, water and energy saving, using local products, preserving traditions and supporting rural communities. The third category included questions regarding choice behavior, verification of sustainability information, the influence of ecological certifications, willingness to pay more, intention to return and recommendation of sustainable agritourism services.

Results and discussions







Conclusions

The research conducted on consumer attitudes towards sustainability in agritourism services highlights the fact that the principles of sustainable development occupy an increasingly important place in consumer perception and behavior. The results obtained indicate a favorable orientation towards agritourism units that integrate environmental protection, the valorization of local resources, the preservation of traditions and involvement in the development of rural communities into their activity. Overall, the research results support the conclusion that sustainability can be an important element in shaping consumer attitudes and choosing agritourism services. Its value is greater when environmental practices are integrated into an authentic experience, based on local products, traditions, gastronomy, landscape conservation and community support.