LITHUANIAN EMIGRANTS' SATISFACTION WITH THEIR HOLIDAY IN HOMELAND

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ABSTRACT

Contemporary global environment leads to a situation when citizens of many countries emigrate to search for better carriers, education, or life opportunities. However, a relationship with the homeland and the families left is often kept even after settlement abroad. To maintain a bond with their native country, emigrants provide monetary transfers to their families or relatives left; invest in properties or real estate in their parent country; and return to spend their holidays in places where they grew up and spent parts of their lives. Therefore, emigrants can be considered as a powerful market segment. The purpose of this paper is to determine the factors that affect emigrants' satisfaction with the holiday in Lithuania as their native country. In order to reach the aim, a questionnaire survey was distributed to 229 emigrants spending their holiday in Lithuania. Based on the respondents' answers, the factors affecting emigrants' satisfaction with their holiday in Lithuania were determined. The results enabled establishing two variables that have a direct effect on Lithuanian emigrant satisfaction: accommodation and catering and environmental preservation. However, considering loyalty, different factors were found as being significant. Emigrant loyalty to spending holiday in their homeland Lithuania can be encouraged directly through satisfaction, or by enhancing accommodation and catering and activities in destination. The factors 'natural features of the destination'; 'destination aesthetics'; and 'destination marketing' were found to be non-significant; they did not affect Lithuanian emigrants' satisfaction or loyalty to a destination. Knowing the determined factors that affect emigrants' satisfaction with the holiday in Lithuania as their native country will enable practitioners to allocate their investments in a way leading to better satisfaction of emigrants' needs, which in turn would attract a significant and constantly growing market segment.. Tourist satisfaction, its determinants and consequences are highly influenced by the context of tourism, tourist purposes, and tourist nationality. The empirical findings in this study provide a new understanding of tourist satisfaction considering emigrants as tourists in their motherland. An earlier version of this paper has been presented at the International conference on Decision making for Small and Medium-Sized Enterprises (DEMSME 2019)

1. INTRODUCTION

Starting with the re-establishment of the Republic of Lithuania back in 1990, the number of residents of the country dropped dramatically – from 3.7 million in 1990 to 2.8 million at the end of 2018 (European Migration Network, 2019). According to Statistics Lithuania (2014), Lithuanians living abroad counted for about 619.6 thousands in 2014; moreover, about 180 thousand Lithuanians emigrated during the period of 2014-2018 (Statistics Lithuania, 2019). Considering the

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numbers, it can be assumed that many families are facing the emigration of their members: parents, offspring, siblings, *etc.* However, if considering immigration, about 50 per cent of immigrants to the Republic of Lithuania are returning Lithuanians (European Migration Network, 2019). Moreover, many of those who have already established their lives abroad are not "cutting ties" with their motherland. According to Montvilaite *et al.* (2015), different previous studies show that Lithuanian 'emigrants have always been concerned about nurturance of their national identity and this was one of the most significant objectives among individuals living abroad'.

Analyzing emigrants' behavior, Itani *et al.* (2013) emphasize that the role emigrants play in the social and economic development of their homelands through various ways is very significant, and can be expressed through investment projects, remittances, and transfers of knowledge and skills. According to Etzo *et al.* (2014), over recent decades, the literature demonstrates an increasing interest on migration and tourism emphasizing the link between the two phenomena. Pearce (2012) argues that 'individuals' experiences in returning to previous places of significance and familiarity in their lives is a relatively novel topic in tourism studies.' Another highly related form of tourism recognized as being sizable worldwide is visiting friends and relatives (Backer, 2010).

A wide body of scientific research in the field of tourism has already acknowledged that tourist satisfaction is a crucial factor affecting their loyalty to a place and revisiting intentions. Many countries and regions are putting effort to elaborate indices of tourist satisfaction, enabling proper allocation of necessary attention and resources. As the examples of tourist satisfaction measurement studies, several works can be mentioned: The Hong Kong Tourist Satisfaction Index (Song *et al.*, 2012), Index of Destination Attractiveness (Krešić and Prebežac, 2011), International Tourist satisfaction in Jordan (Al-Majali, 2012), Lithuanian Tourist Satisfaction Index (Pilelienė & Grigaliūnaitė, 2014a), *etc.* An in-depth analysis of tourist satisfaction indices shows that despite the similarity of the components used in the models, tourist satisfaction, its determinants and consequences are highly influenced by the context of tourism, tourist purposes, and tourist nationality.

Considering latter insights, the aim of this research is to determine the factors that affect Lithuanian emigrants' satisfaction with their holiday in the native country. The determined structure of their satisfaction will enable better allocation of resources in order to attract and retain this tourist group. To allow the determination of the latter factors, the following research hypotheses are specified:

H1: accommodation and catering have a positive influence on Lithuanian emigrants' satisfaction with their holiday in the native country;

H2: accommodation and catering have a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country;

H3: activities in destination have a positive influence on Lithuanian emigrants' satisfaction with their holiday in native country;

H4: activities in destination have a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country;

H5: natural features have a positive influence on Lithuanian emigrants' satisfaction with their holiday in the native country;

H6: natural features have a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country;

H7: destination aesthetics has a positive influence on Lithuanian emigrants' satisfaction with their holiday in the native country;

H8: destination aesthetics has a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country;

H9: environmental preservation has a positive influence on Lithuanian emigrants' satisfaction with their holiday in native country;

H10: environmental preservation has a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country;

H11: destination marketing has a positive influence on Lithuanian emigrants' satisfaction with their holiday in the native country;

H12: destination marketing has a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country;

H13: Lithuanian emigrants' satisfaction with their holiday in Lithuania has a positive influence on Lithuanian emigrants' loyalty to their holiday in the native country.

In order to test the research hypotheses and reach the pursued aim, the paper is organized in the following way: after the introductive part, previous research on the topic is analyzed and generalized in Chapter 2 titled 'Literature review'; based on the analyzed theories, 'Research methodology' is provided in Chapter 3, followed by 'Results' in Chapter 4, 'Discussion' (Chapter 5) and 'Conclusions' (Chapter 6). Previously elaborated Lithuanian Tourist Satisfaction Index model is adapted and used as the platform for a questionnaire-based empiric research. SmartPLS V.3 software elaborated by Ringle *et al.* (2015) is applied to provide a statistical analysis of the research results.

2. LITERATURE REVIEW

The research concerning consumer satisfaction, particularly in tourism, has its roots in the 1960s with many studies exploring consumer satisfaction using integrated models (Wang *et al.*, 2009). Kozak and Rimmington (2000) emphasize that many research studies investigating tourist satisfaction with well-known tourism destinations can be found in literature. As a result, various view-points regarding tourist satisfaction assessment can be found in scientific literature. Chen *et al.* (2016) indicate the existence of two streams of research regarding tourism satisfaction: the first stream focuses on how to build customer satisfaction for business success; the second stream examines tourism satisfaction from the perspective that leisure travel can contribute to tourists' psychological wellness. However, it can be argued that studies based on customer satisfaction indices reflect the ideas of both streams: the determinants of tourist satisfaction are assessed in order to provide tourists with better quality and, thus, reinforce their inner feeling of being content.

Holiday tourism is often viewed as a distinct sort of tourism. The tourism industry has been based on the idea that everybody needs holiday and that holiday travel is essential for people (Gilbert & Abdullah, 2002). Many people look forward to holidays at sunny beaches along the seaside and there are plenty of places offering this (Bekk *et al.*, 2016). However, holiday period is job-dependent and often short (shorter that one month). Therefore, many destinations compete to be chosen by a person endeavoring to get maximum satisfaction out of one's holiday. In case of emigrants' choice, the initial alter-natives are two: popular or familiar? According to Pearce (2012), everybody comes from somewhere; therefore, returning "home" might become a holiday motive for many migrants suffering from nostalgia. Huang *et al.* (2018) point out that nowadays migrants visiting "home" may not necessarily be 'a permanent return to the homeland, but a form of tourism'.

Therefore, considering emigrants as tourists in their motherland, an assumption might be
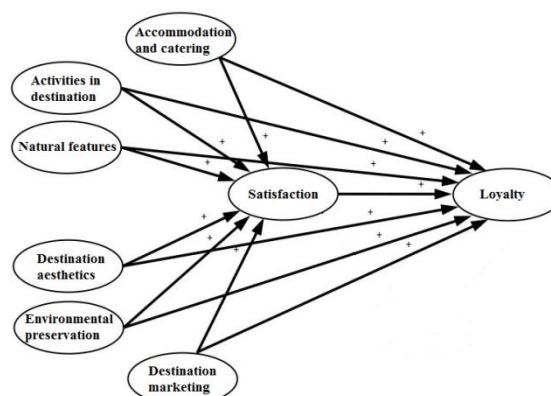
done that the same motives are relevant as for regular holiday tourists. One of the main motives for revisiting a tourist destination is satisfaction. Meng and Han (2018) argue that tourist satisfaction is supposed to consist of destination attribute satisfaction through tourism experience. Therefore, the multidimensionality of tourist satisfaction emerges and substantiates the idea of satisfaction index as a tool for determining tourists' expectation and providing a proper bundle of benefits. Following the idea of customer satisfaction measurement, tourist satisfaction indices are elaborated for countries (*e.g.*, Croatia, Hong Kong, Malaysia, Mexico, *etc.*), destinations (*e.g.* European tourist satisfaction), cities (tourists' satisfaction in Bangkok, Thailand, and also some cities in China, Argentina and other countries that calculate City Satisfaction Indices), or certain circumstances (e.g. rural tourist satisfaction; holiday satisfaction; travel satisfaction; cruiser satisfaction; etc.). Depending of the subject of importance, indices are composed differently, having different variables and structural relations as well as different outcomes.

After analyzing the world-wide known indices of tourist satisfaction that are applied in practice (Krešić & Prebežac, 2011; Al-Majali, 2012; Song *et al.*, 2012; *etc.*), mostly emphasized destination-related attributes affecting tourist satisfaction were determined as follows: accommodation and catering facilities, activities in destination, natural features, destination aesthetics, environmental preservation, destination marketing (Pilelienė & Grigaliūnaitė, 2014b). As the determined attributes, or factors, are repeatedly assessed measuring tourist satisfaction in various circumstances, an assumption might be made that the same factors can determine emigrants' satisfaction with their holiday in the native country.

3. RESEARCH METHODOLOGY

Aiming to determine the antecedents and consequences of Lithuanian emigrants' satisfaction with their holiday in Lithuania as well

as the performance of the determined antecedents of Lithuanian emigrants' satisfaction, the theoretical Lithuanian tourist satisfaction index model (elaborated previously and provided in Figure 1) is used as the theoretical research model and represents all the research hypotheses. As it can be seen from the model, theoretical antecedents of Lithuanian emigrants' satisfaction with their holiday in Lithuania are accommodation and catering, activities in destination, natural features, destination aest-

hetics, environmental preservation, and destination marketing; and the theoretical consequence of Lithuanian emigrants' satisfaction with their holiday in Lithuania is loyalty.

Figure 3.1 *Theoretical research model*
Source: Pilelienė & Grigaliūnaitė (2014b)

In order to verify the theoretical model, a questionnaire survey was performed. The questionnaire was composed of three parts *(available from the authors upon request)*:

1. Question filter. Applied to verify the right respondents – Lithuanian emigrants spending their holiday in Lithuania.
2. Main research statements that constituted the measurement model. The measurement model was a reflective one. 10-point evaluation scale was applied for statement evaluation. 2–5 manifest variables (evaluati-ve statements) reflect each latent variable (variables that comprise theoretical research model and were not directly measured).
3. Demographic questions (age and gender).

The latent variables measured by the questionnaire were composed of a bundle of manifest variables (see Table 3.1.).

4. RESULTS

First of all, aiming to verify the theoretical research model and to determine the antecedents and consequences of Lithuanian emigrants' satisfaction with their holiday in

Table 3.1. The Variables used in the research

Latent variables	Manifest variables	Indication
Accommodation and catering	Variety of catering facilities	AC&CAT1
	Quality of catering facilities	AC&CAT2
	Quality of accommodation facilities	AC&CAT3
	Service personnel	AC&CAT4
	Service prices	AC&CAT5
Activities in destination	Passive leisure opportunities	ACT1
	Active leisure opportunities	ACT2
	Variety of amusement	ACT3
	Shopping possibilities	ACT4
	Prices of offered activities	ACT5
Natural features	Natural beauty	NATFEA1
	Climate	NATFEA2
	Ease of traveling	NATFEA3
Destination aesthetics	Cleanness of the environment	DEAE1
	Tidiness of citizens	DEAE2
	Aesthetics of the environment	DEAE3
	Local artefacts	DEAE4
Environmental preservation	Preservation of architecture	ENVPRE1
	Cultural heritage	ENVPRE2
	Tourist information accessibility	ENVPRE3
Destination marketing	Image of the country	DESMAR1
	Safety in the country	DESMAR2
	Information availability	DESMAR3
Satisfaction	The overall satisfaction with the holiday	SAT1
	Satisfaction compared with expectations	SAT2
	Comparison to an ideal	SAT3
Loyalty	Intention to revisit	LOY1
	Intention to recommend	LOY2

Source: Authors' elaboration

The questioned sample size included 229 respondents; the survey was conducted offline by respondents self-filling the questionnaire with the questions on the summer of 2018 in the main holiday destinations in Lithuania. The response rate was 58 percent. Structural equation modelling (SEM) using partial least squares (PLS) path modeling methodology with SmartPLS V.3 (Ringle *et al*., 2015) software was applied for the statistical analysis of the research results.

Lithuania, the reliability and validity of the reflective measurement model were assessed.

The values of composite reliability measure reveal that there is no lack of internal consistency reliability in the measurement model (see Table 4.1). After assessing the average variance extracted (AVE) measure, all the values were found to be above the threshold value (defined above 0.5), meaning that the degree of convergent validity was

sufficient in the reflective measurement model. All of the indicators' loadings were above 0.7, also statistically significant, thus measurement model was proved to be reliable and valid.

When evaluating the structural model, it could

Table 4.1. *Values of Composite Reliability and Average Variance Extracted*

Variables	Composite Reliability	Average Variance Extracted
Accommodation and Catering	0.888	0.727
Activities in destination	0.857	0.666
Destination aesthetics	0.863	0.760
Destination marketing	0.828	0.618
Environmental preservation	0.919	0.850
Loyalty	0.941	0.888
Natural features	0.902	0.755
Satisfaction	0.887	0.726
Variables	Composite Reliability	Average Variance Extracted

Source: Authors' calculations

indicator reliability was proved as well.

Cross Loadings and the Fornell-Larcker criterion were used to evaluate the discriminant validity of the measurement model. The criterion of Cross Loadings as well as the Fornell-Larcker criterion (see Table 4.2) show that the model exhibits discriminant validity.

be stated that the model displays predictive relevance as latent variables' cross-validated

redundancy values (Stone-Geissers' Q^2) were exceeding zero. Furthermore, the variance inflation factor values were below 5 regarding predictors' variables, thus the multicollinea-

Table 4.2. The level of centralization/decentralization in BiH companies

Variable	Accommodation and Catering	Destination Aesthetics	Destination marketing	Environmental preservation	Loyalty	Satisfaction	Activities in destination	Natural features
Accommodation and Catering	**0.852**							
Destination Aesthetics	0.659	**0.872**						
Destination marketing	0.673	0.722	**0.786**					
Environmental preservation	0.496	0.521	0.557	**0.922**				
Loyalty	0.668	0.567	0.628	0.506	**0.942**			
Satisfaction	0.632	0.592	0.611	0.524	0.721	**0.852**		
Activities in destination	0.632	0.621	0.768	0.655	0.631	0.580	**0.816**	
Natural features	0.531	0.458	0.605	0.400	0.400	0.353	0.549	**0.869**

Source: Authors' calculations

As a final point, it could be stated that the

rity problem does not exist. Finally, the values

of the coefficient of determination (R^2) of endogenous variables' satisfaction and loyalty

Table 4.3. *Path Coefficients*

Variables	Path Coefficient	S.D.	T Statistics	P Values
Accommodation and Catering -> Loyalty	0.251*	0.075	3.340	0.001
Accommodation and Catering -> Satisfaction	0.328*	0.079	4.152	0.000
Destination aesthetics -> Loyalty	-0.012	0.074	0.166	0.868
Destination aesthetics -> Satisfaction	0.149	0.089	1.669	0.096
Destination marketing -> Loyalty	0.086	0.088	0.970	0.333
Destination marketing -> Satisfaction	0.198	0.121	1.630	0.104
Environmental preservation -> Loyalty	0.018	0.060	0.299	0.765
Environmental preservation -> Satisfaction	0.166*	0.072	2.319	0.021
Satisfaction -> Loyalty	0.416*	0.063	6.611	0.000
Activities in destination -> Loyalty	0.179*	0.077	2.321	0.021
Activities in destination -> Satisfaction	0.086	0.098	0.876	0.381
Natural features -> Loyalty	-0.032	0.057	0.563	0.574
Natural features -> Satisfaction	-0.122	0.071	1.724	0.085

*p<0.05
Source: Authors' calculations

were 51 and 62.3 percent respectively.

The values of the path coefficients in the structural model are presented in Table 4.3. According to the results, accommodation and catering have statistically significant influence on both satisfaction and loyalty, thus hypotheses H1 and H2 were supported. Nevertheless, the influence of destination aesthetics, destination marketing, and natural features on both satisfaction and loyalty was statistically non-significant, hence hypotheses H5, H6, H7, H8, H11, and H12 were rejected. Environmental preservation has a direct, positive and statistically significant effect on satisfaction (thus H9 was supported and H10 was rejected). Activities in destination impact loyalty (thus H3 was rejected, but H4 was supported). Lastly, satisfaction has a direct and positive statistically significant influence on loyalty which allows the confirmation of hypothesis H13.

As non-significant path coefficients were not important while supporting a hypothesized relationship, they were omitted from the final model. After the verification of the model reliability and validity and substantiation that the change of the coefficient of determination was not considerable (satisfaction and loyalty respectively 45.9 and 62.2 percent), path coefficients of the final model are provided in Table 4.4. As it can be seen, accommodation and catering have a strong influence on satisfaction, while environmental presservation has a moderate influence on satisfaction. Moreover, satisfaction has a strong influence on loyalty, while the variables such as 'accommodation and catering' and 'activities in

destination' have a moderate influence on loyalty.

ring together with activities in destination influence the consequence of emigrants' satisfaction with their holiday in Lithuania – their loyalty. The assumption could be made that as many emigrants do not own residential properties in Lithuania anymore, accommodation and catering during their holiday in Lithuania become the most important factor

Table 4.4. *Path Coefficients at the Final Model*

Variables	Path Coefficient	S.D.	T Statistics	P Values
Accommodation and Catering -> Loyalty	0.257*	0.068	3.777	0.000
Accommodation and Catering -> Satisfaction	0.492*	0.059	8.312	0.000
Environmental preservation -> Satisfaction	0.282*	0.067	4.228	0.000
Satisfaction -> Loyalty	0.434*	0.062	7.007	0.000
Activities in destination -> Loyalty	0.217*	0.061	3.594	0.000

*p<0.05
Source: Authors' calculations

Based on the research results, the model of Lithuanian emigrants' satisfaction with their holiday in Lithuania is elaborated with the basis of the theoretical model. The elaborated model, revealing antecedents and consequences of Lithuanian emigrantts' satisfaction with their holiday in Lithuania, is provided in Figure 4.1 below.
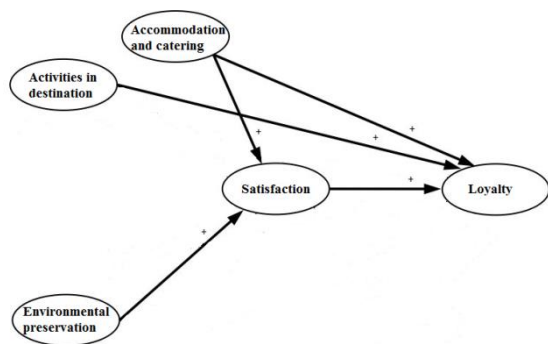

Figure 4.1 *The antecedents and consequences of Lithuanian emigrants' satisfaction with their holiday in Lithuania*

Source: Authors' elaboration

As the research results indicate, there are two antecedents of Lithuanian emigrants' satisfaction with their holiday in Lithuania, namely accommodation and catering and environmental preservation. Accommodation and cate-

that influences their satisfaction and loyalty. Moreover, the environmental preservation of the destination where they spend their holiday is important for them to be satisfied as well. Nevertheless, in order to achieve loyalty, not only is their satisfaction important, which is influenced by accommodation and catering and environmental preservation, but also activities in destination.

5. DISCUSSION

5.1. Antecedents of emigrants' satisfaction with their holiday in homeland Lithuania

The research results indicate that the model of emigrants' satisfaction with their holiday in homeland Lithuania is substantially divergent from the initial one. The six possible antecedents of tourist satisfaction (accommodation and catering facilities, activities in destination, natural features, destination aesthetics, environmental preservation, destination marketing) were assessed as theoretically having influence on tourist satisfaction. However, only accommodation and catering and environmental preservation were found to have a statistically significant influence on

tourist satisfaction in case of Lithuanian emigrants. In order to obtain a wider view and understand the differences of tourist satisfaction depending on different circumstances, the obtained results will be compared with other Lithuanian tourist-related research. In order to compare the antecedents of tourist satisfaction in different situations, the results of the current research provided framework of previously tested models (see Table 5.1.):

also all the three samples were asse-ssing their satisfaction with Lithuania as a destination. However, despite the two joint antecedents of satisfaction, the models of LTS and RTS were composed of two more antecedents, namely 'destination aesthetics' and 'destination marketing'. The latter two factors had no statistically significant influence on emigrants' satisfaction with their holiday in the homeland. An assumption might

Table 5.1. *Comparison of Lithuanian tourists-related satisfaction antecedents*

Variable \ Model	ES	LTS	RTS	OTS	ESHS	ITS
Accommodation and catering	+	+	+		+	+
Activities in destination				+	+	+
Natural features				+	+	
Destination aesthetics		+	+			+
Environmental preservation	+	+	+	+		
Destination marketing		+	+	+	+	+

Source: Authors' elaboration

1. Outbound tourist satisfaction index model (Pilelienė, Grigaliūnaitė, 2014a) – OTS;
2. Rural tourist satisfaction index model (Pilelienė, Grigaliūnaitė, 2014b) – RTS;
3. Inbound tourist satisfaction index model (Pilelienė, Grigaliūnaitė, 2016) – ITS;
4. Tourist satisfaction with European summer holiday destinations index (Pilelienė, Grigaliūnaitė, 2018) – ESHS;
5. Local tourist satisfaction index model (Grigaliūnaitė, Pilelienė, 2019) – LTS.

As it can be seen in Table 5.1., the variables 'accommodation and catering' and 'environmental preservation' were both found to have a statistically signifycant and direct impact in case of local tourist satisfaction with Lithuania (LTS) and rural tourist sati-sfaction with Lithuania (RTS). The similarity might be explained by nationality (the responde-nts in all the three models were Lithuanians) and

be done, that holiday in homeland was encouraged by other factors than marke-ting (possibly, the main reason was returning and visiting). Also, assuming that emigrants have their memories and comprehension of the place, the insignificance of destination aesthe-tics might be explained.

Comparing with the other models concer-ning Lithuanian tourism, they can be divided into two groups: satisfaction of Lithuanians going abroad (the first group) and satisfaction of foreigners coming to Lithuania (the second group). The results of the first group vary between the models. As it can be seen in Table 5.1., in both models (*i.e.* OTS and ESHS) one of the two dimensions existing in the ES model occurs. However, the dimensions misalign. In case of Lithuanians going abroad to visit foreign countries, environ-mental presser-vation was found to be a driver of tourist satisfaction. Accommodation and catering had no statistically significant influence. Such

results diverge from the results obtained for emigrants coming to spend their holiday in their native country. The discrepancy might be explained by tourism purposes: in case of OTS the primary goal of the respondents was found to be exploring foreign countries and meeting their cultures; while in case of ES, the primary goal was obtaining their leisure time in a familiar environment. On the other hand, in case of ESHS, interviews were made with those who-se primary purpose was holiday or leisure time abroad. The latter segment does pay atention to accommodation and catering, indicating this factor as being important and signifycant to their satisfaction. However, as the visits were intended to occur in a non-familiar environment (as opposed to ES), tourists did not care about environmental issues.

The same results concerning environ-mental preservation were obtained in case of inbo-und tourist satisfaction - ITS. In this case, foreigners were coming to explore Lithuania; obviously, accommodation and catering-related issues were found to statistically signify-cantly affect their satisfaction. Howe-ver, the latter segment also did not express much concern about the environmental preserva-tion in a foreign country.

Therefore, as the research results indicate, emigrants can be designated as a very specific segment in tourism market. This segment requires thorough attention because only two traditionally important antecedents were found to be important. Based on the obtained results, what can be recommended for attar-cting emigrants for holiday in homeland is the

identification of non-traditional segment-specific factors that could have

importance for the latter group of tourists. On the other hand, those intending to attract the latter segment can be recommended to pay more attention while providing accommo-dation and catering soluteonns and preserving the environment.

5.2. Emigrants' loyalty to their holiday in homeland Lithuania

After discussing the antecedents of tourist satisfaction, the other important issue is its outcomes. Loyalty seems to be the most signi-ficant outcome of customer satisfaction (in this case – tourist satisfaction). While assessing emigrants' loyalty to spending their holiday in homeland Lithuania, it was determined that three variables had a direct significant impact: satisfaction itself (in a wide majority of sati-sfaction models satisfaction directly impacts loyalty), also accommodation and catering, and activities in destination.

Aiming to obtain a full picture of emigrant loyalty and its antecedents, the same five mo-dels of tourist satisfaction were used as a framework: Outbound tourist satisfaction index model (OTS); Rural tourist satisfaction index model (RTS); Inbound tourist satisfa-ction index model (ITS); Tourist satisfaction with European summer holiday destinations index (ESHS); and Local tourist satisfaction index model (LTS). The comparison of loyalty antecedents is provided in Table 5.2.

As it can be seen in Table 5.2., as many as three Lithuanian tourists satisfaction assess-

Table 5.2. *Comparison of Lithuanian tourists-related loyalty antecedents*

Model / Variable	ES	LTS	RTS	OTS	ESHS	ITS
Satisfaction	+	+	+	+	+	+
Accommodation and catering	**+**					
Activities in destination	+					+
Natural features				+		+
Destination aesthetics						
Environmental preservation						**+**

Source: Authors' elaboration

ment index models were found to have only one loyalty antecedent – tourist satisfaction (see LTS, RTS, and ESHS). It means that only satisfied Lithuanian tourists have the potential to become loyal when it comes to their holiday or tourist activities in the home country. However, while analyzing emigrants' loyalty to spending their holiday in the homeland, two more factors were found to be statistically significant. As emigrants can be characterized as people having a closer relation to some other country or even countries, their loyalty to choose to come home for their holiday or to explore some other destinations depends also on the content of the proposal. In this case, emigrants are more similar to foreigners coming to Lithuania: one of the factors that lead to their repeated visit refers to the activities they can find in destination. The latter results enable the identification of emigrants as being a more active segment in comparison to other Lithuanian tourist segments.

Also, accommodation and catering as a loyalty inducing factor have to be discussed. An assumption can be made that in this case the specificities of the Lithuanian cuisine led to such results. Lithuanian cuisine is character-rized by some national dishes which could not be found in any other country; therefore, the nostalgia about these dishes can serve as a factor for encouraging emigrants to decide to spend holidays in their homeland. Obviously, this factor was not important for Lithuanians living in the country and having the possibility to enjoy national cuisine whenever they want.

Concluding the research results, emigrants' holiday destination in Lithuania should meet their requirements regarding accommodation and catering, enhance environmental presser-vation and provide a wide variety of high-quality activities in destination in order to ac-hieve emigrants' satisfaction and loyalty.

Nevertheless, the analysis of the performance of the analyzed variables reveals that neither

of the average evaluations of exogenous variables exceeds the value of 8.2. Conse-quently, the recommendation could be made that emigrants' holiday destinations in Lithu-ania should develop customer relationship management, enhance the level of environme-ntal preservation and provide a much wider variety of better-quality activities in destina-tions. Moreover, the assumption could be made that all these investments should be promoted by proper marketing commu-nication.

6. CONCLUSION

The number of emigrants has been dramati-cally increasing in Lithuania leading to a situation when almost one fourth of Lithua-nians live as emigrants. Almost every family is facing the emigration of its members. There-fore, attracting emigrants to come "home" as tourists, to visit places that once were significant and familiar in their lives or visit friends and relatives becomes a new challenge for the country.

The same motivators are supposed to be applied for attracting emigrants as tourists. Therefore, well-known tourist satisfaction indicators and indices have to be redesigned so as to be applied for attracting these tou-rists. After analyzing a wide body of tourist satisfaction-related literature, the main possible theoretical determinants of emigrant tourists satisfaction were established to be as follows: accommodation and catering facili-ties, activities in destination, natural features, destination aesthetics, environmental prese-rvation, destination marketing.

After analyzing the empirical results, not all the theoretically determined antecedents of tourist satisfaction were proved to have an effect on Lithuanian emigrant satisfaction with their holiday in the homeland. The re-search results indicate that in the analyzed circumstances only two variables have a direct effect on emigrant satisfaction: acco-

mmodation and catering and environmental preservation. Moreover, when analyzing the factors that affect Lithuanian emigrants' loyalty to spend their holiday in homeland, it is obvious that loyalty can be encouraged directly through satisfaction or by enhancing accommodation and catering and activities in destination. Such factors as natural features of the destination, destination aesthetics, and destination marketing do not affect Lithuanian emigrants' satisfaction or loyalty to a destination.

Comparing Lithuanian emigrants with other groups of Lithuanian domestic or foreign tourists, it might be concluded that despite some similarities the segment of emigrant tourists has to be considered as having its own characteristics. Therefore, the recommendation for marketers planning to attract Lithuanian emigrants to spend their holidays in the homeland is to provide specific marketing communication emphasizing the quality of accommodation and activities offered and the dishes of the national cuisine. Moreover, before starting the marketing communication campaigns, the other reco-mmendation for marketers planning to attract Lithuanian emigrants to spend their holidays in homeland is to develop customer relationnship management and to ensure the enhanced level of environmental preservation and a much wider variety of better-quality activities in destinations.

The limitation of this research is the fact that the respondents self-filled the questionnaire in the main holiday destinations in Lithuania. Hence, the conclusions and recommendations in this research may not apply to the less popular holiday destinations in Lithuania and this becomes a guideline for the future research. Moreover, as the research results indicated that only two factors from a traditional tourist satisfaction index have an effect on emigrants' satisfaction with their holiday in homeland Lithuania, further research might be dedicated to determine other

segment-specific factors in order to provide more expedient marketing communication attracting Lithuanian emigrants and enhancing their satisfaction. Finally, for further research the other countries of the region can apply the provided methodology and make the comparative analysis.

Acknowledgement

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