

CBTS 2024

**Transforming Tourism Through More
Sustainable Consumer Behaviour**

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CBTS
Consumer Behaviour in
Tourism Symposium **2024**

Transforming
Tourism Through
More **Sustainable**
Consumer Behaviour

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Introduction

Transforming Tourism through more Sustainable Consumer Behaviour

The Tourism, Leisure and Hospitality sectors have a critical role to play towards more sustainable development on themes identified in the UN Sustainable Development Goals (SDG). There is a need to combat climate change, develop eco-consciousness, create responsible tourism experiences, reduce inequality and fight poverty amongst many other challenges. However, a sound understanding of consumer behaviour that is specific to Tourism, Leisure and Hospitality for achieving sustainability has become increasingly pressing. Broadly speaking, what are the psychological factors that may influence consumer choices in the context of sustainability? And how might we encourage the sustainable consumption of tourism-related services?

The annual Consumer Behaviour in Tourism Symposium (CBTS) provides an opportunity for tourism scholars and practitioners to exchange ideas, share perspectives, presented scientific studies and explore their results. As in past years, CBTS 2024 will provide the opportunity for both established and emerging researchers as well as practitioners to discuss new and emerging directions in research and practice in the field. The scientific committee welcomes theoretical and empirical research contributions in the form of structured abstracts that relate to the event's overarching theme focusing on consumer behaviour and sustainability.



Contents

INTRODUCTION	1
Transforming Tourism through more Sustainable Consumer Behaviour	1
CONTENTS	2
KEYNOTE SPEAKERS	5
Gabby Walters	5
Responsible Tourism: Why we need a consumer driven approach and what we still need to know	5
Hai Nguyen	5
Empowering Local Cultures in Sustainable Tourist Behaviour	5
Frank Radstake	6
Jos Vranken	6
BIOSKETCHES	7
ABSTRACTS	16
Sustainability innovation (non-)adoption in hospitality: A managerial cognition perspective	16
Hannes Antonschmidt	16
Henning Kreis.....	16
Phuong Minh Phung.....	16
Air travel decision-making and the climate crisis: An evaluation of critical factors	17
Athena Barbas-Marcroft.....	17
Applications of Behavioural Economics in Tourism: Insights and Policy Consideration from Croatia	18
Snjezana Boranic Zivoder	18
Nora Mustać.....	18
Izidora Marković Vukadin	18
Heterogeneity of impacts of social tourism programs on seniors' quality of life	19
Maria João Carneiro.....	19
Celeste Eusébio	19
Elisabeth Kastenholz.....	19
Joana Lima.....	19
Maria do Rosário Borges	19
Jaime Serra.....	19
The paradox of the nature-motivation in tourism: towards a deeper understanding	20
Elizabeth Cooper.....	20
AI perspectives across hierarchy: Navigating adoption challenges in the hotel industry	21
Claudia Cozzio	21
Francisco Arteaga	21
Oswin Maurer	21

Beyond the Stars: Unveiling Inconsistencies in Hotel Ratings Through Text Mining Analysis	21
Ganna Demydyuk	21
Rahul Pratap Singh Kaurav.....	21
"Have a Magic Trip": Examining the Role of Social Rituals in Sustaining Passenger Satisfaction with Disney Cruise Line.....	23
Ganna Demydyuk	23
Henrik Vejlggaard.....	23
Rahul Pratap Singh Kaurav.....	23
Aligning Luxury and Sustainability: Insights from Swiss 5-Star Hotel Guests.....	24
Luisa Ehrenzeller	24
Emanuele Mele	24
Magali Dubosson	24
Roland Schegg.....	24
Perception Of Sustainable Tourism: How Do Consumers Themselves Define Sustainable Tourism?	25
Luisa Ehrenzeller	25
Factors influencing tourists' willingness to sacrifice for reduced CO2 emissions from transportation.....	26
Marit Gundersen Engeset	26
Anne Köchling	26
Kåre Sandvik.....	26
Sabrina Seeler	26
Regional Economic Resilience and Climate Imaginaries for Tourism Cities	27
Hilal Erkus	27
Pieter Terhorst	27
Heterogeneity in travel behavior of people with special needs: a segmentation approach	28
Celeste Eusébio	28
Maria João Carneiro.....	28
Elisabeth Kastenholz.....	28
Tourism for all – Understanding the role of constraints from a text-mining approach	29
Ariadna Gassiot Melian	29
Motivation for revisit behaviour in tourism	30
Hiromi Kamata	30
Wataru Uehara	30
Diversity in sustainable travel behavior amongst wine route visitors.....	31
Elisabeth Kastenholz.....	31
Maria João Carneiro.....	31
Celeste Eusébio	31
Tourism Destination Pricing Governance: Configurations, Performance, Sustainable Competitive Advantage.....	32
Xueying Li.....	32
Yang Zhang.....	32

The future of questionnaire research in tourism	33
Ondrej Mitás	33
Influencing Pro-Environmental Food Choices in Restaurants: A Field Experiment on Endorsed Environmental Appeals	34
Marie Nowak	34
The home-holiday behavioural gap. Are LOHAS tourists walking their “daily life-talk”?	35
Linda Osti	35
Lorenzo Masiero	35
Gianluca Goffi	35
Understanding Iran's European Cultural Tourists' Decision-Making Process After Iran’s 2022 crisis	36
Hamideh Shahidi	36
Towards a better understanding of value co-destruction: Tourism and hospitality context	37
Erose Sthapit	37
Brian Garrod	37
Matthew J. Stone	37
Peter Björk	37
Hanqun Song	37
A Science Mapping of Sustainable Tourism Consumer Behavior: Historical Analysis and Future Research Directions	38
Reshma Sucheran	38
An Ethnography Study of the Iranian Experience of the Visa Policies	38
Rokhshad Tavakoli	38
Paolo Mura	38
A Bite of Green Star in Macao: Consumers' Experience among Eco-branding dining	40
Ziqi Wang	40
Ziqi Yu	40
Understanding the Sustainable Mobility Behaviours of Mountain Bike Tourists	41
Samudika Weliweriyage	41
Place attachment effect on Anime Pilgrims' tourist Pro-Environmental Behavior	42
Ziqi Yu	42
Ziqi Wang	42
The effect of urban requalification on tourists' perception and behaviour	43
Judit Zoltan	43

Keynote Speakers



Gabby Walters is an Associate Professor with the University of Queensland's Business School and Deputy Associate Dean (Research) for the Faculty of Business, Economics and Law. She holds significant expertise in consumer behaviour with a specialisation in tourism and travel. She is highly recognised for her research in crisis recovery and how crises influence travel planning and decision making, risk mitigation behaviour and market sentiment more generally.

Responsible Tourism: Why we need a consumer driven approach and what we still need to know

While many destinations encourage and enable responsible tourism, popular, yet underdeveloped destinations are still focused on meeting their basic human needs. The innovative and entrepreneurial spirit of stakeholders from developing destinations does however present a significant opportunity for consumer driven change for better. First, however, we need to understand where we are in terms of our knowledge and understanding of consumer attitudes towards sustainable travel and where our knowledge gaps lie. This presentation proposes that the future of responsible tourism lies in the hands of travellers and presents a future research agenda for those seeking to incite change for good among current and future tourist segments.

Hai Nguyen is an Associate Professor in Tourism and Events at the University of Greenwich, UK. She studied and worked at Hue University (Vietnam), The School of Travel Industry Management (USA), Breda University of Applied Sciences (The Netherlands), the Hong Kong Polytechnic University (Hong Kong) and Macau University of Science and Technology (Macau). Her current research focuses on tourist behaviours, Vietnam tourism, heritage tourism, special events and festivals, and destination management.



Empowering Local Cultures in Sustainable Tourist Behaviour

This speech aims to promote cultural sensitivity in sustainable tourism and highlight the essential role of cultures in shaping sustainable tourist behaviour. It explores how cultural values influence individual sustainable practices and drive behavioural changes towards sustainability. Key topics include the impact of cultural diversity on sustainable tourist behaviour, the role of cultures in driving behavioural change, and strategies for integrating cultural elements into interventions for sustainability. Practical interventions will demonstrate how learning from and celebrating local cultures can guide tourists towards more sustainable actions, emphasising both environmental and social sustainability.



Frank Radstake works at the ANVR, the Dutch trade association of tour operators and travel agents. Within the organization he is responsible for, among other things, legal and consumer affairs, social policy, innovation and sustainability. He is currently working with CELTH and BUAS on a concrete action plan for the travel sector, in order to fulfill the far-reaching ambitions in the field of sustainability that the ANVR and the travel industry have. Radstake lives with his children in the center of the Netherlands. He really loves to come to Brabant, the Southern Dutch province, to visit BUAS in Breda or even better the Philips Stadium in Eindhoven, the home base of his favourite football team PSV.



Jos Vranken is the Managing Director of NBTC (Nederlands Bureau voor Toerisme & Congressen), in the Netherlands, holding the overall responsibility for the national destination management organisation. In this role, he oversees the development, branding, and marketing of the Destination 'Netherlands' in 7 (inter)national core markets. In addition to his executive responsibilities, he contributes to the academic community as a guest lecturer and public speaker.

Biosketches

Aalst, Peter van der

Breda University of Applied Sciences
Netherlands
aalst.p@buas.nl

Aibéo Carneiro, Maria João

Universidade de Aveiro
Portugal
mjcarneiro@ua.pt

Maria João Carneiro is Associate Professor in Tourism at the University of Aveiro (UA) (in Portugal) and researcher at the Governance, Competitiveness and Public Policy (GOVCOPP) research unit at this University. She holds a PhD in Tourism from UA. She has participated in various research projects in areas such as tourism experience and social tourism. She is also co-author of several papers published in journals, conference proceedings, book chapters, and has presented several works in conferences and seminars. Her research interests are consumer behaviour in tourism and destination marketing.

Antonschmidt, Hannes

SRH Hochschulen GmbH
Germany
hannes.antonschmidt@srh.de

Prof. Dr. Hannes Antonschmidt is Professor of International Hotel Management and Head of the Institute of Global Hospitality Research (IGHOR) at Dresden School of Management. His research interests are sustainability, innovation, and advanced quantitative methods.

Barbas-Marcroft, Athena

Sheffield Hallam University
United Kingdom
athena.mrc@outlook.com

Bliss, Lisa

NAU School of Hotel & Restaurant Management
USA
Lisa.Bliss@nau.edu

Boranic Zivoder, Snjezana

Institute for Tourism
Croatia
snjezana.boranic@iztzg.hr

I am Snježana Boranić Živoder, I got MA in Economics and PhD in Economics from University of Zagreb and I have 25 years of experience working in Academia. I have been working at Institute for Tourism Zagreb as Senior Research Fellow since 1999. My fields of interest are behavioral approaches in tourism, destination marketing and management, branding and sustainable tourism development. I am dedicated to national as well as international strategic projects of tourism development and tourism destination marketing.

Brito, Marisa P. de

Breda University of Applied Sciences
Netherlands
brito.m@buas.nl

* a senior researcher on Events and Placemaking @BUAS. Expertise: the role of events, as intangible cultural heritage, in creative, inclusive, and sustainable placemaking, for resilient communities. She is

- * a published scholar
 - * an active member of the International Association for Tourism and Leisure Education (ATLAS) and of the Dutch Centre of Expertise on Leisure, Tourism and Hospitality (CELTH).
 - * "A Greener Future" (AGF) certified international assessor
 - * Envoy of Education and Culture at the Chamber of Commerce in Industry in the Netherlands - Portugal.
- Degrees from Erasmus University Rotterdam:
 * PhD, 2004 [sustainability & the circular economy]

Çakmak, Erdinç

Breda University of Applied Sciences
 Netherlands
cakmak.e@buas.nl

Calkan, Zeynep

Breda University of Applied Sciences
 Netherlands
calkan.z@buas.nl

I did my PhD in Financial Economics at the City University of New York and worked at financial sector for a while before moving to academia at Georgetown University in Qatar where I focused more on consumer behavior and food security issues, besides banking and finance. For the last 5 years I am consulting to researchers and companies in achieving their research funding goals in a wide spectrum of fields.

Carr, Anna

University of Otago
 New Zealand
anna.carr@otago.ac.nz

Dr Anna Carr is Head of Department of Tourism at the University of Otago, (ōtākou Whakaihu Waka), which is an inaugural WLO World Leisure Centre of Excellence. Before academia she was owner-operator of two adventure tourism businesses and worked in various NZ national parks. She is co-director of the Centre for Recreation Research, Otago Chapter Director (CAUTHE) and an active member of the Canadian Mountain Network and IPTRN. Anna's research interests are focused on three areas: tourism and recreation in protected areas, cultural landscapes and Indigenous/community tourism development.

Cooper, Elizabeth

University of Groningen
 Netherlands
e.a.cooper@rug.nl

Demydyuk, Ganna

Leiden University
 Netherlands
ganna@demydyuk.com

Dijkmans, Corné

Breda University of Applied Sciences
 Netherlands
Dijkmans.C@buas.nl

Director of Research Academy for Tourism, Breda University of Applied Sciences; Vice-chair of ATLAS.

Durgun, Sait

Breda University of Applied Sciences
 Netherlands

Sait Durgun obtained his master's degree in Tourism Management from Gazi University, Türkiye, in 2019. Since then, he has been working as a researcher in the department of Tourism Management at Süleyman Demirel University, Türkiye. In 2023, he was awarded a scholarship sponsored by the Scientific and Technological Research Council of Türkiye, which enabled him to conduct his Ph.D. research at the

Academy for Leisure and Events at Breda University of Applied Sciences, the Netherlands. His research interests are leisure and tourism experiences, work-break recovery experiences, virtual reality, mental well-being, and quantitative research methods.

Ehrenzeller, Luisa

HES-SO Valais-Wallis

Switzerland

luisa.ehrenzeller@hevs.ch

Luisa Ehrenzeller

Senior Academic Associate at the Institute of Tourism, HES-SO Valais-Wallis

Master of Science in International Management (FHNW), Bachelor of Science in Tourism (HES-SO)

railtour suisse sa

01.2021 – 02.2022: Key Account Manager

04.2019 – 05.2021: Press & Public Relations Manager

Intrepid Travel Group

07.2023 - 08.2023: Tour Leader Europe

04.2018 – 10.2018: Tour Leader Europe

Tschuggen Hotel Group, Ascona

04.2016 – 03.2018: Marketing & E-Commerce Manager

Riffelalp Resort 2222m, Zermatt

12.2015-04.2016: Front Office Receptionist

Schweiz Tourismus, Zürich

01.-12.2015: Trainee Content Management & Product Marketing Cities

<https://www.hevs.ch/en/collaborateurs/ehrenzeller-202015>

Elbers, Lobke

Breda University of Applied Sciences

Netherlands

Elbers.L@buas.nl

Engeset, Marit Gundersen

University of South-Eastern Norway

Norway

marit.engeset@usn.no

Marit G Engeset is a full professor of Marketing. Her research interests are in sustainable consumer behavior, creativity, and service marketing. Her work is published in leading marketing and tourism journals such as Journal of Marketing Research and Journal of Travel Research. She teaches marketing, consumer behavior, and service management.

Erkus, Hilal

Akdeniz University

Turkey

hilalerkus@yahoo.com

Hilal Erkuş is a full Professor at Akdeniz University (Faculty of Architecture, Department of Urban and Regional Planning, Antalya, Turkey). She is specialized on urban and regional economic development, (political) economic (tourism) geography, tourism clusters, tourism networks, tourism value chains, urban tourism governance, economic diversification in tourism, tourism firm survival, fictional expectation and future scenarios in tourism.

Eusébio, Maria Celeste

Universidade de Aveiro

Portugal

celeste.eusebio@ua.pt

Celeste Eusébio is an Associate Professor with Habilitation at the Department of Economics, Management, Industrial Engineering and Tourism, of the University of Aveiro (Portugal), where she teaches several courses in tourism, since 1996. She is a full researcher at GOVCOPP (Research Unit on

Governance, Competitiveness and Public Policies of University of Aveiro). Her research interests include tourism economics, sustainable tourism, tourism and new information technologies, accessible tourism and social tourism.

Farkic, Jelena

Breda University of Applied Sciences
Netherlands
farkic.j@buas.nl

Gassiot Melian, Ariadna

University of Girona
Spain
ariadna.gassiot@udg.edu

Ariadna Gassiot, has PhD in Tourism (University of Girona, 2016), Master's Degree in Tourism Management and Planning (University of Girona, 2012). She is a tenure-track lecturer at the Faculty of Tourism of the University of Girona. Her teaching activity is linked to tourism strategy, accessible tourism, etc. Her research lines are directly linked to: tourists' behaviour, especially linked to accessible tourism; destination management; and cruise tourism. She has published in international journals, such as Tourism Review, Journal of Cultural Heritage Management and Sustainable Development or Research in Transportation Business and Management.

Groot, Ellen de

Breda University of Applied Sciences
Netherlands
groot.e@buas.nl

Affiliation: Member (core team) Research Group for Tourism Impacts on Society, BUAs/ CELTH
Educational Background: Tourism management Ba and Master of Arts (MA) in Cultural Anthropology

Research Interests:

- Residents' perspectives in tourism development
- Equity and justice
- Community involvement

Current research projects:

- Road map for more equitable tourism destinations
- Bewonersprofijt

Gutberlet, Manuela

Breda University of Applied Sciences
Netherlands
gutberlet.m@buas.nl

Heimel, Jana

Heilbronn University of Applied Sciences
Germany
jana.heimel@hs-heilbronn.de

Since 2016: Professor International Business, University Heilbronn 2007 – 2016: Management Consultant, Competence Center Controlling & Finance and Head off CFO-Panel, Horváth & Partners, Stuttgart 2013: Conferral of a doctorate in economics at the University of Zurich 2006 – 2007: Research assistant at International Performance Research Institute (IPRI) gGmbH, Stuttgart 2005 – 2006: Divisional director at a retail company, Duisburg 1999 – 2005: Studies of International Business Administration at the European University Viadrina, Frankfurt/Oder and ESC Montpellier.

Hobson, Perry

Breda University of Applied Sciences
Netherlands
hobson.p@buas.nl

Isaac, Rami K.

Breda University of Applied Sciences
Netherlands

Isaac.R@buas.nl

Born in Palestine, Rami Isaac did his undergraduate studies in The Netherlands, graduate studies in the U.K. and earned his PhD from the University of Groningen, in Spatial Sciences, in The Netherlands. He is currently a senior lecturer teaching at the undergraduate as well as postgraduate levels at the Academy for Tourism at Breda University of Applied Sciences in The Netherlands. In addition, he is an associate professor at the Faculty of Tourism and Hotel Management at Bethlehem University, Palestine. His research interests are in the area of tourism development and management, critical theory, and political aspects of tourism.

Jordao, Carolina

Breda University of Applied Sciences
Netherlands

almeidajordao.a@buas.nl

Kamata, Hiromi

Hitotsubashi University
Japan

hiromi.kamata@r.hit-u.ac.jp

Kastenholz, Elisabeth

Universidade de Aveiro
Portugal

elisabethk@ua.pt

Elisabeth Kastenholz is Associate Professor, with Habilitation, at the Department of Economics, Management and Industrial Engineering at the University of Aveiro, where she teaches Tourism and Marketing related subjects, integrating the University's Research Unit GOVCOPP (Governance, Competitiveness and Public Policies). With an academic background of studies in tourism management & planning, consumer behaviour and marketing, her main research interests lie in tourist behaviour and sustainability-yielding destination marketing, accessible tourism, the tourist experience, rural tourism, food & wine, cultural and nature-based tourism.

King, Kathleen

NAU School of Hotel & Restaurant Management
USA

Klijs, Jeroen

Breda University of Applied Sciences
Netherlands

klijs.j@buas.nl

Köchling, Anne

West Coast University of Applied Sciences
Germany

koechling@fh-westkueste.de

Anne Köchling is Professor for Tourism Management at FH Westküste University of Applied Sciences and Deputy Director of the German Institute for Tourism Research based there. After some years working in destination marketing, she was a research project officer at the German Institute for Tourism Research. She studied "International Business Studies" at the Universities of Paderborn and Santiago de Compostela, holds a Masters degree from Freie Universität Berlin and a PhD in business psychology from the Leuphana University of Lüneburg. Her current research interests are in travel behaviour, travel experiences, tourism and quality of life and sustainable tourism.

Li, Xueying

MUST - Macau University of Science & Technology
Macao SAR, China

2230001961@student.must.edu.mo

Master degree, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology.

Mann, Darwin

NAU School of Hotel & Restaurant Management
USA

Martins Odueke, Sunday

SWIFTZ Travel and Hospitality Company Limited
United Kingdom

info@swiftztravelandhospitality.co.uk

Maurer, Oswin

Free University of Bolzano
Italy

omaurer@unibz.it

Mitas, Ondrej

Breda University of Applied Sciences
Netherlands

mitas.o@buas.nl

Dr. Ondrej Mitas (born Bratislava 1982) researches tourists' emotions and quality of life. His ultimate goal is to guide the tourism industry, governments, and tourists themselves to make choices that will optimize their vacation choices. To that end, his research explores the psychology of tourist and leisure experiences with a focus on emotions and well-being and quality of life outcomes. Specifically, he examines positive emotions in leisure and tourism experiences over time and the mechanisms of enjoyment, positivity, and flow in tourism and leisure experiences, and innovative research methods using spatial, longitudinal, biophysical, and mixed-method approaches.

Mustac, Nora

Institute for Tourism
Croatia

nora.mustac@iztzg.hr

I am Nora Mustač, I got MA in Economics and History and PhD in Economics from University of Zagreb and I have 8 years of experience working in Academia. Since June 2023 I have been working at Institute for Tourism Zagreb as Research Associate. My fields of interest are behavioral approaches in tourism, history of tourism and macroeconomic aspects of tourism. Also, I am dedicated to strategic projects of tourism development in Croatia.

Nguyen, Hai

University of Greenwich
United Kingdom

T.H.H.Nguyen@greenwich.ac.uk

Nowak, Marie

Dalarna University
Sweden

mnw@du.se

Marie Nowak is a PhD candidate in Tourism Studies at Mid Sweden University, conducted within the framework of a doctoral position at the Centre for Tourism and Leisure Research (CeTLer), Dalarna University. Her main research interest lies in sustainable consumer behaviour in tourism, behavioural economics, and field experimental methods.

Onderwater, Leontine

ATLAS

Netherlands

leontine.onderwater@atlas-euro.org

Osti, Linda

Free University of Bolzano

Italy

Linda.Osti@unibz.it

My research focuses on sustainable tourism with a specific emphasis on its socio-cultural aspects and the behaviour of green tourists. In my research studies and industry-applied projects I concentrate on the well-being of local communities as guardians and promoters of equitable forms of tourism.

I began my academic career in Australia and worked in Italy at the Free University of Bozen-Bolzano for 14 years before relocating to the UK. Since 2022, I have held the position of Senior Lecturer in Tourism Management at Bangor University, where I lead the Tourism, Destinations, and Place Engagement research group.

Radstake, Frank

ANVR

Netherlands

fradstake@anvr.nl

Roovers-Martens, Lucette

Breda University of Applied Sciences

Netherlands

roovers.l@buas.nl

Graduate from Wageningen University, The Netherlands, in Landscape Architecture and Regional Planning. Worked for 13 years as a consultant in regional and leisure planning at Grontmij (now Sweco). Started at the Academy for Tourism, Breda University of Applied Sciences in 2001 as a lecturer and team lead in planning and development studies. Followed by a management role in the academy for 8 years, being responsible for the international study programmes. Since 2021, Director of Global Engagement Team at BUAs.

Shahidi, Hamideh

Edinburgh Napier University

United Kingdom

h.shahidi@napier.ac.uk

Shahvali, Moji

Breda University of Applied Sciences

Netherlands

shahvali.m@buas.nl

Moji Shahvali is a lecturer and researcher at Breda University of Applied Sciences in the Netherlands, Academy of Leisure & Events. He teaches scientific research methods to BSc and MSc students. His research focuses on the role of leisure in forming, maintaining, and enhancing human relationships, as an ingredient of wellbeing.

Sthapit, Eroze

Manchester Metropolitan University

United Kingdom

e.sthapit@mmu.ac.uk

Dr. Eroze Sthapit is a Senior Lecturer at the Department of Marketing, International Business, and Tourism. He is also Associate Researcher at HANKEN School of Economics, Finland.

Reshma Sucheran

Durban University of Technology
South Africa
reshma@dut.ac.za

Tavakoli, Rokhshad

Sultan Qaboos University
Oman
r.tavakoli@squ.edu.om

Rokhshad Tavakoli is an Iranian woman who holds a PhD in Tourism and Hospitality Management. Currently, she is an Assistant Professor in the Department of Tourism, College of Art and Social Sciences at Sultan Qaboos University, Oman. She contributed to two main areas of tourism research—first, gender studies in tourism and tourists' behavior, mainly Muslim Women. Second, 2D & 3D social networks, virtual and augmented reality in tourism. Ethnography and netnography are her research approaches.

Toumia, Roxane

Université Libre de Bruxelles
Belgium
roxane.toumia@ulb.be

I am in the second year of my PhD program at the Brussels Center for Tourism Studies (BCTS - IGEAT), Université libre de Bruxelles, Belgium. I have initially followed a Bachelor in Sociology, followed by a Master's degree in Tourism Science and Management, both at ULB. Before starting my PhD thesis, I had the opportunity to work one year on a research project (Cap-SMART) about digitalization in the Brussels tourism sector. Since October 2022, I am also a teaching assistant in the Master in Tourism Science and Management, where my courses mainly focus on qualitative research methodology, in order to assist students' in the realization of their Master thesis. After almost two years of exploring scientific literature, I am planning in 2024 to begin the empirical part of my thesis, including statistical data processing and in-depth qualitative interviews (cfr. Research methodology).

Uehara, Wataru

Hitotsubashi University
Japan
uehara.wataru@r.hit-u.ac.jp

Veldman, Jantien

ATLAS
Netherlands
jantien.veldman@atlas-euro.org

Vranken, Jos

NBTC
Netherlands
secretariaat@holland.com

Walters, Gabby

University of Queensland
Australia
g.walters@uq.edu.au

Wang, Ziqi

MUST - Macau University of Science & Technology
Macao SAR, China
3220004911@student.must.edu.mo

Wang Ziqi is a Ph.D. student who is dedicated to the field of hospitality and tourism management. Her research interests are centered around hotel management, cultural tourism, and sustainable tourism. Her past research endeavors have included the use of experimental methods to explore the impact of

restaurant stimuli on customer experience, as well as an in-depth study of Michelin Green Star restaurants. These studies have not only enriched the body of academic knowledge but also provided guidance for the enhancement of industry practices.

Weliweriyage, Samudika

Mid Sweden University
Sweden

samudika.weliweriyage@miun.se

Samudika Perera is a second year PhD student in tourism studies at Mid Sweden University in the Department of Economics, Geography, Law and Tourism. She is currently researching sustainable mobility behaviours of mountain biking tourists in Sweden as a part of Mistra Sports and Outdoors project, a research collaboration programme focused on generating knowledge and solutions for increased sustainability in sport and outdoor recreation sector. Her key research interests include consumer behaviour and pro environmental behaviour in tourism. She holds a master's degree of science in tourism destination development from Dalarna University and a bachelor's degree in business management specializing in marketing from the University of Kelaniya, Sri Lanka.

Yu, Ziqi

MUST - Macau University of Science & Technology
Macao SAR, China

3230007430@student.must.edu.mo

Yu Ziqi is a Ph.D. student majoring in hospitality and tourism management, she has published paper about spillover of tourism development on CO2 . Her research interests include hospitality management, cultural tourism, sustainable development and tourism consumer behavior.

Zoltan, Judit

University of Bologna
Italy

judit.zoltan@unibo.it

Judit Zoltan is an Assistant Professor at the Department of Economics, University of Bologna, Campus Rimini. Her main research interest lies in the fields of consumer behaviour and destination management with specific focus on green transition.

Abstracts

Sustainability innovation (non-)adoption in hospitality: A managerial cognition perspective

Hannes Antonschmidt
SRH Hochschulen GmbH
Germany
hannes.antonschmidt@srh.de

Henning Kreis
Phuong Minh Phung

The hospitality industry's hedonic, consumption-driven, and wastage-prone business model has created unique environmental, social, and economic challenges. Pursuing a strategy based on sustainability innovations would help to modify and legitimize this business model under 21st century conditions, because sustainability innovations intelligently integrate sustainability efforts, customer satisfaction, and commercial success. Especially reusables might have the potential to contribute to the change as circular economy solutions are a declared aim of macro-level strategies such as the European Green Deal.

However, irrespective of their potential impact and a strong customer demand, the adoption rate of reusables in hospitality remains low. To explain this phenomenon, we apply Porac, Thomas, and Baden-Fuller's (1989) model on managerial cognition in the context of hospitality and provide empirical evidence for a decoupling between hotel managers and their social environment. We argue that this decoupling points towards a cognitive frame on the part of hoteliers.

The topic of sustainability innovations has caught considerable scholarly attention. Various studies have investigated the adoption of sustainability innovations by companies of different industries and identified determinants such as environmental regulation, stakeholder pressure, and managerial attitude. While these studies achieved reasonable predictive performance for their contexts, our analysis based on a sample of hotels ($n = 39$) and a sample of hotel guests ($n = 185$) in Germany shows a remarkable mismatch: Although all mentioned determinants point towards an increased adoption of sustainability innovations, their actual uptake remains low. Clear differences were found between customer demand for reusables reported by hotel guests and perceived customer demand by hoteliers. Further findings indicate the overestimation of hygiene and certification standard requirements by hoteliers, and the perception of sustainability as a state-induced policy.

These results lend room for the assumption that managerial cognition is central to the adoption of sustainability innovations in hospitality. Following a cognitive perspective on decision making, managers perceive and interpret their surrounding context (including the mentioned determinants) and construct a cognitive frame under which market and other phenomena are evaluated, hence they are endogenized. Accordingly, a cognitive frame might be responsible for the apparent decoupling between hotel managers and their social environment.

Thus, we expect hotel managers to follow their own, distinct framing strategy with respect to the challenge of sustainability innovations, i.e., they make sense of the phenomenon and define it subjectively, instead of resorting to a factual, rational environmental analysis and being driven by "market cues" (Porac et al., 1989, p. 399). This results in their strategic choice of a low adoption rate with respect to reusables. Consequently, the latter's potential to improve the hotels' sustainability balance is not fully leveraged.

Based on the preceding analysis, our study aims to explain the hoteliers' framing strategy in detail and to identify exogeneous factors which might explain its genesis. We therewith aim to provide contributions both, for theory as well as managerial practice. The derived implications grant a more prominent role to managerial cognition, e.g., in the design of empirical models or the formulation of policy recommendations and development of support instruments.

Air travel decision-making and the climate crisis: An evaluation of critical factors

Athena Barbas-Marcroft
Sheffield Hallam University
United Kingdom
a.barbas-marcroft@shu.ac.uk

The growing consensus that technological developments will not be sufficient to achieve environmental targets in a timely manner highlights the need for behavioural change amongst consumers (Baumeister et al., 2022; Hares et al., 2010), most notably in aviation (Alcock et al., 2017; Burns & Cowlshaw, 2016; Higham et al., 2014; Higham et al., 2016). The need for airline consumers to take more environmentally sustainable decisions forms the basis of this study, and the promotion of such behavioural change is believed impossible without consideration and investigation of all the factors which influence air travel decision-making (Verbeek & Mommaas, 2008). By identifying these critical factors, this study will examine the current influence of environmental sustainability as a potential determinant in the broader framework within which decisions are made. Despite an established increase in environmentally conscious consumers, previous studies suggest that consumers who may claim environmental values and behaviours in other areas of their life, do not always follow such beliefs in their air travel decisions (Alcock et al., 2017; Barr et al., 2011; Kim et al., 2020) This paradox of behaviour provides the context of the present study, within which it aims to provide insights about this 'attitude-behaviour' gap, relating to consumers' climate awareness and travel behaviour (Alcock et al., 2017; Barr et al., 2011; Dickinson et al., 2010). Numerous studies have investigated internal factors (attitudes, subjective norm, perceived behavioural control) influencing airline consumers' intention to adopt pro-environmental behaviours (e.g., Baumeister et al., 2022; Hagmann et al., 2015; Kim et al., 2020). However, such internal factors were not examined against contextual influences such as price, convenience, and available time.

This study is differentiated from previous research in this area by adopting a positivist approach, using an online survey, to examine the relative influence of a wide range of relevant factors identified individually rather than collectively in previous studies on air travel decision-making (e.g., Hagmann et al., 2015; Rodrigues et al., 2021). In addition, the literature has assumed that air travel decisions are made in a rational, systematic, and ordered manner (Decrop & Snelders, 2004; Rodrigues et al., 2021; Hagmann et al., 2015; Han, 2021), following consumer decision models more generally (Fishbein & Azjen, 2010; Perugini & Bagozzi, 2001; Schwartz & Howard, 1981). However, within dual system theory (Pacini & Epstein, 1999), decision-making is a function of both intuitive, experiential, and affect-based influences in addition to more analytical, deliberative, and logical processing of relevant information. As a result, decisions may be based on heuristics and biases (Baumeister et al., 2022), although this has not been examined in the context of air travel decision-making. This study also addresses this gap in understanding about leisure air travel decisions by examining the decision-making process i.e., if, when, how, and why various factors are used in the choice process. The findings are expected to make an important contribution to the literature on air travel decision-making and to inform travel industry

decisions relating to its environmental impact and the criticality of more sustainable travel behaviour.

Applications of Behavioural Economics in Tourism: Insights and Policy Consideration from Croatia

Snjezana Boranic Zivoder
Institute for Tourism
Croatia
snjezana.boranic@iztzg.hr

Nora Mustac
nora.mustac@iztzg.hr

Izidora Marković Vukadin

Tourism industry, measured by international tourist arrivals, is growing in last decades. According to the Tourism Towards 2030 - Global Overview report by UNWTO global growth in international tourism arrivals will continue, with the rate of 3.3% a year. These data entail public policies that follow the growth - tourism sector needs to be prepared and guarantee long-term economic, environmental, and social sustainability for both local population and tourists. Countries that record the growth of foreign tourist arrivals must adapt to arrivals of tourist not only with infrastructure, but also by finding policies to adapt the behaviour of a larger number of foreigners to local customs and culture. In doing so, the greatest emphasis is placed on the protection of cultural heritage and customs. Human behaviour, and influence on it, has the prominent role in cultural heritage protection. Behavioural economics research enables the monitoring of tourists' needs and the choices they will make. Information from that research provide behavioural insights of tourists and it is crucial for stakeholders and destination strategies. Involving behavioural science in tourism research can deliver effective and sustainable behaviour solutions. This paper presents the proposals and policies implemented in Croatia with the aim of adapting to sustainable tourism, and how behavioural science is used, as well as its contributions overall. Therefore, our analysis uses in-depth interviews with policy makers in five cities with attractive historical and cultural city centres (some of them included in the UNESCO heritage) – Dubrovnik, Split, Šibenik, Zadar and Hvar. Through in-depth interviews, policy makers in these five cities are surveyed - such as mayors or heads of tourism departments and managers of tourism boards in each city (n=10). Our main goals are to present public policies that are used to influence the behaviour of tourists in accordance with local customs, and to preserve dignity and local heritage, as well as to explore attitudes about the possibilities of using nudging (behavioural science) to change the inappropriate behaviour of tourists. This research presents public policies that are implemented, the extent to which they are effective, and how tourists react to them. It also presents research on the possibility of applying other approaches of behavioural sciences in tourism.

Heterogeneity of impacts of social tourism programs on seniors' quality of life

Maria João Carneiro
University of Aveiro
Portugal
mjcarneiro@ua.pt

Celeste Eusébio
celeste.eusebio@ua.pt

Elisabeth Kastenholz
elisabethk@ua.pt

Joana Lima
Maria do Rosário Borges
Jaime Serra

While tourism can enhance quality of life (QOL) of travelers, many seniors feel health problems, financial constraints and social isolation, decreasing their QOL, and sometimes preventing them from engaging in tourism. Some social tourism programs provide travel opportunities for seniors, even for those with low incomes, to improve their QOL. As seniors are a heterogeneous group, the impacts of these programs on QOL may differ amongst them. Research on these impacts is scarce and, as far as we know, no study so far has identified segments of seniors feeling different impacts of these programs on QOL. However, segmentation studies could help design more beneficial social tourism programs. This study aims to analyze the different impacts of the Program INATEL 55+.pt, a social tourism program for seniors developed by the INATEL Foundation (Portugal), on seniors' QOL, through segmentation. A questionnaire survey was addressed to seniors participating in at least one trip of the program between 2018 and 2022 (n = 551). Groups of seniors perceiving different impacts on QOL were identified through a hierarchical cluster analysis, and compared using ANOVA, Kruskal-Wallis and Chi-square tests. Four clusters emerged, differing on perceived impacts of the program on QOL, experience lived, activities undertaken, satisfaction with the program, loyalty towards the program and destinations, travel companions and sociodemographics.

Cluster 1 "Seniors with most enhanced wellness" (representing 28.5% of respondents) encompasses those who, although with highest difficulties during trips, feel the most positive impacts on all dimensions of their QOL, participate in most activities, and are, conjointly with Cluster 2, those with best and more immersive experiences, most satisfied with the program and most loyal to it and the visited destination. Cluster 2, "Seniors with sociopsychologically enhanced wellness" (22.3%), although feeling lower impacts on QOL than Cluster 1, are those, among the remaining clusters, perceiving more positive impacts on the social and psychological dimensions of their QOL, undertaking relatively more cultural activities and having more contact with nature. Moreover, they perceive experiences almost as positively as Cluster 1, and are the most likely to participate in the program again. The respondents of Cluster 3 "Seniors with physically enhanced wellness" (17.1%) stand out for being those who, except for Cluster 1, feel most positive impacts on their physical health, and engage most in thermal treatments. Comparing with Cluster 4, they are still more active, particularly in visiting cultural attractions and participating in workshops, showing more positive emotions, more immersive experiences and higher satisfaction. Finally, Cluster 4 includes "Seniors with least enhanced wellness" (32.1%), namely those perceiving worse experiences and least positive impacts on QOL, being least active, least satisfied and loyal.

Moreover, Cluster 3 has the highest education, the largest proportion of singles, divorced and widowers, and thus of seniors traveling without the spouse. Cluster 4 has the highest income. Findings highlight the relevance of appropriately designing and managing social tourism programs for seniors, offering guidelines to trigger positive impacts on seniors' QOL, by developing differential, more beneficial experience offerings.

The paradox of the nature-motivation in tourism: towards a deeper understanding

Elizabeth Cooper
University of Groningen
Netherlands
e.a.cooper@rug.nl

Literature on the psychology and behaviour of nature-based tourists generally claims a positive relationship between nature-based motivations and pro-environmental tourist behaviour. In other words, it is assumed that tourists who are motivated to experience nature are also more likely to engage in behaviours that protect nature. This assumption is questioned by a minority of relevant literature, which finds a contradictory relationship, yet is unable to explain why. The current study uses the case of tourism to the polar regions to explore this conundrum. The polar regions offer an exaggerated example of this paradoxical relationship, since nature is their biggest pull factor, yet it is harmed by the simple act of travelling there.

On a theoretical level, the study proposes that the paradoxical character of the nature-motivation is partly explained by the tendency of existing scholarship to conflate nature-related constructs that are underlined by self-interest with nature-related constructs that are underlined primarily by a concern for nature. Drawing on tourism literature and psychology literature more generally, I introduce a novel deconstruction of the nature-motivation, isolating constructs such as “to care”, “to see”, “to get close”, and “to use”. I develop scales to measure these novel constructs individually, and test their relationships with pro-environmental tourist behaviours. The scales will be piloted in April 2024 in a survey among customers of a travel agency selling nature-based trips. This will provide initial insights into whether the scales are indeed measuring separate constructs.

The bulk of the data will be collected through experience sampling of cruise tourists to both the Arctic and Antarctica. Passengers will report their motivations at the beginning of their voyage, and their pro-environmental behaviours on a daily basis throughout the cruise. In a post-trip survey, participants will also report their behavioural intentions to rebook or recommend a similar trip, and their everyday pro-environmental behaviours up to six months after the trip has ended. This will allow me to test relationships between the novel nature-related constructs and different types of pro-environmental behaviours. The expectation is that some nature motivations will have positive relationships with pro-environmental tourist behaviours, while others will have negative relationships with pro-environmental tourist behaviours. Eventually, I aim to draw conclusions on which elements of the nature-motivation are likely to be beneficial to destinations, and on how practitioners can market to tourists with the appropriate motivations. I will present the theoretical foundation of the study, the novel constructs developed, results from the pilot survey, and preliminary insights from the first experience sampling voyage in the Arctic. I welcome feedback on the conceptual framework and research design, with a view to making improvements before running the study in the Antarctic later in the year.

AI perspectives across hierarchy: Navigating adoption challenges in the hotel industry

Claudia Cozzio
Free University of Bozen-Bolzano
Italy
claudia.cozzio@unibz.it

Francisco Arteaga
Oswin Maurer

Purpose - This contribution aims to explore the challenges and opportunities of adopting artificial intelligence (AI) in the hospitality industry, investigating how perceptions of AI adoption vary across different hierarchical positions within hotels.

Design/methodology/approach – This study adopts the consensus mapping approach to analyze the insights gathered from interviews with n. 21 information-rich participants, representing diverse hierarchical roles within the hotel industry. Participants are categorized into three distinct groups: top managers, first-line managers, and non-managerial employees.

Findings - By employing the consensus mapping approach, this study ascertains individual perceptions regarding the barriers and drivers influencing the adoption of artificial intelligence (AI) within the hotel sector. Study findings underscore AI's potential to increase operational efficiency and enhance customer experiences. Notably, top managers prioritize the pursuit of competitive advantage, whereas non-managerial employees emphasize the significance of cost-saving benefits. Despite these benefits, there is a notable hesitance observed across various hierarchical positions, largely attributable to factors such as lack of awareness and understanding, as well as resistance to change.

Originality - The originality of this study is twofold. Firstly, it offers tailored communication strategies aimed at strengthening awareness and acceptance of AI adoption across various hierarchical groups. Secondly, diverging from prevailing customer-centric perspectives, it uniquely focuses on employees' perceptions, thereby providing novel insights into the unexplored and multifaceted dynamics of AI adoption within organizational contexts.

Beyond the Stars: Unveiling Inconsistencies in Hotel Ratings Through Text Mining Analysis

Ganna Demydyuk
Leiden University
Netherlands
ganna@demydyuk.com

Rahul Pratap Singh Kaurav

This study stems from an endeavor to correlate consumer reviews of six U.S. hotel chains with profitability (Gupta and Zeithaml, 2006; Huefner and Largay, 2008). Using data from three online portals, this research aimed to evaluate the relationship between overall customer satisfaction and various hotel experiences with the goal of linking these experiences to the resources consumed (Assaf and Magnini, 2012; Carlbäck, 2010; Nemeschansky, 2020). However, preliminary findings indicate that different review categories yield varied overall ratings for the same hotel, with inconsistencies across websites. Unable to utilize these

inconsistent data for an economic model, the authors conducted an in-depth analysis of satisfaction drivers to identify consistent patterns (Xie, So, & Wang, 2017). This study analyzed data from approximately 450 owned hotel properties across six listed U.S. hotel chains, comprising two datasets. The first dataset included customer reviews scraped from booking.com (165,000 records), TripAdvisor (479,000), and Google (950,000), whereas the second dataset provided basic property information from the STR Census database. The initial analysis aimed to examine relationships between different attributes of customer satisfaction measured by review ratings in various categories using multiple regression analysis and incorporating controls such as hotel class, pricing model, and location (Maltzer et al., 2004; Busacca and Padula, 2005). For more explanatory power, we used various controls such as hotel class, pricing model, and location. However, the review ratings from different websites did not correlate, indicating inconsistencies. Furthermore, satisfaction drivers varied across websites, with different factors driving overall satisfaction on each platform (Berezina, Bilgihan, Cobanoglu, & Okumus, 2016). For instance, an analysis of booking.com reviews revealed hotel Facilities and Value for Money as key drivers of overall satisfaction. In Google data, Rooms and Service drove the overall rating, whereas for tripadvisor, Location was the key to overall satisfaction.

In contrast, a study by Demydyuk and Carlbäck (2022) that focused on cruise lines found nearly flawless consistency in ratings across different platforms. This observation suggests the existence of an optimal set of review metrics capable of producing realistic overall ratings of hotel properties (Bocali et al. 2022).

Optimality or its absence represents a multifaceted problem. First, customer booking decisions are often influenced by higher scores, potentially misrepresenting hotel quality (e.g., Bocali et al., 2022). Second, hotels pay promotion fees to OTA platforms, rendering promotional efforts ineffective when ratings fall below the actual service performance. Third, booking platforms must produce optimal hotel ratings based on a given set of review metrics.

To explore potential sources of inconsistencies, textual analysis of review comments was performed, utilizing review texts to define general rating categories such as "facilities," "staff," and "rooms." Python-based text-mining techniques were employed to extract popular words and topics for each website separately, revealing similarities in words, topics, and sentiments across platforms (Lee and Lee, 2009)

In summary, quantitative analysis of review ratings did not produce reliable performance scores for customer satisfaction attributes. An in-depth qualitative investigation of the review texts revealed overall consistency across different portals, enabling precise definitions beyond general categories (Lee and Lee, 2009). This provides valuable insights for research and practice linking specific expenditures to satisfaction ratings and associated revenues (Alrawadieh & Law, 2019; Carlbäck, 2010; Nemeschansky, 2020).

The main implication of this study is that it guides hotel managers in allocating resources based on customer preferences aligned with their profit targets (Gupta and Zeithaml, 2006; Huefner and Largay, 2008). Different customer types may rate the same property differently, and ratings using different criteria may lead to varying satisfaction ratings. These results can be applied to big data analysis for internal control and investment purposes, offering a critical view of current resource allocation effectiveness (Carlbäck, 2010; McManus, 2013; Nemeschansky, 2020).

"Have a Magic Trip": Examining the Role of Social Rituals in Sustaining Passenger Satisfaction with Disney Cruise Line

Ganna Demydyuk
Leiden University
Netherlands
ganna@demydyuk.com

Henrik Vejlgard
Rahul Pratap Singh Kaurav

The Rituals are widespread cultural phenomena that influence social dynamics across diverse contexts, particularly within the hospitality industry, where they play a crucial role in shaping guest experiences and organizational cultures. In King's hospitality model, hospitality is about social rituals, that is, a host's behavior in a hospitality place follows a certain formalistic procedure when interacting with guests (King, 1995). The Walt Disney Company epitomizes this practice by employing theatrical hospitality and immersive guest interactions to foster customer loyalty (Hemmington, 2007; Solnet, Kandampully, & Kralj, 2010). Their Disney Cruise Line (DCL) has consistently earned recognition as a customer service industry leader, underscoring its steadfast commitment to deliver enchanting experiences.

From the outset of the customer journey, the DCL uses rituals to ensure guest engagement during the pre-cruise experience, including airports, hotel lobbies, and cruise terminals. While Disney's utilization of rituals is evident, their direct contribution to the DCL's exceptional guest satisfaction lacks a definitive causal proof. Thus, this study delves into the intricate role of rituals from a multifaceted angle and sheds light on the potential impact of rituals in host-guest interaction on the overall guest satisfaction (Hudson & Hudson, 2013). First, we aim to discern the specific elements and routines employed by the company to craft a distinctive Disney experience. These findings are then synthesized into a specialized vocabulary, which is utilized for a comprehensive discourse analysis of customer reviews, aiming to delineate distinct post-cruise discussions among DCL guests compared to those of other cruise lines.

Rituals, spanning various forms, such as rites of passage or political rites, are ubiquitous social phenomena that convey shared social meanings through customs and traditions (Bell, 1997; Jary & Jary, 2004). Characterized by formalism, they employ restricted codes of communication and behavior to convey symbolic expressions, resembling performances akin to social dramas with temporal structures. Symbols, including verbal and nonverbal language, as well as objects, play a crucial role in ritualistic communication, evident in everyday social interactions such as greetings and farewells, affirming and expressing acceptable social relationships through patterned routines (Hall, 1959; Hall, 1966; Firth, 1973; Katz & Katz, 1983; Schreurs, 2017).

Employing mixed methods, this study explores potential ritualistic behaviors within DCL hospitality practices, with a focus on ritual-related themes rather than service delivery aspects. Interviews with a former DCL cruise host provide insights into host-guest interactions, supplemented by document analysis of manuals and handwritten notes detailing operational procedures and desired guest interaction behaviors. We documented all ritual-related elements, including special wording, costumes, and expected behavior. Further, Python-based text-mining analysis of 50,000 internet customer reviews posted on the Internet defines Top of Mind words (TOM) and conducts a comparative analysis of Rituals Vocabulary usage between DCL and other cruise lines.

The study's potential insights have implications across the hospitality sector, emphasizing that rituals as pivotal in cultivating customer satisfaction and brand loyalty. The analysis shows that the formalistic nature of DCL social interaction, both described and practiced, are social rituals.

We posit that rituals are pivotal in cultivating customer satisfaction and engendering brand loyalty. Consequently, our objective is to underscore the significance of these rituals in shaping customer experiences, particularly given the Disney Cruise Line's consistent attainment of high satisfaction ratings. By formalizing the pivotal role of rituals in customer service using the DCL case, we advocate for increased attention to this critical aspect by future research and industry players.

Aligning Luxury and Sustainability: Insights from Swiss 5-Star Hotel Guests

Luisa Ehrenzeller
HES-SO Valais-Wallis
Switzerland
luisa.ehrenzeller@hevs.ch

Emanuele Mele
Magali Dubosson
Roland Schegg

In the midst of the luxury travel sector's growth, with a projected market value increase to US\$ 1.2 trillion by 2030, this study examines the benefits sought by Swiss 5-star hotel guests with a focus on sustainability. The luxury-sustainability paradox often arises from the perception that these two concepts are mutually exclusive. Gathering insights into the perceptions of Swiss 5-star hotel guests towards sustainability is crucial for demystifying this paradox and identifying the key factors that influence their decision-making. Thus, the present study aims at (1) identifying benefits sought by luxury guests at 5-star hotels; (2) segmenting them based on their preferred benefits; (3) and delineating each group based on socio-demographics, trip-related factors, perception of hotel green practices, and sustainable behavior.

Literature on luxury hotel benefits suggests that guests may seek self-directed and outer-directed benefits. Self-directed benefits focus on personal gratification and indulgence, including hedonic aspects like relaxation and enjoyment. Outer-directed benefits, on the other hand, emphasize status, prestige, and utilitarian values. Recent research has also highlighted the growing importance of ethical benefits, as guests may seek to align their luxury experiences with their values of sustainability and social responsibility.

Participants responded to the online questionnaire in December 2023. The survey consisted of two main parts: benefits sought and profiling information. The first version of survey items was developed by drawing from previous tourism research on perceived luxury benefits, ethical benefits, trip-related factors, hotel green practices, and sustainable tourist behavior; socio-demographics were requested at the end of the survey. Subsequently, the questionnaire was revised and improved in multiple rounds through the feedback from researchers and practitioners involved in luxury hospitality.

Using hierarchical cluster analysis, the study identifies three distinct segments: the "ethical enthusiasts," the "unconcerned minimalists," and the "practical connoisseurs." These segments are characterized by the relevance they assign to social and symbolic benefits, ethical benefits, and functional service benefits. These sets of benefits were identified using exploratory factor analysis. A series of (Welch's) ANOVAs and chi-square tests were used to describe segments' characteristics and profiles. Ethical enthusiasts show a strong preference for sustainability and social connection, practical connoisseurs value functional service benefits, while unconcerned minimalists display indifference mainly towards functional and ethical aspects.

Our research challenges the notion that luxury and sustainability are mutually exclusive, presenting sustainability as an opportunity for luxury hotels to attract a loyal and discerning clientele. By integrating sustainable practices into their operations and communication, luxury hotels can not only enhance their competitive edge but also contribute to a more sustainable tourism industry. The study's insights into digital engagement and booking behaviors further highlight the importance of a strong online presence in attracting modern luxury travelers. In summary, this research contributes to the luxury hospitality field by providing a deeper understanding of Swiss 5-star hotel guests' sustainability values and preferences (in terms of benefits). It offers practical implications for luxury hotels aiming to align their services and digital marketing strategies with the evolving expectations of luxury travelers, emphasizing sustainability as a key component.

Perception Of Sustainable Tourism: How Do Consumers Themselves Define Sustainable Tourism?

Luisa Ehrenzeller
HES-SO Valais-Wallis
Switzerland
luisa.ehrenzeller@hevs.ch

Sustainability has become one of the main topics in international tourism industry and theory (Molina-Collado, et al., 2022). How is the term sustainable tourism interpreted in theory and practice? David Lee et al. (2016, p. 79) define sustainable tourism as a “wise balance among economic development, environmental stewardship and social equity”. The World Tourism Organization (UNWTO) defines the term as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (2022). Consumer behaviour in tourism is influenced by a growing sustainability concern within many Western societies. How do today's customers interpret sustainable tourism and can differences in cross-cultural consumer behaviours be observed?

The purpose of this study is to critically analyse the interpretation of sustainable tourism offers in outbound tourism in order to improve promotion and product development of international tour operators. Influences of sustainable aspects in consumer behaviour are explored with a special interest in cross-cultural differences. This study aims to contribute to existing literature by researching the following research question: How is the term “sustainable tourism” interpreted by the supply and the demand side in international tourism?

The consumer demand has been analysed using a mixed-method approach to combine the advantages of quantitative and qualitative research. The quantitative online survey (250 answers) allowed the researcher to get an overview of the market before interviewing a smaller sample (5 people) through semi-structured interviews to get further detailed insights into consumer decision-making. Further interviews were conducted with tour operator representatives (4 people) and experts from tourism organisations from Europe (3 people) to understand the industry interpretation of the term.

Findings confirmed the different perceptions of the term “sustainable tourism” between industry professionals and tourists. Professionals mainly use the UN definitions and look at sustainable tourism as holistic business strategies, often following various policies. Whereas tourists use their own words to describe an experience or a type of tourism with a strong focus on their own individual experience. Taking this into account and focusing on more customer-centric wording in product development and experience-based communication would be recommendable.

Factors influencing tourists' willingness to sacrifice for reduced CO2 emissions from transportation

Marit Gundersen Engeset
University of South-Eastern Norway
Norway
marit.engeset@usn.no

Anne Köchling
koechling@fh-westkueste.de

Kåre Sandvik
Sabrina Seeler

Travel and tourism are responsible for huge carbon emissions (Gössling et al., 2023; Sonnenschein & Smeby, 2018). Efforts to decrease pollution are a high priority not only for this industry (UNWTO, 2020), but also for the society in general as presented in the United Nations goal 13: "Climate Action" (United Nations, n.d.). The transport sector has a huge potential for contributing to reduced emissions through investments in new climate-neutral technologies. Since such investments are both costly and risky, their profitability depends on the market's willingness to accept sacrifices. However, previous experimental research on environmentally friendly behavior in tourism has primarily focused on the hotel and catering industry. Extending intervention studies to a wider set of environmentally significant behaviors represents a key focus for the future (Demeter et al., 2023). In this research, factors that influence tourists' willingness to make sacrifices for reduced emissions from transportation are analyzed. Previous research demonstrates that it is difficult to motivate people to choose more sustainable alternatives, if it entails personal sacrifices (White et al., 2019). While classic theories in consumer behavior (e.g., Davis et al., 1989; Perugini & Bagozzi, 2001; Venkatesh & Davis, 2000; Venkatesh et al., 2012) can predict some variation in consumers' adoptions of sustainable products and behaviors, a consistent finding is that although people express favorable attitudes, they often do not engage in sustainable actions (Juvan & Dolnicar, 2014; Trudel & Cotte, 2009; Young et al. 2010). A number of factors that can mitigate this attitude-behavior gap and motivate people to act sustainably have been identified (Greene et al., 2023; Passaforo & Veccione, 2022), but the relative impact and interplay between different situational and individual factors are likely to be complex. This research takes short-distance ferries as an example and investigates how factors relating to the impact of sustainability actions put forth by companies and individual difference factors influence tourists' willingness to sacrifice for reduced emissions from transportation. Using survey data from German (n=1,126) and Norwegian (n=2,567) populations and data from a choice experiment collected in December 2023 and January 2024, we investigate the effects of different levels of emission reduction (80% vs 100%) on tourists' willingness to pay (WTP) and willingness to accept longer travel time. Our hypothesis is that in general, people will be more willing to sacrifice for higher levels of emission reduction, but that this effect will be moderated by factors relating to previous experience with the destination, trust in ferry companies' information, and perceived responsibility of emission reduction. Results will help managers and authorities in the short-distance ferry industry when they make decisions about regulations and investments for reduced emission as well as how they should communicate with different market segments to motivate tourists to join them in positively contributing to the environment. Theoretically, this research contributes with insight into factors that influence tourists' willingness to sacrifice for the environment.

Regional Economic Resilience and Climate Imaginaries for Tourism Cities

Hilal Erkus
Akdeniz University
Turkey
hilalerkus@yahoo.com

Pieter Terhorst
University of Amsterdam
Netherlands

Policies of climate change mitigation are intimately interwoven with policies of climate change adaptation. The contribution of each individual actor, national state, and subnational region to global warming varies considerably, and so does the burden of climate mitigation policies. Just as in policies of climate change adaptation, actors can ground their decisions on climate change mitigation on the basis of so-called fictional expectations or imaginaries about the future. Fictional expectations refer to “the images actors form as they consider future states of the world, the way they visualize causal relations, and the ways they perceive their actions in influencing outcomes” (Beckert, 2016, p. 9). Thus fictional expectations about the future form a motivational force of action. They are not only individually but also, and to a large extent, socially constructed by a variety of social factors, and are both historically and geographically specific. They take the form of narratives of the future and scenarios. Because interest groups in society have conflicting interests with respect to policies of climate change adaptation and mitigation, the expectations or imaginaries of the future are contested which effects the future of tourism cities much more than expected due to being dependent on natural assets which makes it vulnerable to climate change.

The tourism industry is vulnerable to shocks/crisis such as macro-economic crises, natural disasters, political instability, and quickly rising prices of national currencies. Therefore, the resilience of tourism places, i.e. their sensitivity to shocks as well as their speed and way of recovery, varies. This paper searches whether fictional expectations which is supported by government and “local players” (Local agents from government, NGOs and local society) are collectively or individually created for Antalya’s tourism future and whether they could be a solution for reducing the vulnerability of tourism cities and make it more resilient for climate change in the future. To do that, firstly, we connect the idea of regional economic resilience to devastating effects of global warming and possible heavy burden of climate mitigation with fictional expectations about the future or climate imaginaries. Secondly, we apply qualitative research technique by using in-depth interviews with local agents of the city to explore the role of expectations for policies on climate change adaptation and mitigation. We found that uncollectively created unimagined climate future of Antalya is the main obstacle of mitigating and adapting climate change in Antalya tourism city.

Heterogeneity in travel behavior of people with special needs: a segmentation approach

Celeste Eusébio
University of Aveiro
Portugal
celeste.eusebio@ua.pt

Maria João Carneiro
mjcarneiro@ua.pt

Elisabeth Kastenholz
elisabethk@ua.pt

Although the United Nations declared leisure and vacations as a human right in 1948, many individuals, including people with disabilities (PwD), the elderly, and those with other functional limitations (e.g., pregnant women, parents with strollers, individuals with respiratory or food allergies, and obese individuals), still face exclusion from these activities due to various constraints. Several studies recommend tourism as a relevant activity to alleviate the challenges resulting from disabilities and enhance the quality of life of PwD, the elderly, and people with other special needs (PwoSN). This market is increasingly important due to the rise in average life expectancy, the prevalence of chronic diseases, and advancements in disability assessment methods, especially in developed countries. Therefore, the tourism industry should not overlook this market, not only for its business potential but also as a matter of social responsibility. Understanding the travel behavior of people with special needs (PwSN) is crucial for developing strategies that contribute to the social sustainability of tourism. However, literature in this area is limited, specifically little is known about the activity types carried out during the tourism trips. This study addresses this gap, examining heterogeneity in travel behavior of PwSN.

A questionnaire survey was conducted with Portuguese PwSN who had taken at least one tourism trip in the last five years (n=390). A hierarchical cluster analysis was employed to identify homogeneous groups based on activities carried out during their trips. Chi-square, ANOVA, and Kruskal-Wallis tests were used to compare the clusters. Results revealed three clusters of Portuguese PwSN: "the constrained travelers" (26.2% of the sample), "the less active travelers" (28.4%), and "the active explorers" (45.4%). These groups differ in terms of activities undertaken during trips, travel motivations, tourism experience, trip planning, type of trips, and socio-demographic profile.

"The active explorers" are distinguished by their intense engagement in a variety of activities during trips, including physically demanding leisure pursuits, high motivation, and independence in trip planning. They have higher education levels, are employed, and often belong to the group of PwoSN. Conversely, "the constrained travelers" have limited opportunities for participating in tourism activities, low trip frequency and low motivation for traveling. This group has a higher proportion of PwD, particularly with intellectual disabilities, low literacy, and no employment. Social organizations supporting PwSN play a crucial role in their travel behavior. Lastly, "the less active travelers" participate in more activities than "the travel constrained", specifically in passive and contemplative activities during trips (e.g. nature walks, participation in religious events, relaxation activities, and visits to historical centers), exhibit more intense activity levels and autonomy in planning than "the constrained travelers," have average literacy skills, and are retired.

While Portuguese PwSN may display relatively inactive tourism behavior in tourism and related activities, there is significant heterogeneity within this market, with a large portion undertaking (more or less intensely) diverse activities, while others require additional help, often provide by

formal or informal caregivers. This study stresses the need for strategies to develop more engaging holiday experiences, adapted to diverse profiles of PwSN.

Tourism for all – Understanding the role of constraints from a text-mining approach

Ariadna Gassiot Melian

University of Girona

Spain

ariadna.gassiot@udg.edu

Social inclusion is one of the core elements of Sustainable Development Goals (SDG). In order to have a more sustainable future, it is basic to address any type of inequality, especially among marginalised groups, and ensure equal and inclusive participation to different basic products or services. Specifically, in the context of leisure and tourism, people with disabilities are disproportionately affected by constraints (Smith, 1987). Their behaviour may be challenged by these negative elements in different ways. They may inhibit them from participating in specific activities (Crawford, Jackson, & Godbey, 1991), affect their preferences and the whole decision-making process (Jackson, 1988), or restrict and change their behaviour while at the destination and after their trip. For this purpose, and for any tourism destination, it is crucial to eliminate or minimize the negative effects that barriers or constraints have, so it becomes critical to understand how people feel when encountering these constraints.

Thus, the aim of this study is to understand the barriers that people with disabilities must face when traveling to a tourism destination. This study takes place in Girona, a small town in the north-east of Catalonia, Spain. Data is collected through web scrapping techniques on one of the most commonly used platforms, TripAdvisor. Comments including content about constraints faced by people with disabilities are extracted and analysed using text-mining techniques (i.e. word frequencies, sentiment analysis, etc.).

Results will give insights into the most common barriers faced by people with disabilities (intrapersonal, interpersonal or structural) and into how these constraints may affect their travel behaviour. In addition, differences depending on the sociodemographic profile and the type or degree of disability will be also explored. Constraints identified are linked to: lack of information, information accessibility, physical barriers, etc. Furthermore, further analysis on how they feel and what are their behavioural intentions once satisfied or dissatisfied will be included.

This study contributes to the understanding of constraints faced by people with disabilities. This may be critical to ensure equal and dignified travel experiences, so it may be basic to enhance social inclusiveness, cohesion and justice.

Motivation for revisit behaviour in tourism

Hiromi Kamata
Hitotsubashi University
Japan
hiromi.kamata@r.hit-u.ac.jp

Wataru Uehara
uehara.wataru@r.hit-u.ac.jp

This study aimed to reconsider repeaters' motivations using the results of interviews with Thai and Taiwanese people. Repeaters are 'loyal customers' who generate stable profits for destinations and are important customers. Numerous academic studies have attempted to clarify tourist repeat behaviour and have employed models of consumer behaviour theory targeting general products. One of the important antecedent factors is tourist satisfaction that they will revisit to the destination when tourists were satisfied their travel. The consumer behaviour model also focuses on variety-seeking behaviour in which customers do not repurchase even though they are satisfied (Van Trijp et al., 1996). Additionally, tourism studies have attempted to clarify variety or novelty-seeking behaviour (Bigne et al, 2009; Jang & Feng, 2007; Sanchez-Garcia et al., 2012; Wong & Zhao, 2016).

Although previous studies have provided rich implications, this study reconsider the applicability of the general consumer behaviour model to repeaters in tourism. This is because travel involves various elements (transportation, hotels, restaurants, etc.), and tourists make multiple purchase decisions. Additionally, travel experiences vary according to the visiting season and group members; repeaters rarely have the same experience repeatedly. Thus, there is different repeat motivations in tourism from the repurchase behaviour of general products which can ensure that customers have similar experiences. The research question is 'Why do repeaters revisit the same destination?' and findings were derived through exploratory research. Face-to-face interview surveys were conducted, targeting seven Thai and six Taiwanese people who had revisited the same destinations abroad. Along with the research question, the interview included questions on the interviewee's memorable experiences of international travel. Each interview lasted between 90 and 120 min and was conducted through a translator.

The following three conclusions were derived: First, repeaters visit the same destination when they regret something about their previous travel. For example, they could not experience a particular view due to bad weather. Furthermore, regarding satisfaction, they tended not to revisit to protect memorable experiences (Strategic Memory Protection Theory by Zauberan et al., 2009; applied to repeaters in tourism by Hu & Xu, 2022). Second, they revisited the same destination; however, they sought new experiences (novelty seeking), such as eating local foods, visiting new places or spots, and visiting them in different seasons or with different members. Third, their decision to revisit was affected by group members' opinions. The decision-making by a group should be considered for tourists' behaviour (Cohen et al., 2014). Repeaters' motivations should be defined in more detail, such as the target of their loyalty and novelty seeking in a revisited destination. This study will continue interviews targeted at other countries and regions and consider repeaters' motivations to be reflected in the repeater model in tourism.

Diversity in sustainable travel behavior amongst wine route visitors

Elisabeth Kastenholtz
University of Aveiro
Portugal
elisabethk@ua.pt

Maria João Carneiro
mjcarneiro@ua.pt

Celeste Eusébio
celeste.eusebio@ua.pt

Wine tourism has increasingly attracted visitors, and correspondingly investment, to some rural, wine-producing regions, potentially inducing economic development. These areas, particularly if remote, are sometimes in need of economic diversification and innovation, but also of new social and cultural dynamics, to counter rural outmigration, as in the case of several Portuguese hinterland regions. Wine tourism has, indeed, the potential to foster two economic sectors simultaneously - tourism and wine production - while additionally other, also culturally relevant activities may be stimulated, namely food production as well as a range of cultural, social and nature-based activities, making the region more attractive to both visitors and locals. These positive dynamics also depend on the type of visitors attracted and, particularly, on their behavior at the destination as well as after their visit. Impacts of tourism are multiple and both positive and negative, and tourists' behaviors play an important role in the type of impacts standing out most at the destination, while destinations are interested in optimizing overall tourism impacts to increase communities' quality of life, while satisfying well-targeted visitors. It is in this vein that the present study analyses reported behaviors of travelers to three wine regions located in Central Portugal, characterized by distinct wines, geographic and socio-economic context, and (more or less developed) wine routes – Bairrada, Dão and Beira Interior. Visitors, however, also travel between those routes which are not very distant from each other. Visitors of these regions were surveyed in person, based on a cluster-sampling approach (based on time and space) in several survey sites and seasons, between 2019 and 2022. Through a hierarchical cluster analysis, with items reflecting diverse dimensions of sustainable travel behavior (economic, socio-cultural, economic) used as clustering variable, it was possible to identify four distinct clusters (n=859, based on fully responded questionnaires) of visitors with distinct sustainability behaviors.

Cluster 1 (22.6% of sample) showed comparatively the lowest values for all sustainability-yielding tourist behaviors, being particularly insensitive regarding eco-friendly behaviors, therefore called the 'globally less sustainable' tourists. Cluster 3 (29%), on the other hand, shows highest values, in all dimensions of sustainable travel behavior, and were consequently called the 'globally most sustainable' tourists. Clusters 2 (33.6%) and 4 (14.8%), revealing some adhesion to sustainable travel behaviors, are in-between these extremes, with cluster 4 revealing a bit more environmental action than cluster 2 and cluster 2 slightly more cultural and community concern. Apart from that, cluster 4 shows significantly less loyalty behaviors (recommendation and repeat visitation/ purchase of regional wines).

Additional differences in socio-demographics, motivation, satisfaction, emotions, visited sub-region, interaction with staff, residents and other tourists and place attachment were found, assisting in designation of clusters. Accordingly, cluster 2 was called 'wine-motivated, culturally sensitive travelers', while cluster 4 was named 'wine-uninterested, nature-sensitive travelers'. Comparative results permit a more detailed understanding of these traveler groups and a debate on their value for enhancing sustainable destination development. Recommendations for

the regions' and their wine route's strategies of 'management of demand', through sustainability-yielding selection of target-markets and corresponding product development and communication are also discussed.

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Tourism Destination Pricing Governance: Configurations, Performance, Sustainable Competitive Advantage

Xueying Li

MUST - Macau University of Science & Technology

Macao SAR, China

2230001961@student.must.edu.mo

Yang Zhang

Prices in destination retailing are a very sensitive and important factor for tourism revenues, tourism sustainability, and consumer perceptions of the destination. Pricing services and products in tourism destinations have been identified its significant influence on tourists' attitudes and behavior (Nicolau & Mas, 2006) (Cheng & Monroe, 2013) among certain destinations, such as their perceived destination image and reputation (Loureiro & Kastenholz, 2011) in management aspect. While it has been acknowledged the role of government in the price management process (Galbraith, 1980), a comprehensive analysis of government performance and its influence on tourism enterprises' response regarding pricing and to achieve the goal of a destination's sustainable competitive advantage has not yet addressed.

On the other side, Xinjiang, as one of the important and famous tourist destinations in western China attracts a large number of visitors since its pleasant natural landscape and mixed cultural resources with various ethnic groups. The local hospitality industries such as catering, accommodation, and retailing seem to perform poorly in price governance (Chen, J.J. & Hou, J., 2014). The current pricing of the hospitality field in Xinjiang for one thing is unreasonably high, for another, the local government has tried various pathways to control this situation.

Therefore, the result of this research will provide a possible reference for the local government and managerial practitioners regarding pricing governance in Xinjiang.

This study concentrated on the discussion of the pricing government from how the government intervention and the response of hospitality industries and finally contribute to the destination's sustainable competitive advantage.

In order to answer this research question, this study will integrate neo-institutionalism theory and social norm theory to explore and construct the conceptual framework through adopting a mixed approach to draw meaningful interpretations of the institutions in regulative, normative, and cognitive aspects (Scott, 1995) and its effect on hospitality industry's responses of strategy, action and behavior by combining the strength of both quantitative secondary data on the pricing governance timeline in Xinjiang and primary qualitative in-depth interviews of government managers, industrial associations, tourists and the hospitality industry practitioners (Creswell, 2014). In particular, the neo-institutional theory emphasizes the fact that business behavior is also influenced by external factors, with organizational pressures and expectations

on stakeholders stimulating change behavior (Meyer & Rowan, 1977). The social norm theory refers to a standard of behavior that is widely accepted by members of a group in a particular situation (Bicchieri, 2006).

Specifically, the research will first of all collect relevant government documents about pricing management in the past ten years as the second data source from the official website of the government and tourism bureau in Xinjiang. Secondly, face-to-face in-depth interviews are conducted for the above-mentioned research targets as well. Through the content analysis of those data, a theoretical model of pricing governance in tourism destinations for sustainable competitive advantage is constructed. Moreover, the potential causal links between the antecedents and sustainable competitive advantage will be analyzed through the Fuzzy-set qualitative comparative analysis (fsQCA) to explore the configurations within the complex system.

The future of questionnaire research in tourism

Ondrej Mitas
Breda University of Applied Sciences
Netherlands
mitas.o@buas.nl

The vast majority of quantitative research in tourism is based on questionnaire data. Even new, innovative quantitative methods such as physiological experience measurement are usually accompanied by the classic self-report questionnaire delivered to participants.

The purpose of this conference contribution is to explore the future of questionnaire research under two assumptions: a) people's willingness to fill out questionnaires for the sake of scientific research is decreasing, as is patience with their length and repetitiveness; and that b) the continued use of questionnaire data collection is nevertheless desired by tourism scholars. While each of these merits its own discussion, here I take them as givens and ask what the near future (5 to 10 years) of questionnaire research might look like.

I suggest four possible scenarios. First, research may continue to move to online panels where small fees are paid to each respondent as compensation. This approach presents three potential problems. First, as participants fill questionnaires out at a moment of their own convenience, it is difficult to maintain ecological validity and reduce recall error by surveying as close as possible to the context or experience being measured. Second, as demand for these platforms increases, prices will rise, leading to diminishing returns of cost per participant or variable. Finally, many responses are discarded due to incomplete or rapid responses, raising questions of response bias that are difficult to address empirically.

A second possible scenario proposes to continue field research using questionnaires, but simply with higher incentives. This is similar to the online panels approach—if people become unwilling to fill out questionnaires of the customary length, we must pay them more to do so. As with commercial online panels, this approach risks a future of diminishing returns, where the cost per participant or variable continues to rise.

A third approach, already prominent in psychology research, is to ask fewer questions of participants to produce essentially similar data with less burden. On the surface, this is an appealing scenario. The repetition of similar items, used by researchers to justify inter-item reliability, is especially frustrating to participants. Shorter scales and single-item measures might be an opportunity to re-prioritize low burden and associated validity advantages. This scenario also has a problem of diminishing returns, however. If any questionnaires longer than (for

example) five questions are no longer tolerated, researchers will increasingly struggle to measure complex constructs and relate them to relevant outcomes in any meaningful way. A fourth and final scenario, originating in the public health field, is the most demanding but also the most promising. Participants are asked to fill out extensive questionnaires, but they are quickly rewarded with analyses of their own personal data and receive personalized recommendations. This is very demanding of researchers in terms of analysis and dissemination, even if some of the process is automated. Furthermore, it holds researchers to a very high standard of validity, as they take partial responsibility for direct, real-world implementation of their findings. Nevertheless, this is the only one of the four scenarios in which diminishing returns are not inherent.

For the sake of future tourism research, it is worth considering these scenarios with the fundamental goals tourism scholarship in mind, to secure the most fruitful possible future for the field.

Influencing Pro-Environmental Food Choices in Restaurants: A Field Experiment on Endorsed Environmental Appeals

Marie Nowak
Dalarna University
Sweden
mnw@du.se

The food industry, responsible for a significant portion of global greenhouse gas emissions, plays a crucial role in meeting UN Sustainable Development Goals, particularly in addressing climate change (FAO, 2021; Rogissart et al., 2019). While industry-side strategies such as technological advancements and supply chain efficiency are important, there is an increasing emphasis on steering consumers' food choices towards pro-environmental options such as plant-based dishes (Gössling et al., 2011; Greene et al., 2023; UNEP, 2020). With a growing share of food consumed outside the home, the hospitality sector, including restaurants, holds substantial potential to promote such options (Fechner et al., 2023; Landais et al., 2023). However, consumers' stated preferences for pro-environmental food often do not translate into actual pro-environmental choices due to various personal and contextual factors influencing meal decisions in restaurants, such as taste, price, and social norms (Caessens et al., 2023; Cozzio et al., 2020; Feucht & Zander, 2017). Therefore, it is critical to identify interventions that encourage uptake of pro-environmental options without compromising customer experiences and business profitability.

Building on previous studies suggesting that simple information provision and environmental labels have limited impact (Cozzio et al., 2020; Edenbrand & Nordström, 2023) and the call to explore different approaches to leverage social referent power (Cozzio et al., 2022; Nimri et al., 2021), this study investigates the impact of an environmental appeal message endorsed by an influencer on consumers' pro-environmental food choices. The research, conducted in an à la carte restaurant in central Stockholm (Sweden), involves meetings with restaurant staff, collaborative intervention design, and a 6-week-long field experiment.

Data on menu item sales, non-participant observation, and customer interviews are collected to assess the intervention's effect on consumers' food choices. Results show that the endorsed message effectively influences a portion of consumers to select the targeted pro-environmental dishes. However, findings also show that personal recommendations from staff and health considerations remain key influencing factors for customers' food choices.

Conclusively, endorsed messages offer an easily implementable intervention for restaurants to increase uptake of desired dishes, provided the sustainability information and endorser align with consumer segment preferences. Additionally, the findings stress the importance of training restaurant staff as credible information sources and reinforcing sustainability-related social norms. This study contributes new insights into factors driving pro-environmental food choices in out-of-home settings and provides practical guidance for designing interventions to mitigate the environmental impact of the hospitality sector without negatively impacting customer experience and profitability. Collaborating with hospitality providers in intervention design and field experimental testing presents opportunities to tailor interventions to specific establishment needs and capabilities.

The home-holiday behavioural gap. Are LOHAS tourists walking their “daily life-talk”?

Linda Osti
Free University of Bolzano
Italy
Linda.Osti@unibz.it

Lorenzo Masiero
Gianluca Goffi

Introduction: Despite past literature focusing on the attitude behaviour gap in sustainable tourism consumption, so far limited research has analysed the home-holiday behavioural gap, particularly concerning overall sustainable lifestyles, specifically among LOHAS (Lifestyle of Health and Sustainability) consumers, a market segment identified by the Natural Marketing Institute (NMI) in 2008 and more recently researched in academic contexts in different settings, but not in tourism demand yet. LOHAS consumers encompass a holistic approach to sustainable living beyond environmental concerns. They value the interdependence of environmental issues and global social welfare, seeking a balance between personal health and sustainability goals (Sung and Woo, 2019). LOHAS consumers are driven by a variety of values that extend beyond environmental consciousness: health consciousness, ethics, spirituality, emotions, authenticity, and individualism (Lendvai et al., 2022). They are often early adopters of sustainable products and brands (Pícha and Navrátil, 2019), advocating for others to follow suit (NMI, 2008).

Research aims: The aim of this study is to extend the existing body of knowledge on the attitude-behaviour gap by examining the home-holiday behavioural gap in sustainable tourism practices. Specifically, our objective is to evaluate whether tourists who engage in LOHAS activities in their daily lives also prioritize LOHAS attributes during their vacations.

Are LOHAS consumers walking their “daily life-talk”? Rather than investigating the most common attitude behaviour gap, we expand upon Dolnicar and Grün’s (2009) work by quantitatively evaluating the home-holiday behavioural gap in LOHAS consumers.

Methodology: We developed and administered a survey to European tourists visiting Riva del Garda and Brunico in Italy. The questionnaire comprised two parts. The first part utilized a 5-point Likert scale to assess participants’ adherence to LOHAS principles in their everyday lives. The second part featured a discrete choice experiment aimed at eliciting tourist sustainable preferences for future visits to the same region.

Results: A home-holiday behavioural gap has resulted in most of the LOHAS attributes included in the study. Specifically, only “eco-friendly local transport” is significantly supported by the data. Those respondents who revealed a frequent or habitual use of eco-friendly transport in their

daily life have, on average, high preference (marginal utility equal to 0.292) for the availability of eco-friendly local transport at the destination, while the rest of the sample is indifferent (marginal utility equal to -0.008, not significant). Conversely, for the attribute related to the availability of meditation and wellness centres, the model presents a significant and negative coefficient. While respondents who did not express an involvement on body or mind well-being, or self-improvement have, on average, a high preference (mean coefficient equal to 0.324) for meditation and wellness centres, those with a high involvement on mind well-being register a low preference (0.024).

From the model estimates, no other significant interaction emerged between the frequency with which respondents conduct sustainable practices in daily life (recycling, use of renewable resources, buying organic and natural food/beverages, buying locally produced products, buying fair trade products, involvement with community issues, the wellbeing of the planet, and poverty and social justice) and the remaining five non-monetary attributes: eco-friendly accommodation, accommodation owned by locals, organic and natural food, natural preservation, and cultural preservation.

Conclusions: This research highlights not only the existence of an attitude-behaviour gap but also a home-holiday behavioural gap among tourists. It suggests that preferences for sustainable practices differ between everyday life and vacation experiences.

In interpreting these results, it's important to note that this study relies on self-reported behaviour data.

Understanding Iran's European Cultural Tourists' Decision-Making Process After Iran's 2022 crisis

Hamideh Shahidi
Edinburgh Napier University
United Kingdom
h.shahidi@napier.ac.uk

Studying how tourism changes and grows in places that have gone through a crisis is a very interesting topic, particularly in destinations like Iran that have faced significant socio-political crises. The rationale for this research stems from Iran's rich cultural heritage and the paradox of its underexplored tourism potential.

According to Iranian authorities, foreign tourist arrivals in Iran had declined in 2023 ("Iran's Tourist Arrivals Reach 2.93 million in Jan-Jul 2023, UNWTO Barometer Indicates," 2023). Additionally, recent trends show a shift in visitor demographics visiting Iran, with a noticeable decline in European tourists (Tehran Times, 2023). This shift, coupled with political challenges such as Iran's crisis in 2022, underscores the need for a deeper understanding of the factors influencing European cultural tourists' decision-making process using the destination choice model (Um & Crompton, 1990; Lei et al., 2016). The country faced challenges in the tourism sector following mass protests in 2022, triggered by the death of Mahsa Amini due to violating dress rules (Financial Tribune, 2023). Therefore, this research delves into the complex relationship between Iran's post-visit image, main tourists' motivation to revisit Iran, focusing on the interplay of push and pull factors, perceived risks, cultural contact, and uncertainty avoidance in the aftermath of Iran's 2022 crisis. The primary aim is to explore how these elements collectively influence tourists' decision-making processes regarding revisiting Iran. Therefore, research questions for this research are:

1. How does image of Iran (positive or negative) contribute to shaping tourists' intentions to
2. revisit Iran?

2. What are the main push and pull motivations influencing tourists' intentions to revisit Iran?
3. What kind of perceived risks impact Iran's European tourist revisit decision-making?
4. How does cultural contact play a role in tourists' decision-making to revisit Iran?
5. How does Iran's crisis in 2022 influence tourists' decisions to revisit?

A critical aspect of this research is its novel exploration of the impact of Iran's 2022 crisis on European tourists' perceptions and consequent changes in their behavior, making a significant contribution to the field. In addition, one of the factors extracted in the data analysis has been the impact of "Taarof," a social etiquette in Iranian culture. This cultural difference between Europeans and Iranians, as identified by Hofstede's cultural dimensions (1980), has been explored as part of this study for the first time.

Methodologically, this research employs a qualitative approach, involving 25 semi-structured interviews conducted with European cultural visitors who have visited Iran. Data analysis for this research has been completed using abductive thematic analysis. The findings aim to provide theoretical implications in the field of tourists' decision-making processes, as well as practical recommendations on how authorities can market Iran to bring about changes in European cultural tourists' behavior.

Towards a better understanding of value co-destruction: Tourism and hospitality context

Erose Sthapit
Manchester Metropolitan University
United Kingdom
e.sthapit@mmu.ac.uk

Brian Garrod
Matthew J. Stone
Peter Björk
Hanqun Song

This article has mapped the current state of value co-destruction research in tourism and hospitality (2013-2022) Using a systematic literature review, this study examined 33 peer-reviewed articles from 24 journals retrieved from Web of Science, Scopus and EBSCO Host. Most publications were in journals that focus on tourism and hospitality, although some appeared in journals with a more general inter-disciplinary scope. Research into value co-destruction is quite recent and growing, but still quite limited, with a notable contextual imbalance. It is most heavily based on Plé and Chumpitaz Cáceres's (2010) definition of value co-destruction. Most articles used qualitative research methods with limited mixed-method studies. Overall, studies have focused on customers' perspectives while neglecting service providers' viewpoints. The study identifies several gaps in the literature and propose the following four main recommendations for future research for advancing and enriching the body of knowledge in value co-destruction in tourism and hospitality from different perspectives, including theory, context perspectives and methods: (1) further theorisation, application of the topic and scale development to operationalise the concept of value co-destruction; (2) fostering a broader focus on cross-cultural studies and a need for studies in different hospitality and tourism settings; (3) greater consideration of service-provider and multiple-actor perspectives; and (4) greater use of on-site data collection and engaging in mixed methods analysis. This

study serves as a foundation for researchers and provides a holistic understanding of VCD in the context of tourism and hospitality.

A Science Mapping of Sustainable Tourism Consumer Behavior: Historical Analysis and Future Research Directions

Reshma Sucheran
Durban University of Technology
South Africa
reshma@dut.ac.za

As the tourism industry continues to expand, its environmental impact becomes increasingly significant, necessitating a deeper comprehension of how consumer behaviours can be influenced to support sustainable practices. This paper conducts a bibliometric analysis of sustainable tourism consumer behaviour research, a field of paramount importance given the pressing need to address global environmental challenges and the industry's considerable ecological footprint. By utilising a carefully selected dataset of 448 relevant articles from the Web of Science Index, the study employs advanced tools, such as R Studio and Biblioshiny, to systematically assess the breadth and depth of research in this domain. The analysis focuses on several key dimensions, including publication trends over time, citation metrics that reflect the impact and influence of research, and the geographical distribution of scholarly contributions, thereby identifying the predominant countries, leading authors, and influential institutions involved in this research. Furthermore, the study constructs and interprets co-occurrence networks to elucidate the collaborative patterns among authors, institutions, and countries. This network analysis provides an understanding of the structural dynamics and collaborative synergies that underpin the research landscape in sustainable tourism consumer behaviour. Through these analyses, the study uncovers the emerging themes within the research corpus. It identifies crucial gaps in the existing literature, offering a nuanced understanding of the current state of scholarly inquiry in this field. By identifying research gaps and proposing future research directions, this study seeks to contribute to the ongoing discourse on sustainability in tourism and support efforts to mitigate the environmental impact of tourism through informed consumer behaviour.

An Ethnography Study of the Iranian Experience of the Visa Policies

Rokhshad Tavakoli
Sultan Qaboos University
Oman
r.tavakoli@squ.edu.om

Paolo Mura

Visa restrictions have economic and political bearings on both the applicant and the target nation (Czaika & Neumayer, 2017). As the world is divided into self-regulating components known as nations, international mobility is dependent on one country granting access to citizens of another (Recchi et al., 2021). Most nation states impose visa restrictions on people travelling from other countries, which can have a negative effect on numbers visiting for business and tourism, thus impacting trade and cultural exchanges (Neumayer, 2010). Decisions to impose

restrictions are often signifiers of the strength of a relationship between two nations: important allies are allowed to travel without visas, while citizens from nations without a close bond are subjected to time-consuming and costly barriers to entry (Czaika & Neumayer, 2017). In his research, Neumayer (2006) found an institutional approach among wealthier countries in relation to travellers from poorer regions, with strict barriers imposed in order to deter immigration from those areas (Czaika & Neumayer, 2017). However, such measures discourage not just unwelcome visitors but also tourists, who play an important part in many countries' economies. Thus, by imposing visa barriers, countries in effect cause themselves harm (Neumayer, 2010).

In an increasingly globalised world, Milanovic advances the theory that the globalisation of inequality is heightened by these fractious relationships between richer and poorer nations (Milanovic, 2016). Further, Milanovic argues that those who hail from rich nations exhibit a 'citizenship premium', which grants them benefits based purely on the location of birth rather than any personal effort (Bertram, 2019). Therefore, by restricting people's international movement by denying them visas based on nationality, an unequal and unfair distribution of tourism opportunities is created. On the other hand, tourists from countries with greater international mobility might be deterred from travelling to countries which impose lengthy or costly visa application processes simply because many other easier options will be available to them (Czaika & Neumayer, 2017).

Despite the encouragement of mobility and tourism development, there is a significant gap in knowledge on understanding the feelings of people whose visa applications were rejected. These people are the unexplored minority group in the tourism circle, while they are potential tourists.

This study will employ ethnography to understand the participants' feelings regarding their visa rejection. The paper's main author is an Iranian woman who faced several barriers during visa applications. Iranians living in Iran and residents of other countries will be the study participants. They have been subject to a high rejection rate due to the many travel bans they faced during the last two decades. By conducting extensive semi-structured interviews with the sample population, this study aims to reveal the impact of visa rejection in regard to Sustainable Development Goals 10 and 16, whose purpose is to address inequality and ensure fairness and justice. Furthermore, the study will shed light on how systemic issues and factors such as nationality and economic status affect nations' decisions to impose visa restrictions.

Purposive sampling will be employed for the selection of suitable participants, with a view to ensuring that a diverse range of opinions and experiences are considered. The findings will be subjected to thematic analysis in order to uncover any recurring patterns and themes.

It is expected that the research will uncover findings that will be beneficial to future policymakers when it comes to implementing fair, open and accessible visa application procedures. In each case, an application has been made for a visa to travel for a specific purpose, and in each case this application has been rejected. By understanding people's desired reasons for travel and the impact of denying these opportunities, a greater insight can be gleaned into the overall effects of travel barriers on the equality of international mobility. In line with Milanovic's theory of the Globalisation of Inequality, addressing these issues might help to ensure a more equitable system of visa allocation going forward.

A Bite of Green Star in Macao: Consumers' Experience among Eco-branding dining

Ziqi Wang

MUST - Macau University of Science & Technology

Macao SAR, China

3220004911@student.must.edu.mo

Ziqi Yu

3230007430@student.must.edu.mo

With the increasing consumer awareness of environmental conservation, eco-brands have gained significant attention from both academic researchers and practitioners (Suki, 2013). Eco-brand is related to a name, symbol or design of products that are harmless to the environment and by utilizing eco-brand features can help consumers to differentiate them in some way from other non-green products (Rahbar & Abdul Wahid, 2011). Consumers' show their environmental consciousness by choosing green brand in their product selection (Hartmann & Ibanez, 2006). While previous research has primarily focused on consumers' intentions towards eco-friendly products and green food consumption in the retail industry (Yusiana, Widodo, & Sumarsih, 2021), there remains a lack of comprehensive studies examining consumers' perceptions of eco-brand restaurants and their impact on behaviors within the restaurant industry. In addition, scholars have highlighted the bidirectional influence of cognition and affect, suggesting that each not only impacts the other but also influences behavior and self-evaluation (Swann et al., 1987). Consequently, it is crucial to integrate both cognitive and affective aspects when examining consumers' perceptions of environmentally friendly brands and their subsequent responsible luxury behavioral intention. Furthermore, consumers' dining experiences related to a product or service are complex and involve multiple sensory, cognitive, and emotional aspects (Walls et al., 2011). However, limited research has been conducted on consumers' perception of eco-brand restaurants that not only offer a luxurious dining experience but also prioritize eco-friendly practices, such as Michelin green star restaurants.

Building on the aforementioned argument, this study aims to build a comprehensive dual-process model based on the cognitive-affective theory, exploring how consumers' cognitive perceptions of eco-brands and affective responses to fine dining jointly influence the formation of their responsible luxury behavioral intention. More specifically, this study was designed to address (1) the impact of consumers' perceptions towards eco-brands and positive emotions towards fine dining restaurants on responsible luxury behavioral intentions, (2) the moderating role of fine dining experience (specifically Michelin green star restaurants) within the proposed conceptual framework.

This study will be conducted through review of literature, in-depth interviews, and a survey. A pilot test will be conducted in Macao, which will be used for exploratory factor analysis to develop constructs and their measurement items. Macao is one of the second Asian regions to join the Michelin Guide system since the first Michelin Guide Hong Kong & Macao was published in 2009 despite the fine dining restaurants in Macao have already developed for years along with the prosperous gambling industry (ELLEMEN, 2020). After preparing the formal survey questionnaires, another survey will be conducted, and the subsequent valid responses will be used for confirmatory factor analysis through structural equation modeling, utilizing Spss23 and Smart PLS 3.3.3. This study aims to fill the informational gap on responsible luxury behavioral intention in hospitality research and enrich literature on eco-brands. It complements and enhances research on Michelin Green Star and fine-dining restaurants.

Understanding the Sustainable Mobility Behaviours of Mountain Bike Tourists

Samudika Weliweriyage

Mid Sweden University

Sweden

samudika.weliweriyage@miun.se

Recently, many European Alpine destinations have identified a substantial growth in mountain bike tourism (Pröbstl-Haider et al., 2018). A heightening demand for mountain biking experiences can also be seen in Sweden, where it presents a promising economic prospect for its rural mountain destinations. Nevertheless, it also raises significant concerns over this tourism offering's potential to create detrimental impacts on the environment. A major reason for such sentiments concerns the very nature of this sport and its influence over the leisure consumption behaviours associated with this tourist segment such as their mobility behaviours. In light of mounting concerns over the tourism industry's contribution to climate change, heavy car reliance that persists in rural tourism contexts (Juschten & Hössinger, 2021), such as in mountain bike destinations, poses a substantial threat to sustainable tourism futures. Thus, to facilitate a modal shift towards climate-friendly mobility alternatives among mountain bike (MTB) tourists, a broader understanding of the factors that influence their mobility choices is required, such as socio-psychological and situational factors related to travelling. Moreover, an examination of the sustainable mobility infrastructural provisions within the tourism domain and its influence on MTB tourists' mobility choices would provide valuable insights into their mobility infrastructural needs and preferred attributes of sustainable mobility choices.

Hence, I intend to explore MTB tourists' eco-centric orientations concerning their mobility behaviours and generate useful insights into their socio-psychological, situational and contextual determinants and related behavioural discrepancies for policy interventions. The theories of Schwartz Value Circumplex, Goal Framing Theory, Theory of Planned Behaviour, Cognitive Dissonance Theory, and Attribution theory will be employed to provide the theoretical foundation. A methodological approach of explanatory sequential mixed method is proposed for this project. Firstly, a quantitative approach with multi-group analysis in Partial Least Squares Structural Equation Modelling is proposed to evaluate MTB tourists' ecocentric orientations in their mobility behaviours and the influence of the underlying sociopsychological, situational and contextual determinants. Secondly, a qualitative laddering technique based on semi-structured interviews is proposed to analyze the behavioural discrepancies demonstrated by MTB tourists in mobility choices in relation to their eco-centric dispositions.

A key contribution of this project is to provide policymakers with insights into how the sustainable accessibility to (selected) mountain bike destinations in Sweden, function and isexperienced by mountain bike tourists. This knowledge could be used to further develop sustainable mobility landscapes in Sweden, linking its peripheral mountain bike tourism destinations. Furthermore, the study findings on MTB tourists' mobility behaviours can be employed to promote sustainable mobility practices among them.

Place attachment effect on Anime Pilgrims' tourist Pro-Environmental Behavior

Ziqi Yu

MUST - Macau University of Science & Technology

Macao SAR, China

3230007430@student.must.edu.mo

Ziqi Wang

3220004911@student.must.edu.mo

Tourists' pro-environment behavior (PEB) has gradually been attracted attention of the industry and academia in recent years. Previous studies have already revealed the significant role of the cognitive factors in influencing tourists' PEB such as environmental knowledge, perception of environmental education, and environmental values (e.g. Chiu, Lee & Chen, 2014). On the other side, emotional attributes such as place attachment (Koenig-Lewis et al.,2014) and others rational-affective-moral factor (e.g. Gao et al.,2022) are identified its effect on tourists' PEB as well. Some researchers believe that place attachment is a determinant of pro-environmental behavior (Gosling & Williams,2010). It is found that place attachment level can positively predict an individual's pro-environment behavior (Stedman,2002; Ramkissoon & Mavondo,2017; Walker et al.,2015). In these studies, "place" includes the living environment (Song & Soopramanien,2019; Lo & Jim,2010) and tourist destinations (Halpenny,2010; Kim & Koo,2020).According to Hunter,Hatch, and Johnson(2004),Public pro-environmental behaviors mainly involve the public sphere, such as participating in environmental voluntary activities and donating money to support environmental protection.In the study of Lo & Jim(2015), the stronger people's emotional attachment to the case study location , the stronger their protective attitude, and the more willing they are to donate money to protect the trees growing on the stone wall.

However, scholars also pointed out that emotion occurs virtually immediately and automatically after cognitive responses, sometimes unconsciously (Yu & Duffy,2021), which can profoundly influence individuals' decisions about potential behaviors (Contrada et al.,1990). Therefore, it is necessary to take both of the cognitive and affective, environmental understanding and tourism experience aspects into consideration in the discussion of tourists' PEB. Meanwhile, various tourism destinations and activities have been investigated in tourists' PEB (Li et al., 2019;Li et al., 2023). The tourism program which is less mainstream and more based on sub-culture, however, is ignored in this issue.

Based on the above argument, this study chose anime pilgrimage, as a niche tourism activity which is inspired by animation works and participated usually by the fans of those animation works (Kim et al., 2007), follows a mechanism encompassing "work identification-place perception-value judgment-place attachment" (Henrik & Sara, 2017; Bai et al., 2022), that is, from the identification of the anime, to the perception of the tourist destination and perceived value, and then transfer consumption of the anime tourism consumption, and finally form place attachment to the "Pilgrims site". Based on the analysis framework of SOR, this study aims to construct a comprehensive model to explore the effect of animation pilgrims' perception on their PEB. This research aims to engage in three touring activities catered to anime pilgrims,after that, this study will process semi-structured interview with 15 participants to gain insights into their cognitive emotions towards the anime pilgrim tourism destination site, about their travel experiences, and their comprehension of PEB. These interviews will then be utilized to validate the theoretical hypothesis of this study within the context of the anime pilgrim tourism site. Additionally, a questionnaire has been developed to assess the PEB of anime pilgrim tourists and the influencing factors thereof.

The effect of urban requalification on tourists' perception and behaviour

Judit Zoltan
University of Bologna
Italy
judit.zoltan@unibo.it

Changing habits and pro-environmental behaviour became central discussion in the field of tourism. Yet, engagement in sustainable behaviour in a leisure setting not expected to happen voluntarily. A wide range of policy instruments can affect tourist behaviour; from more rigorous economic and regulatory instruments to alter consumption, to more liberal complementary approaches, such as nudging towards the 'right' behaviour. Besides initiatives addressing the industry directly, interventions primarily created for residents at the host destination can affect tourist behaviour as well.

As more than 70% of CO₂ emissions are generated in cities, climate actions in urban planning gained particular importance in the EU. Cities committed to achieve net-zero emissions by 2050 aim to balance the amount of GHG they emit to the atmosphere with the amount they remove within a specific timeframe. Therefore, cities requalification projects are based on the mitigation of emissions and the adaptation to the effects of climate change. In cities, where tourism plays a relevant role, decarbonization plans should develop in line with the tourism policies. In particular, the planning should consider the tourist usage of diverse neighbourhoods of a destination, and the seasonal pressure on their facilities.

The focus of the current research is a coastal regeneration project in the Italian seaside destination of Rimini. The city's 15 km's long coastline is filled with bathing establishments that were previously bordered with a long road and parking places. The new Sea park (Parco del Mare) of Rimini takes over this grey infrastructure and transforms the area into green spaces, sport facilities and lanes for soft mobilities.

Survey data collected from more than 200 tourists that visited the destination, reveal the use of this new green infrastructure, its perceived sustainable benefits, and its contribution to a new destination image. Managerial implications are derived for city planning, destination management and marketing.