

Emotions as Drivers of Sustainable Tourism Behaviours

Track Chairs

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Track overview:

Tourism is a complex and evolving service ecosystem that not only generates economic value but also shapes social, cultural and environmental outcomes across destinations. As the global tourism industry pivots toward Tourism 2040, there is an increasing demand for minimizing harm and restoring the tourism ecosystem via various forms of responsible, sustainable, regenerative and universally accessible tourism.

Achieving this shift requires a deeper understanding of the affective psychological drivers that influence the behaviours of tourists and other ecosystem actors, including employees, local communities and fellow travellers. These affective dimensions play a critical role in value co-creation across micro, meso and macro levels of the tourism system. In line with TTRA Europe 2027 theme of "Tourism 2040: Human-Centered Futures in Smart and Regenerative Ecosystems", this track invites submissions that explore the importance of emotions and affective human experience at the core of tourism transformation.

This track invites an interdisciplinary cohort of scholars from tourism psychology, environmental management, marketing, and human-computer interaction. By bridging the gap between the research on the psychology of emotions and destination management, this track contributes a vital human layer to the technical discussions of 2040.

Expanded Themes and Topics

1. Emotions as Drivers of Regenerative, Responsible and Sustainable Behaviours

- Emotions as affective psychological mechanisms enabling regenerative, responsible and sustainable behaviours
- How emotions interact with cognitive processes to shape regenerative, responsible and sustainable behaviours
- Transforming tourists from passive consumers to active contributors through emotionally guided experiences
- Identity shifts and long-term commitment to responsible, sustainable, regenerative, and accessible tourism

2. Emotional Typologies and Behavioral Outcomes

- Basic emotions (e.g. joy, fear, sadness) and immediate, responsible and sustainable behavioural responses
- Self-conscious emotions (e.g. shame, guilt, pride)
- Self-transcendent emotions (e.g. awe, compassion, gratitude) and collective well-being
- Future-oriented emotions (e.g. hope, anxiety, excitement) and sustainable and regenerative anticipatory action
- Blended emotions (e.g. nostalgia, bittersweetness) and reflective, responsible and sustainable engagement

3. Designing Human-Centred Tourism Experiences

- Experience design for transformative emotional states
- Designing physical, social, and experiential touchpoints that transform tourism actors from passive observers to emotionally engaged contributors
- Encouraging tourists to connect their feelings with thought by supporting reflection and ethical reasoning
- Leveraging storytelling and immersive environments to foster affective connections

4. Multi-Actor Emotional Dynamics in Tourism Ecosystems

- Emotional interactions among tourists, employees and local communities
- Role of emotions in value co-creation across micro, meso and macro levels
- Collective emotional climates and destination resilience

5. Digital Facilitation of Emotions

- Use of smart tourism technologies to evoke affective and emotional rich transformative inner states
- The impact of Agentic Artificial Intelligence on the behaviours of responsible, sustainable, and regenerative tourism ecosystem actors
- The impact of Virtual Reality, Augmented Reality and Mixed Reality on the behaviours of responsible, sustainable, and regenerative tourism ecosystem actors
- Designing digital and phygital touchpoints that stimulate responsible, sustainable and regenerative behaviours

6. Governance, Ethics and the Emotional Commons

- Policy and governance frameworks for managing emotionally driven tourism systems
- Preventing the commodification and manipulation of emotional experiences
- Ethical implications of engineering and facilitating emotions

7. Methodological Innovations

- Development of multi-modal and longitudinal approaches to measure human emotions in tourism and hospitality contexts
- Capturing the transition from immediate emotional responses to sustained regenerative and responsible tourism ecosystem actors' behaviours
- Integrating qualitative, quantitative and digital trace data in research related to emotions and affective states

8. Risks of Emotional Backfire

- Emotional burnout, fatigue and desensitisation in hyperaffective phygital tourism ecosystems
- Emotions and ethical responsibility
- Unintended consequences of over-stimulation or manipulation of emotions
- Systemic risks of affective and emotional-focused resilience strategies