

# Sustainable Behaviour in Tourism and Hospitality

## Track Chairs

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## Track Overview

Tourism and hospitality are among the world's most influential service ecosystems, shaping environmental impacts, social wellbeing, mobility, and consumption. Yet, despite the strong growth of sustainability research in tourism, most studies still focus on behavioural intentions, attitudes, willingness, and self-reported "plans" to act sustainably, rather than on actual, observed sustainable behaviour in real settings. This creates a well-known intention behaviour gap, where what people say they will do does not match what they do in practice, limiting the field's ability to explain or improve real sustainability outcomes.

To address this gap, and in line with the TTRA Europe 2027 theme, "Tourism 2040: Human-Centered Futures in Smart and Regenerative Ecosystems," this track focuses on enacted and measurable sustainable behaviour among tourists, employees, organisations, and host communities.

We welcome empirical, conceptual, and methodological papers (qualitative, quantitative, or mixed methods) that look at what people and organisations actually do in practice, the everyday barriers they face, and interventions ( nudges, service design, digital tools, habit formation) that help change real behaviour, not just intentions.

## Intended Audience and Scholarly Contribution

This track is intended for scholars in tourism and hospitality studies, sustainability, consumer and organisational behaviour, psychology, sociology, and service research, including early-career researchers and doctoral students seeking to advance behaviourally grounded sustainability research.

The track makes the following scholarly contributions:

- Moves sustainability research beyond intentions to focus on what people and organisations actually do in practice.
- Encourages stronger evidence and fresh methods to measure and understand real behaviour.
- Supports a more human-centred, practice-based view of sustainability in tourism and hospitality.
- Generates findings that are more useful for real-world decisions in destinations and organisations.

## Key Research Questions and Thematic Focus

### Bridging the Intention–Behaviour Gap

- Origins and drivers of discrepancies between sustainability intentions and actual behaviour in tourism/hospitality settings
- Situational, social, cultural, psychological, material, and structural barriers/enablers
- Limitations of dominant intention-based models (Theory of Planned Behaviour) for real-world prediction and intervention

### Capturing and Measuring Actual Sustainable Behaviour

- Innovative methods: observational/field studies, experiments, experience sampling, diaries, behavioural data analytics, digital traces
- Longitudinal and mixed-methods designs to track behaviour over time
- Ethical/practical challenges in observing real behaviour (privacy, consent, reactivity)

### Sustainable Behaviour in Tourism and Hospitality Practice

- Tourists' real resource use (energy, water, waste, mobility, food) and behavioural trade-offs (comfort vs. sustainability)
- Frontline employee/organisational practices and organisational routines
- Rebound effects, spillovers, and unintended consequences of "green" choices
- Integration of technology and data-driven practices for real behaviour monitoring

### Contextual, Cultural, and Situated Influences

- Role of place, culture, norms, social dynamics, and host–guest interactions in shaping enacted behaviour
- Cross-cultural/comparative studies of sustainability in practice
- Negotiated sustainability in diverse destination/community settings
- Integration of cultural heritage and community-driven influences on sustainable behaviour

### Behavioural Interventions and Change Mechanisms

- Nudging, choice architecture, defaults, feedback, social norms, and peer influence targeting actual behaviour
- Service design and smart tech (apps, AI) for habit formation and persistence
- Ethical considerations and unintended consequences of behavioural interventions

### Policy, Governance, and Equity in Behaviour Change

- Multi-level policy tools, incentives, and governance mechanisms for bridging intention behaviour gaps
- Equity, inclusion, and justice barriers in enacting sustainable behaviour (cost, access, disability, time constraints, cultural identity)
- Stakeholder collaboration, participatory governance, and power dynamics
- ESG integration, monitoring, unintended consequences, and adaptive policy learning