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# ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

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## DOES LEARNING ABOUT THE ENVIRONMENT ON HOLIDAY CHANGE YOUR BEHAVIOUR AT HOME?

In this study, **Prof Font** and colleagues found that tourists' stated pro-environmental behavioural intention on holiday does not convert into actual pro-environmental behaviour at home, as assessed one week and one month after a holiday. Moreover, neither pro-environmental behavioural intention nor pro-environmental behaviour are seen to change over time or location. Instead, what enable pro-environmental behaviour are the provision of environmental information and facilities.



# THE ELUSIVE IMPACT OF PRO-ENVIRONMENTAL INTENTION ON HOLIDAY ON PRO-ENVIRONMENTAL BEHAVIOUR AT HOME

## PROF XAVIER FONT

The mechanisms of how pro-environmental intentions and behaviours can be promoted across contexts and over time remain important to study. Longitudinal methods are rarely employed in tourism, but our research suggests, with empirical evidence, that they should be. Our time-lagged study indicates that tourism-context pro-environmental intention has limited impact on behaviour at a non-tourism context, which highlights the importance of context change in affecting the actual conduct of behaviours. The methodological contribution of the present research

is that it empirically quantifies the relationships between onsite pro-environmental intention, offsite pro-environmental intention and pro-environmental behaviour via time-lagged structural equation model.

It is important for the managers of tourist destinations to design tourist experiences with sustainability behaviours embedded in them, to make them part of a social practice that increases pro-environmental behaviours without relying on individuals' intentions.



### **FURTHER READING:**

Wu, J. S., Font, X., & Liu, J. (2021). The elusive impact of pro-environmental intention on holiday on pro-environmental behaviour at home. *Tourism Management*.

Link: [bit.ly/3tPbHfy](https://bit.ly/3tPbHfy)

However, it is in the economic interest of tourism stakeholders to be able to ground the moral justification of travel in the current climate crisis on the industry's ability, to demonstrate that the disproportionately high environmental impacts incurred during a short holiday are justifiable through the long-term positive behaviour changes achieved when tourists return home. Hence it is worthwhile (but complex) to investigate which kind of interventions are most likely to impact immediately on pro-environmental behaviours on site, as well as have a spillover effect across time and location.