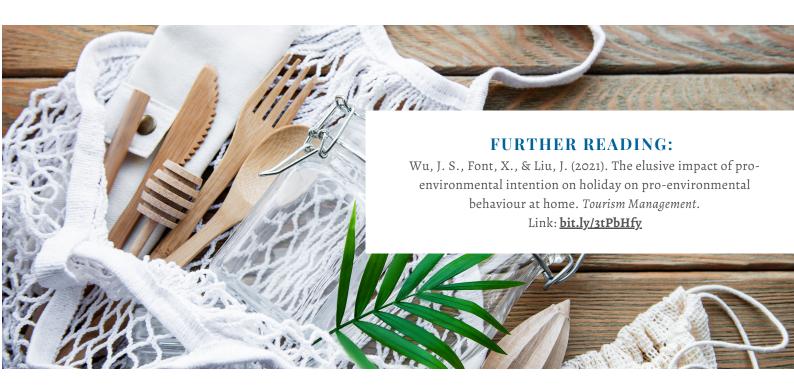
THE ELUSIVE IMPACT OF PRO-ENVIRONMENTAL INTENTION ON HOLIDAY ON PRO-ENVIRONMENTAL BEHAVIOUR AT HOME

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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 proenvironmental 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 proenvironmental 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.



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.