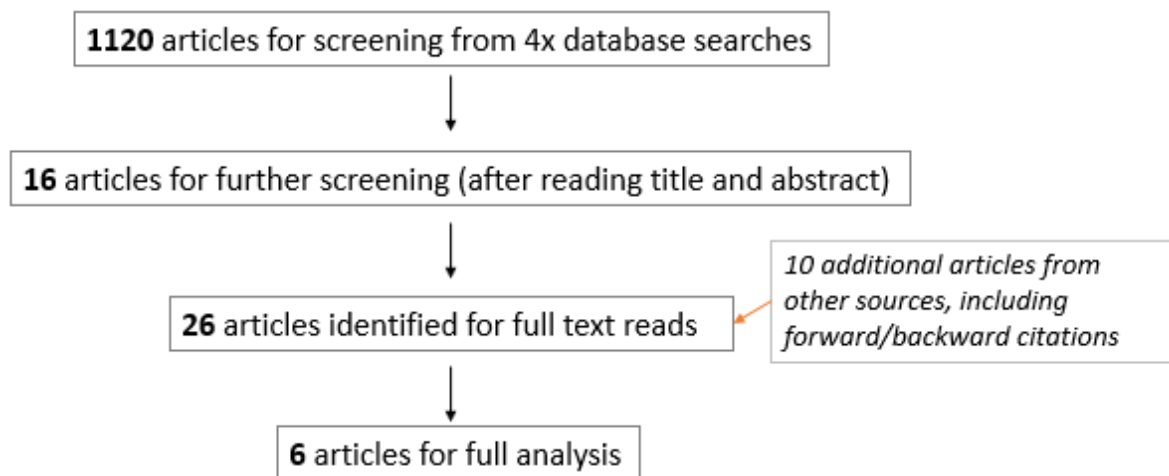


Overview of academic literature: Tourism and Leisure

- **Search criteria (behavioural interventions):**

- **Terms:** plastic* OR single-use AND behavio* OR “behavio* change” OR sustainab* OR intervention OR determinant* OR norm* AND touris* OR leisure* OR holiday* OR travel* OR recreation* NOT surgeon* OR surger* OR plasticity* OR medical* OR polymer*
- **Type of document:** (Peer-reviewed) Article, review, early access
- **Language:** English
- **Timescale:** 2015-2020
- **Databases:** Web of Science, Scopus, PsychInfo, Hospitality and Tourism

- **Results of academic literature search**



- **Overview of results**

- Behaviour change of individuals - main categories:
 - Improved recycling practices = 3 articles
 - Reduction in plastic consumption = 2 article
 - Reduction in littering behaviour = 1 article (also aimed to reduce plastic consumption)
- Overall, outcomes were generally positive

- **Results – examples of academic literature**

- **Grazzini et al. 2018**

- Aim: Improved recycling practices
- Intervention: Hotel information for guests about recycling
 - Messaging framed as:
 - Loss (to environment) vs Gain (to environment)
 - Concrete ('how' to recycle) vs Abstract ('why' recycle)
- Results:
 - Guest recycling was significantly better when 'loss'-framed messaging used
 - Especially if the loss message was matched with a 'how' to recycle, rather than 'why' recycle message

- **Mellish et al. 2019**

- Aim: Reduction in plastic consumption
- Intervention: Educational talk (vs no educational talk)
 - Zoo talk highlighting threats of balloons and encouraging the use of wildlife-friendly bubbles as an alternative
 - Visitors were also asked to sign a 'pledge' to use bubbles instead of balloons in the future.
 - Pre- and post-visit surveys, plus follow-up survey after six month
Increased understanding of threats
- Results:
 - Increased understanding of threats
 - Follow-up survey => Reported a decrease in use and purchase of balloons
 - Also likely to have reduced littering and negative impacts on wildlife

- **Willis et al. 2019**

- Aim: Reduction in littering behaviour (and plastic consumption)
- Intervention: Placing water refill stations in litter 'hotspots'
- Results:
 - Limited evidence of reduced littering

- Suggested that locating water dispensers near to 'point of sale' of bottled water, rather than littering hotspots, would have been more effective
 - Additional information: **"Leave No Trace" approach**
 - There was interest in this approach from one PPP partner in particular, but only one academic paper found (Settina et al. 2000, below)
 - Basic information on LNT approach :
 - Established in U.S. around 25 years ago => Outdoor Ethics for visiting national parks etc.
 - 7 principles:
 1. Plan ahead and prepare
 2. Travel and camp on durable surfaces
 3. Dispose of waste properly
 4. Leave what you find
 5. Minimise campfire impacts
 6. Respect wildlife
 7. Be considerate of other visitors
 - **Settina et al. 2020**
 - Aim: To reduce littering, tree damage, and surface disposal of human waste (Note: relates to general littering behaviour - not plastic litter focused)
 - Intervention: Three types of communication (evaluated against a control => no communication):
 1. an LNT brochure and poster display (non-personal) **Included a "pledge board"**
 2. personal LNT communication by a forest naturalist (scripted presentation to campers on arrival)
 3. a combination of both non-personal and personal methods
 - Results: (littering only)
 - personal LNT communication by a forest naturalist most effective (combined treatment also effective)
 - non-personal (brochure, notice board, and *pledge board*) was *not* effective

- **Other factors of note:**

- A study on sustainable travel conducted by Booking.com (2019), found 72% of travellers believed that people need to act now and make sustainable travel choices to save the planet for future (*Tourism is 5th largest polluting industry*)
- **But there appears is a disconnect between what people say, or even do at home, and how they act while on holiday**
- **Therefore, encouraging pro-environmental behaviours in a tourism context can be difficult** (e.g. Dolnicar et al. 2019; Nam et al. 2020). The same may be true in other leisure contexts.
- There appear many reasons for this disconnect, e.g.
 - People often want luxury and do not want to think about sustainability when on holiday
 - Level of sustainable behaviour of most people tends to be lower when on holiday than when at home
 - Even people who volunteer for environmental organizations do not always behave sustainably when on holiday
 - Hotels' efforts to be sustainable are often perceived as the hotel trying to save costs
 - "The eco-friendly features were often perceived by some guests as cheap" (Nam et al. 2020)
 - e.g. after changing from individual bottles to in-shower dispensers, some guests commented that it was like a three-star hotel setting
 - "Even though the hotel explained to its guests that it was to protect the environment, some guests still thought that Hotel ICON was cutting costs." (Nam et al. 2020).
 - No incentive to act sustainably when on holiday (this is different in the home context where people can save money, e.g. by reducing water and energy use)
 - Studies conducted in the home contexts have successfully used self-interest appeals (e.g. cost savings for people who change their behaviour).
 - This is not the case in tourism situations
 - e.g. reusing a towel does not save the tourist money. Instead, they get a 'lesser' experience as

they may be reusing a damp towel, rather than a clean dry one.

- **So, approaches that are successful in triggering environmentally-friendly behaviour in everyday contexts may not be (as) effective in hedonic contexts, such as tourism**
- **Dolnicar et al. 2019** attempted to address the 'cost' issue
 - Aim: to encourage hotel guests to act pro-environmentally by opting out of a room clean (to save water etc.)
 - Intervention:
 - Guests given information pack on arrival (plus room sign to 'opt out' of room clean)
 - Three conditions:
 - Pro-environmental appeal only (encouraging voluntary opt out of room clean)
 - Pro-environmental appeal + offer of free drink voucher (if opting out of room clean)
 - Free drink only (if opting out of room clean)
 - Results:
 - Hotels guests were significantly more likely to opt out of a room clean when offered a 'free drink'
 - Sharing monetary savings with guests led to a 42% reduction in room cleans
 - Lowest level of voluntary opting out of room cleans was found when using pro-environmental messaging only (compared with free drink voucher only - most successful - *OR* a combination of a free drink voucher and pro-environmental messaging)

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